



Southeastern
Credit Union Foundation
Charity. Community. Cooperation.

FUNDRAISING TOOLKIT

ALABAMA OFFICE: 22 Inverness Center Pkwy, Suite 200, Birmingham, AL 35242

FLORIDA OFFICE: 3692 Coolidge Court, Tallahassee, FL 32311

GEORGIA OFFICE: 6705 Sugarloaf Pkwy, Suite 200, Duluth, GA 30097

www.lscu.coop/foundation

Thank you for your interest in supporting the Southeastern Credit Union Foundation. The Foundation offers many opportunities for support of the credit union movement.

The opportunities enclosed should help provide you with an overview of how you can support the Southeastern Credit Union Foundation. Please contact us when you are ready to identify the best opportunity for you or if you have an idea on how to improve and advance the work of the Foundation.

Contact the Foundation

Bobbi Grady
Foundation Development Coordinator
Southeastern Credit Union Foundation
22 Inverness Center Pkwy, Suite 200
Birmingham, AL 35242

Phone: 205.437.2128 or 866.231.0545 ext. 2128

Email: bobbi.grady@lscu.coop

Website: www.lscu.coop/foundation

Who is the Southeastern Credit Union Foundation?

The Southeastern Credit Union Foundation is the charitable arm of the League of Southeastern Credit Unions & Affiliates (LSCU) and is tasked with encouraging our constituent credit unions to work cooperatively within their respective communities for the greater good and exercising good stewardship through charitable activities benefiting their local communities and membership to not only enhance the image of credit unions, but to ultimately grow credit union membership.

The Southeastern Credit Union Foundation (SECUF) is dedicated to serving Alabama, Florida and Georgia credit unions through its efforts of charity, community, and cooperation. A non-profit organization, the SECUF was formed through the combination of the foundations of the former Alabama, Florida and Georgia leagues.

The SECUF is a 501(c)(3) organization and donations are tax deductible when applicable by law.

Our Mission

To serve as a catalyst for credit unions to collectively affect change through charitable giving and education.

Our Vision

To enrich and elevate our communities by applying the credit union philosophy of “People Helping People.”

The Southeastern Credit Union Foundation is active in and dedicated to:

- Promoting financial education to benefit credit union members, students, and the public at large;
- Helping credit unions implement programs within their communities that fulfill their social responsibility to make financial services affordable and accessible to all members, including those of modest means, or to areas in financial distress;
- Providing professional development grants to assist credit union employees and volunteer leaders with the training to achieve professional excellence; and
- Offering financial relief to credit unions, their employees, members, and their communities in the wake of natural disasters such as hurricanes, tornadoes, etc.

What does the Foundation Do?

The Southeastern Credit Union Foundation has three primary areas of funding; professional development of credit union staff and volunteers, financial education programs for youth and adults, and creating valuable resources for our member credit unions and the communities they serve. Working with credit unions, chapters, and community organizations, the Foundation works to achieve its mission to be a catalyst to effect change through charitable giving and education.

Why Should You Support the Southeastern Credit Union Foundation?

Because we're better together! Individually, we can have an impact but when we combine our resources, our impact expands exponentially – we can help others on a scale that wouldn't be possible alone. Please join us in making Alabama, Florida and Georgia residents financially fit and our commonwealth a strong, stable economic force in our country.

Your support makes it possible for the Foundation to proudly promote the credit union philosophy of "People Helping People." Join us to help consumers obtain financial independence by supporting financial literacy initiatives, professional development of credit union staff and volunteers, and disaster relief efforts for credit union communities.

How Can You Support the Foundation?

The Foundation raises funds through several annual events and campaigns, so we collectively provide hope to our affiliate credit unions and others in need. There are many ways in which you can support the work of the Foundation throughout the year. Learn more and find the best fit for you. Thank you for partnering with us so we may continue to help others.

Fundraising Ideas for Chapters

Chapter Fundraisers

Hold an annual fundraising event to support SECUF or allocate a portion of your already established annual event to SECUF.

SECUF Raffle (Georgia and Florida Only)

Held from April – June and concluding with the winner announced at the Southeast Credit Union Conference and Expo, this campaign allows credit unions to sell tickets to employees and members for a grand prize of \$5,000. A great way to engage credit union members.

Sponsorships

Sponsorships allow the SECUF to offer professional development scholarships, to underwrite programs, and to award grants in times of disaster.

