

NCUF & SCUF Network Joint Deliverables

Disaster Recovery



Top: Katrina storm surge on Mississippi Coast.
Bottom: New Orleans Katrina aftermath.

is one of the five primary joint deliverables between The National Credit Union Foundation (NCUF) and the State Credit Union Foundation (SCUF) Network. Specifically NCUF and the SCUF Network have agreed to work together to:

-  **create a technology platform and marketing plan to better enable the credit union movement to respond to disasters through on-line fundraising and donor communication.**

NCUF is in the process of finalizing a contractual relationship with an on-line fundraising firm with plans to have a sophisticated on-line fundraising and donor relationship capacity in place by August 1 for use by the entire CU movement.

A schematic follows on the next page outlining the proposed credit union on-line disaster relief fundraising and donor communication process. This process is under review by an ad hoc committee of SCUF Network representatives.

DRAFT

CU Disaster Relief On-Line Fundraising & Donor Communication

STEP 1: A DISASTER OCCURS. DEPENDING UPON THE SIZE AND SCOPE, ONE OF THE FOLLOWING HAPPENS:

1. Small, limited geo impact = no major appeal.
2. Regional impact = possible reg. or natl. appeal.
3. Natl. or intl. impact = system-wide appeal.



STEP 2: IF THE DISASTER WARRANTS, NCUF ACTIVATES THE DISASTER RELIEF FUND ALLOWING CREDIT UNION SYSTEM ORGS AND PEOPLE TO GIVE FOR CREDIT UNION DISASTER RELIEF.



STEP 3: NCUF ACTIVATES THE APPEAL VIA PUSH EMAIL CAMPAIGN ALONG WITH TRADITIONAL AND ON-LINE COMMUNICATION VEHICLES THAT DRAW ATTENTION TO THE VARIOUS MEANS OF GIVING, BUT EMPHASIZING ON-LINE RESPONSE RE: CONVENIENCE AND EFFICIENCY.



STEP 4: EACH CREDIT UNION LEAGUE AND/OR STATE CREDIT UNION FOUNDATION "PUSHES" INFORMATION TO ITS MEMBERS ENCOURAGING THEM TO FEATURE THE NCUF DISASTER FUNDRAISING LINK SITE ON THEIR WEB SITE, THROUGH COMMUNICATIONS TO THEIR EMPLOYEES AND MEMBERS, ETC.



STEP 5: CREDIT UNIONS ENCOURAGE GIVING TO NCUF DISASTER RELIEF USING ARTWORK AND MARKETING MATERIALS THEY CAN DOWNLOAD FROM NCUF'S MICRO-SITE

- ✓ To use on internal and external web sites.
- ✓ For POS materials.
- ✓ For statement stuffers.

BENEFITS

- ✓ More funds faster and more cost effectively.
- ✓ More efficient distributions to disaster area(s).
- ✓ Ability to develop true relationships with donors.
- ✓ Quick and efficient acknowledgement process.
- ✓ Consistent message regarding how the funds are used.
- ✓ Ease of reporting for donor accountability.



STEP 6: CONTRIBUTIONS COME TO NCUF. ON-LINE CONTRIBUTIONS ARE ACKNOWLEDGED DIRECTLY TO DONOR.

- ✓ Reports are created for Leagues/SCUFS and possibly individual CUs.
- ✓ Donors are given the opportunity to opt-in or out for ongoing e-communication.
- ✓ Email data base is formed beginning ongoing electronic donor relationship management for possible future public education, fundraising.





**FOR IMMEDIATE RELEASE
TO STATE LEAGUES & FOUNDATIONS**

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National Credit Union Foundation Activates “CU Aid” Disaster Relief Website for Entire CU Community

Credit Unions Urged to Link to www.cuaid.coop Before Next Disaster Strikes

WASHINGTON (9/14/06) – To help prepare for any natural or man-made disasters that could impact credit union people, credit unions are urged to link to the new “CU Aid” website (www.cuaid.coop) developed by the National Credit Union Foundation (NCUF) in cooperation with state credit union foundations, leagues, and CUNA’s Disaster Preparedness Committee.

Credit Unions Called to Action

“Now – before the next disaster – we are calling on credit union leaders and communicators to promote [cuaid.coop](http://www.cuaid.coop) as the single web-based resource to raise disaster relief funds supporting the entire credit union community,” urges NCUF Executive Director Steve Delfin.

Why Is This Important?

