Theme & Marketing Materials



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| A yellow cartoon character holding an umbrella  Description automatically generated |

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| **2024 CU Youth Month Materials Now Available*****Promote Younger Members to Save for a Rainy Day!*** |

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| During the month of April, credit unions in Louisiana and across the country celebrate National Credit Union Youth Month and National Financial Literacy Month. While credit unions take financial education seriously all year long, this month provides us even more opportunities to work with our members and community partners to promote financial wellness.To help your credit union tailor your efforts to younger members, we encourage you to join with our League in promoting the theme **“Save Away for a Rainy Day”** because when kids learn about the importance of saving money for the future, they are laying the foundation for financial success!Below is the link to graphics and sample messaging that credit unions can share on their social media channels. The hashtag #CUYouthMonth also can be utilized on social media to demonstrate the power of our collaborative efforts. The messaging can be edited and customized to reflect your credit union’s brand. Also included are coloring pages and a word search to help engage younger members.We are thankful to the Maine Credit Union League for creating and sharing these materials, so that CU Youth Month could continue. People Helping People and collaboration is what our movement is all about! |

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| [**View Youth Month Materials**](https://urldefense.proofpoint.com/v2/url?u=https-3A__r20.rs6.net_tn.jsp-3Ff-3D001Y2zkGNdg7hK9As1e4D1atbq79yaQp9qQ9eU7HQFm2H8nWEhivDPAYWCYuRkDHhmMOoVm9SvrGR8aS5PC5mSIvs44W9h6yt4Zs2PcV8oeyxHFRScWRCz-2DPvSAzE9CoxNrW4-5FCCRALHOYiDa-2DhcfQ6VlD3op0JLRkEU-2DpNjTg-2DDueU8ABG2-5FztF72hMoMMJuyMCPgxEHj-5Fj3o-3D-26c-3DSjWFQbYH42aKrIorfg-5Fj-2DNeHy4uSo7zymI4ogPWnY72PSECCqU-2D75A-3D-3D-26ch-3D-2DbMjrbBu-2D9AwUN619DJF409wSn9nmlUr-5FU-5FoptfGNMLOswVM-5F9le5Q-3D-3D&d=DwMGaQ&c=euGZstcaTDllvimEN8b7jXrwqOf-v5A_CdpgnVfiiMM&r=Bl7m1ilN6H4ZnEyrc8hRg6eT1YKLi449YuPNYrtCO88&m=st2uk9jiRYgHlW3wzdIxNAaT9zoVJfrhIXrpkZZIVBTHaKSRy7gLWeKzV0APVFoI&s=2ZwMbvmoXpRQ3oYuc_SX2auTU0400tiwXWnf4MAR7s8&e=)  |

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