- Golf Tournaments – SECUF has three charity golf events scheduled for 2020. Chapters can support SECUF by sponsoring a hole at any of the below tournaments. A hole sponsorship receives logo recognition on tournament signage, at designated golf hole and verbal recognition during the event opening remarks.
 - Ed Collins Memorial Golf Tournament on April 23, 2020 in Greensboro, GA. A hole sponsorship is priced at \$300.
 - Southeastern Credit Union Conference and Expo (SCUCE) Charity Golf Tournament on June 17, 2020 in Orlando, FL. A hole sponsorship is priced at \$350.
 - Southeast Leadership Development Conference (SLDC) Charity Golf Tournament on November 4, 2020 in Point Clear, AL. A hole sponsorship is priced at \$300.
- SLDC Wine Pull – SECUF will hold a wine pull fundraiser at the Southeast Leadership Development Conference during the evening reception on November 5, 2020. Chapters can support by donating a bottle(s) of wine retailing at a minimum of \$20.

- Financial Fitness Tournament – SECUF’s Financial Fitness Tournament is a competition for high school students aimed at increasing financial literacy. Chapters can support this initiative by sponsoring a Financial Fitness Tournament Team at \$250. Team sponsorship receives a mention on social media, name included on SECUF webpage, and invitation to regional competitions.

For these and other sponsorship opportunities, please email bobbi.grady@lscu.coop.

Need additional ideas for quick and easy chapter fundraisers?
See our Fundraising A – Z Guide.

Fundraising Ideas for Credit Unions

Fair Share

The Fair Share Campaign is the most successful revenue generating campaign of the Foundation’s year and it’s the easiest way to help support the Southeastern Credit Union Foundation and ensure the continued growth of the foundation and ultimately enrich and elevate our communities. A “fair share” donation is equal to just \$.07 per member.

Financial Fitness Day

Americans spend months getting their physical health into shape as part of their New Year’s resolutions. Financial Fitness Day is dedicated to helping members get their financial health in shape to kick off Financial Literacy Month. Participate in Financial Fitness Day and raise funds for the Foundation in support of financial education initiatives and raise awareness of the importance of financial education. To participate, simply hold a Jeans or Casual Day fundraiser for staff at your credit union on Financial Fitness Day (1st Wednesday in April).

SECUF Raffle (Georgia and Florida Only)

Held from April – June and concluding with the winner announced at the Southeast Credit Union Conference and Expo, this campaign allows credit unions to sell tickets to employees and members for a grand prize of \$5,000. A great way to engage credit union members.

Sponsorships

Sponsorships allow the SECUF to offer professional development scholarships, to underwrite programs, and to award grants in times of disaster.

- Golf Tournaments – SECUF has three charity golf events scheduled for 2020. Credit unions can support SECUF by sponsoring a hole at any of the below tournaments. A hole sponsorship receives logo recognition on tournament signage,

at designated golf hole and verbal recognition during the event opening remarks.

- Ed Collins Memorial Golf Tournament on April 23, 2020 in Greensboro, GA. A hole sponsorship is priced at \$300.
- Southeastern Credit Union Conference and Expo (SCUCE) Charity Golf Tournament on June 17, 2020 in Orlando, FL. A hole sponsorship is priced at \$350.
- Southeast Leadership Development Conference (SLDC) Charity Golf Tournament on November 4, 2020 in Point Clear, AL. A hole sponsorship is priced at \$300.
- SLDC Wine Pull – SECUF will hold a wine pull fundraiser at the Southeast Leadership Development Conference during the evening reception on November 5, 2020. Credit unions can support by donating a bottle(s) of wine retailing at a minimum of \$20.
- Financial Fitness Tournament – SECUF’s Financial Fitness Tournament is a competition for high school students aimed at increasing financial literacy. Credit unions can support this initiative by sponsoring a Financial Fitness Tournament Team at \$250. Team sponsorship receives a mention on social media, name included on SECUF webpage, and invitation to regional competitions.

For these and other sponsorship opportunities, please email bobbi.grady@lscu.coop.

Need additional ideas for quick and easy chapter fundraisers?

See our Fundraising A – Z Guide.

Charitable Donation Accounts

Charitable Donation Accounts (CDA) offer a win/win for both the credit union and SECUF. New rules from the National Credit Union Administration (NCUA) allow for expanded investment opportunities to help fund the charitable giving of credit unions. With a CDA, a credit union can take advantage of a variety of potentially higher yielding funding options. A minimum of 51% of the total return of a CDA must be distributed to qualified charities. Which means credit unions can retain up to 49% of the investment income. We would like you to consider the Southeastern Credit Union Foundation in your charitable distribution. Contact Bobbi Grady at bobbi.grady@lscu.coop if you’re interested in learning more.

Payroll Deduction

Credit unions can add the SECUF as an option for payroll deduction.

Need additional ideas for quick and easy credit union fundraisers?

See our Fundraising A – Z guide.

The SECUF Fundraising A – Z Guide

Need some ideas to get your fundraising started? The SECUF Fundraising A – Z Guide is packed full of innovative, creative and fun ideas to inspire your fundraising efforts.

