Credit Unions for Kids

Skip A Pay 2018

Sample Newsletter Articles

**Newsletter Article #1**

[HEADLINE] SKIP A PAYMENT, HELP MAKE MIRACLES

Could you use a little help covering holiday expenses? Skip a loan payment through [CREDIT UNION NAME]’s holiday skip-a-pay program and we’ll make a $00 donation to our local Children’s Miracle Network Hospital, [LOCAL HOSPITAL].

Last year, credit union members nationwide raised more than $150,000 through Credit Unions for Kids skip-a-pay campaigns.

Learn more about how skip-a-pay works at [LINK]. Applying is easy using our online application form [LINK]. Help make this a season of giving for your friends and loved ones – and for families with kids undergoing serious medical treatment. Together we can make miracles happen.

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**Newsletter Article #2**

[HEADLINE] SKIP-A-PAY PROGRAM BRINGS HOLIDAY CHEER

[CREDIT UNION NAME]’s holiday skip-a-pay program is off to a successful start. Members with loans are electing to skip a payment this holiday season to help cover holiday expenses; [CREDIT UNION NAME] is making a donation for each approved application to [LOCAL CHILDREN’S HOSPITAL] through Credit Unions for Kids.

Our skip-a-pay benefit helps members free up extra funds by skipping a loan payment between November and January. A $00 processing fee applies, and a portion [OR INSERT $$ AMOUNT] of that fee will be donated to help kids and their families undergoing medical treatment at [LOCAL HOSPITAL].

There’s still time to apply. Go to [LINK] to apply online or visit a branch to apply in person. Spread holiday cheer to your friends and loved ones – and to local kids and families who can use our help in the year to come.

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**Newsletter Article #3**

[HEADLINE] BIG THANKS TO OUR SKIP-A-PAY PARTICIPANTS

Our holiday Skip-a-Pay program raised $00 for kids undergoing medical treatment at [LOCAL HOSPITAL] and their families. All told 00 [CREDIT UNION NAME] members applied to skip a loan payment over the holidays – and donate a portion of their skip-a-pay processing fees to Credit Unions for Kids, the brand under which America’s credit unions raise funds for Children’s Miracle Network Hospitals.

[INSERT ANECDOTE ABOUT LOCAL KIDS/FAMILIES IMPACTED BY DONATION]

Our holiday Skip-a-Pay campaign is just one of the fundraising efforts we host throughout the year to benefit Credit Unions for Kids. Together, we’re making a difference for [LOCAL HOSPITAL] and for families who need our support through a challenging time. Thanks to all who participated!