“When all local, state, and national credit union organizations link to [cuaid.coop](http://www.cuaid.coop), we can collect donations more efficiently and distribute funds much faster to credit unions, employees and members in disaster areas,” Delfin explains. “This will enable us to respond to the important lessons learned last year from Hurricane Katrina.”

Lessons Learned from Katrina	How cuaid.coop Will Respond
1. Millions of dollars left the credit union community.	1. Unite credit union supporters to keep donations within the CU community.
2. Most credit union people were not aware they could help fellow CU people.	2. Inform more credit union people that they can make donations to benefit fellow CU people.
3. Traditional fundraising methods took weeks to get relief to the disaster area.	3. Efficiently process online donations to move cash quickly into disaster areas.

“While the \$3.4 million the Foundation collected after Katrina was a record for credit unions, millions of dollars left credit unions for Red Cross, Salvation Army and other outside relief groups,” Delfin points out. “There is nothing wrong with supporting these other organizations, but we believe many credit union members and employees will donate to help credit unions once they are given the opportunity through [cuaid.coop](http://www.cuaid.coop).”

How to Use [cuaid.coop](http://www.cuaid.coop)

All credit unions and their supporters can take three steps to raise funds for the next disaster:

- ✓ 1) Download any of the [cuaid.coop buttons](#) and [banners](#), as well as related disaster relief "[campaign materials](#)" from www.cuaid.coop.
- ✓ 2) Place a **cuaid.coop** button and/or banner with a link to www.cuaid.coop on their organization's internet and intranet home pages.
- ✓ 3) Use the [sample letters](#), [statement stuffer and point-of-sale materials](#) to encourage members and employees to make donations that will help fellow members and employees recover from future disasters.

Donors will then have access to a secure [donation page](#) that generates immediate electronic receipts and thank you messages.

Help Available

Site designer Christopher Morris is available to help users customize their **cuaid.coop** links and campaign materials. Morris, who serves as NCUF's communications manager, can be reached at (800) 356-9655, ext. 4979 or cmorris@ncuf.coop.

In coming weeks, NCUF will announce a webinar featuring more information on the resources available through this first unified credit union disaster relief fundraising campaign.

Participation Needed

"The main focus in designing and laying out the site was making sure it is universally accessible," says Morris. "With this straightforward structure, anyone and everyone should be able to view **cuaid.coop** to make a donation to credit unions in need."

"The more credit union people who use **cuaid.coop**, the more effective we will be in reaching those who need help in any disaster area," promises Steve Bosack, NCUF deputy director and CU Aid strategist. "In cooperation with the State Credit Union Foundation Network, CUNA's Disaster Preparedness Committee and their RESCU effort, we now have a fundraising strategy to deploy across the entire credit union community."

When Disaster Strikes

In the event of a major disaster, CU Aid's strategy will come full circle in six phases:

- 1) State credit union organizations and NCUF gauge the level of the disaster according to regional, national or international impact;
- 2) NCUF activates the Disaster Relief Fund;
- 3) NCUF begins a specific relief appeal at www.cuaid.coop;
- 4) State credit union organizations promote the appeal to member credit unions;
- 5) Credit unions download new materials from www.cuaid.coop and encourage donations from members and employees;
- 6) NCUF channels money to credit union organizations serving the disaster area.

[Note to Editors: A chart is available to display how this fundraising system works.]

The Future of Fundraising

Other major relief organizations are already moving toward more online donations. “After Katrina, Red Cross raised nearly half of its \$3 billion online,” observes Delfin, who earlier in his career was responsible for American Red Cross’ national disaster relief fundraising. “Red Cross’ latest online campaign was a real sea change compared with the 22% raised online after the Tsunami of 2004 and the 7% raised online after September 11, 2001.”

What does all this mean for credit unions? “Clearly,” Delfin concludes, “if we want credit unions to be recognized as major players in disaster relief, we need a single online fundraising platform that everyone in the credit union community will support.”

*[Technology Note: **cuaid.coop** is powered by Convio. Based in Austin, Texas, Convio is America’s leading provider of online charitable fundraising platforms. Other Convio client sites are featured at www.convio.com.]*

About NCUF (www.ncuf.coop):

NCUF is the U.S. credit union movement’s primary national charitable fundraising organization. In times of disaster, NCUF raises and distributes funds to aid credit unions, employees, volunteers and members in the affected region. NCUF is grateful to the state credit union foundations and leagues who serve as partners in those challenging times.

NCUF this year earned the Better Business Bureau seal of approval for meeting the Wise Giving Alliance Standards for national charities.

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