- **Amazon Smile** – Link your amazon purchases to the SECUF’s Amazon Smile account at <https://smile.amazon.com/ch/59-2252733>.
- **Auction / Auction of Promises** – Do you have a well-stocked record collection you’re willing to let go of for a good cause? Or the contacts to get your hands on some sought-after sports memorabilia? Then an auction could be the charity fundraising activity for you.
- **Bake Sale** – Bake your way to fundraising success.
- **Bingo** – Bingo could be the activity for you! Our advice: keep it fun and adapt the game for your audience. If they’re celebrity obsessed why not use photographs of famous people instead of numbers or perhaps your friends are foodies... food bingo anyone?
- **Book Sale** – Round up gently used books from your team members’ personal collections as well as donations from local publishing houses, bookstores and libraries. Spread the word, set up a table in a highly trafficked location and sell the books.
- **Bowling Tournament** – Put together a bowling tournament with the proceeds benefiting SECUF.
- **Brown Bag Lunch Day** – Everyone brings in their own lunch and donates the money they would have spent to SECUF.
- **Change Jar** – Set up a change jar at each chapter meeting or at a highly trafficked area at the credit union. Collect throughout the year and get ready to be surprised at how much the total will be!
- **Coffee Mornings** – Most people rely on a coffee to get them through the day so hosting a coffee morning is a great way to fundraise. (Gathering donations is much easier when you’re offering something people want anyway!) If you’re looking to host outside of the workplace, why not tie in with your local book club? Or if you know a friend who is already running a bake sale, remember you can partner up. They can focus on the cake, while you make sure you’ve got the right beans and brew.
- **Corn Hole Tournament** – Put together a corn hole tournament with the proceeds benefiting SECUF.
- **Darts Match** – Set your sights on bulls-eye and keep the game serious by charging

an entry fee to raise funds. Or keep it fun and set challenges like throwing whilst on one leg and charge per throw. If you are or know a local darts champion, why not charge a fee to play against them?

- **Donation per Transaction** – Create a one-time or ongoing promotion during which a donation will be made to SECUF for every debit transaction processed (i.e. \$.05 donated for every debit transactions, etc.)
- **Easter Egg Hunt** – Plan an Easter Egg Hunt and a visit from the Easter Bunny at your credit union for your members. Charge a small registration fee.
- **Eating Competition** – How many crackers can you eat without water? When it comes to food, there are lots of challenges to set. You can raise money with entry fees or tie an eating competition into a larger event.
- **Employee Potluck** – Hold a potluck and have people bring their favorite family recipe, charging employees \$3.00 – 5.00 a plate. It encourages employees to share something about themselves and gives a good option for the lunch hour.
- **End of Year Party** – Why not name SECUF as your charity of choice at your end of year party? Charge a small entry fee, play fun games and give out prizes.
- **Food Wars** – Hold a “food wars” event with anything from cupcakes to chili. Charge admission to tasters and have them vote for the winning recipe.
- **Games Lunch** – Put on a lunchtime session at your office and get colleagues to play board games for the price of a coffee.
- **Give it Up** – Ask staff or chapter members to give up a daily beverage or meal and donate the money they would have spent to SECUF. Try asking them to participate for a certain number of days.
- **Golf Tournament** – Put together a golf tournament with the proceeds benefiting SECUF.
- **Halloween Party** – The only thing better than fancy-dress for fundraising is dressing up at Halloween. So, get your invites out and charge guests an entry fee to spend the night apple bobbing to ‘Thriller’. Offer prizes for a costume contest.
- **Holiday Cookie Swap** – Get a sponsor and/or charge and entry fee to raise funds for SECUF with a fun and delicious cookie swap!
- **Host a Discussion** – Every community has someone who has a great story and a high profile. Find that person and host a discussion with them, moderated by another notable figure in the community.
- **Host a Pub Crawl** – Connect with 3 or 4 breweries and see if they are interested in partnering with you to host a pub crawl. Pick a theme and run with it!

- **Ice Cream Social** – Host an office get-together by selling packaged ice cream or access to a sundae bar. Don't forget the sprinkles!
- **Jeans Day** – Have co-workers donate \$5 to wear jeans for the day. Spice it up by making it a Hat Day, Team Spirit Day, etc.
- **Karaoke** – Rent or borrow a karaoke machine and hold a tournament at your office. Voting is done with dollars!
- **Kickball Tournament** – Organize a kickball tournament and donate the proceeds to SECUF.
- **Lunch with the CEO or Celebrity** – Auction off a special lunch with your company's CEO or a local celebrity.
- **March Madness Bracket** – Create a basketball bracket fundraiser. Offer gift cards and prizes for winners.
- **Matching Gifts** – Whether you're raising money in the office or outside of work, ask your employer about matching gifts. Lots of our fundraisers have doubled the amount raised by their employer so don't be afraid to ask.
- **Movie Night** – Host a movie night at a local park, civic center, school auditorium, library or team member's house. Sell popcorn, homemade treats, drinks and candy.
- **Nearly New Sale** – Ask your team to bring in any unwanted items from home that are still in good condition – clothes, books, board games, and children's toys are all great for this. Price all the items up, book a room for your pop-up store, and invite everyone along for some second-hand shopping. If you've got any items left at the end of the day, donate them to a charity shop so that they can benefit too.
- **Office Olympics** – Hold events like typing competitions, swivel chair races, staple pull contests, a stress ball toss, a water cooler drinking game, etc. Ask all athletes to pay an entry fee.
- **Ornament Sale** – Create holiday ornaments with your peers and sell them.
- **Pancake Breakfast** – This is a perfect event to host before work. Pair coffee and juice with the pancakes and charge \$10 a plate.
- **Penny War** – Set up various jars with the names of competing teams or groups on them. If a donor places pennies or other coins in a jar, that team gets the point for each cent collected. However, if someone puts a dollar in a jar, it counts against 100 cents. Encourage donors to put coins in their team's jars while placing dollars in their competitor's jars! Divide people into teams to compete against one another in this friendly contest. Provide a prize for the winning team. The jars will be overflowing by the end of the competition!

- **Pet Fashion Show** – Have a pet fashion show where you give everyone's pet the opportunity to flaunt its favorite outfit. Charge admission and vote for best outfit, matching outfits (owner and pet) wildest outfit etc.
- **Ping Pong Tournament** – Put together a ping pong tournament with the proceeds benefiting SECUF.
- **Pumpkin Carving Contest** – Invite staff and/or chapter members to pay a small fee to carve a pumpkin and enter it into the competition. You could give them a limited time to challenge their skills or take entries all day to encourage as many people as possible to take part. Set a selection of categories or awards for people to win, from Best Pumpkin Carved by a Child, to Scariest Pumpkin, or Most Original Design.
- **Reverse Raffle** – Instead of just selling tickets, make a party of it! In a reverse raffle, you set a fixed number of tickets to draw folks into a larger grand prize. Instead of the FIRST number being the winner, the LAST number is! Watch the tensions rise as people's odds increase. But wait! Save out a special ticket and auction it off when there are just four numbers left...people might pay upwards of \$500 to get that 1-5 chance of winning a big grand prize!
- **Santa Station** – Set up a Santa station in your credit union and take pictures with members for a small fee and donate the proceeds to SECUF
- **Skip-A-Pay** – For a donation (\$25+), members can skip a payment once a year. Terms and conditions apply.
- **Spot the Baby Competition** – Have everyone bring in baby photos of themselves. Invite co-workers, friends or family to see who can correctly identify the most. Charge \$5 for each entry.
- **Super Bowl Party** – Have a super bowl party and ask everyone for donations when they get there. It is certainly worth it after all the trouble you go to organize the party and provide the refreshments. The same can be done for the NCAA Championship basketball game, Indy 500, Masters final round etc.
- **Taste of the Town** – Ask several local restaurants to donate food. Sell tickets and have all the restaurants set up their dishes in one local location, such as a community center. Your guests pay one price and get to sample many different foods!
- **Theme Day** – Promote a theme day at work – staff pays to dress in theme. Give away prizes for best themed outfit.
- **Trivia Night/Lunch** – Host a trivia event where teams compete against each other to be crowned the smartest of the night. Have prizes for the winners and allow people to buy clues for answers to raise extra cash.

- **Ugly Face** – Encourage people to get a little silly and show you their best ugly face. Have people pay to enter photos of themselves making their most hideous ugly face and assemble a panel of judges with your staff and have a good laugh at all the ridiculous pictures that come in. The winner gets a prize. May the ugliest face win!
- **Ugly Sweater Contest** – Get a group involved and have the audience vote for the ugliest sweater using dollars (\$1 = one vote). Split the pot with the winner.
- **Vacation Day Raffle** – Everyone would like another vacation day, why not raffle one off? Have employees buy raffle tickets and the winner gets a day off. Of course, you will need to check with Human Resources first.
- **Vendors** – Solicit your vendors for cash donations or goods you can auction off.
- **VIP Parking** – Raffle off that coveted parking spot for a week, month or even a year.
- **Wear It** – People like to laugh, so give them an incentive to sponsor you by letting them nominate what you wear.
- **Wine-Tasting Party** – Secure wine, cheese and chocolate donations. Invite all your friends to attend and charge admission.
- **X Marks the Spot Treasure Hunt** – Following clues, teams pay a fee to compete against each other to discover the donated “hidden treasure.”
- **Zany Day** – Get people to pay to dress in the craziest outfits they can come up with.

Be sure to check your local laws before implementing fundraisers to ensure your event does not violate any state gambling laws.

