**MEMBER FACING**

SUBJECT: Take Our Challenge and Help {INSERT CU NAME} End Hunger in Maine

Dear Members:

As you may know, our credit union proudly participates in [**Maine Credit Unions’ Campaign for Ending Hunger**](https://campaignforendinghunger.org/). This important initiative helps Mainers access healthy and culturally appropriate meals by providing critical support to hunger-relief organizations across our state. In 2022, the Campaign raised over $1 million in food and cash contributions for the first time ever, a portion of which comes from the generous support of our credit union employees, volunteers, and members. This year, we hope to raise even more!

In honor of National Hunger Awareness Month, we are joining credit unions throughout Maine in a special fundraising effort - the fourth annual $100,000 Challenge. Collectively, we hope to raise **at least $100,000 in 30 days,** but we can’t do it without your help.

**[Maine Credit Unions’ Campaign for Ending Hunger $100,000 Challenge](https://campaignforendinghunger.org/)**

During the month of June, every dollar raised by the Campaign will support [**Good Shepherd Food Bank**](https://www.gsfb.org/), local food pantries, and meal sites like {INSERT NAME OF FOOD BANK(S) YOU WILL SUPPORT THROUGH THIS EFFORT}.These organizations work hard to ensure people living right here in our community have access to sufficient nutritious food.

**We Challenge You**

Between now and June 30, please consider making a tax-deductible [**online donation**](https://campaignforendinghunger.org/donate/) to the Campaign at https://campaignforendinghunger.org/, and select our credit union on the Donor page. {IF YOUR CREDIT UNION IS UTILIZING THE FUNDRAISING URL YOU WERE PROVIDED, WE SUGGEST LISTING THAT URL INSTEAD} Individual contributors will be listed on the Campaign’s website (with permission), and businesses contributing more than $250 can have their logos featured on the Contributor’s page. No contribution is too small—every $2 donation can help provide a meal for a family of four.

Nearly 140,000 of our neighbors around the state face hunger. Please consider opening your hearts and your wallets to support this effort and invite others to do the same.

Mainers always help Mainers in times of need. With rising inflation, high grocery costs, and pandemic-era support to purchase food expired, many individuals and families need assistance now. Let’s work together to help them access the food they need to thrive!

Sincerely,
{INSERT CREDIT UNION NAME}

**EMPLOYEE FACING**

SUBJECT: The Best Challenges Are Faced Together!

Dear Employee,

As you may know, our credit union proudly participates in [**Maine Credit Unions’ Campaign for Ending Hunger**](https://campaignforendinghunger.org/). This important initiative helps Mainers access healthy and culturally appropriate meals by providing critical support to hunger-relief organizations across our state.

In 2022, the Campaign raised over $1 million in food and cash contributions for the first time ever, a portion of which came from our own credit union’s efforts. Last year, with your help, (insert credit union name) raised X. I believe we can do even more in 2023!

In honor of National Hunger Awareness Month, we are joining credit unions throughout Maine in a special fundraising effort - the fourth annual $100,000 Challenge. Collectively, we hope to raise **at least $100,000 in 30 days,** but we can’t do it without your help.

[**Maine Credit Unions’ Campaign for Ending Hunger $100,000 Challenge**](https://campaignforendinghunger.org/)

During the month of June, every dollar raised by the Campaign will support [**Good Shepherd Food Bank**](https://www.gsfb.org/), local food pantries, and meal sites like {INSERT NAME OF FOOD BANK(S) YOU WILL SUPPORT THROUGH THIS EFFORT}.These organizations work hard to ensure people living in our community have access to sufficient nutritious food.

To support this effort, {INSERT CU NAME} is asking our members and vendors to make a tax-deductible donation to the Campaign. Our credit union is making a financial contribution as well. 75% of the funds raised online by or on behalf of our credit union will count toward {INSERT CU NAME’s} 2023 Ending Hunger totals—money we will distribute in our community. The remaining 25% of the funds will support Good Shepherd Food Bank.

To promote the Challenge, our credit union will be sharing information online, in our social media feeds, and in our lobby.

**How You Can Help**

Between now and June 30, please consider making a tax-deductible [**online donation**](https://campaignforendinghunger.org/donate/) to the Campaign at https://campaignforendinghunger.org/ and select our credit union on the Donor page. Donations can be for any amount over $5.

Please consider sharing information about the Challenge with your family and friends. Individual contributors will be listed on the Campaign’s website (with permission). All potential donors should be reminded to select our credit union when they donate.

Any employee that is interested in making a financial contribution to this effort can do so online or through payroll deduction. Please contact {NAME AND TITLE OF STAFF MEMBER IN HR DEPARTMENT} if you would like to learn more about setting up a recurring donation. Our credit union also will be selling X to raise money for the Campaign. {LIST ANYTHING ELSE THE CU IS SELLING /OR DOING TO PROMOTE THE CHALLENGE}

The credit union that raises the most money during the Challenge will receive a bonus of $500 to contribute to a local hunger-relief organization of their choice, so our credit union has an extra incentive to work hard over the next month!

Remember, no contribution is too small—every $2 donation helps provide a meal for a family of four.

If you have any questions about the Challenge, Maine’s Credit Unions’ Campaign for Ending Hunger, or if you are approached by a member with a question that you don’t know how to answer, please contact me.

Sincerely,

**VENDOR FACING**

SUBJECT: Take Our Challenge and Help {INSERT CU NAME} End Hunger in Maine

Dear Valued Partner:

Just in time for National Hunger Awareness Month, our credit union is once again supporting a 30-day fundraising effort to benefit [Maine Credit Unions’ Campaign for Ending Hunger](https://campaignforendinghunger.org/). To be successful, we need the help of businesses like yours.

[**Maine Credit Unions’ Campaign for Ending Hunger $100,000 Challenge**](https://campaignforendinghunger.org/)

Nearly 140,000 of our neighbors around the state face hunger. To help feed those in need, **Maine Credit Unions’ Campaign for Ending Hunger is hosting its fourth annual $100,000 Challenge**. The goal of the Challenge is to raise **at least $100,000 in 30 days**. The Challenge kicks off on June 1 and will run throughout the month. Last year, this initiative raised $110,000.

Our credit union is proudly participating in this effort, and we hope your business will join us by making a donation to the Campaign this month.

**We Challenge You**

You can help us feed Mainers in need by accepting our challenge to make a **tax-deductible** [**online donation**](https://campaignforendinghunger.org/donate/) at [**https://CampaignForEndingHunger.org**](https://CampaignForEndingHunger.org). Please select our credit union on the Donor page. {IF YOUR CREDIT UNION IS UTILIZING THE FUNDRAISING URL YOU WERE PROVIDED, YOU CAN LIST THAT URL HERE INSTEAD} Alternatively, you can send a check made out to the Campaign to:

Maine Credit Unions’ Campaign for Ending Hunger
ATTN: Accounting
PO Box 1236
Portland, ME 04104

All contributors will be recognized and businesses contributing more than $250 can have their logos featured on the Contributors’ page. A $2 donation can provide a meal for a family of four, demonstrating that no donation is too small.

**About Maine Credit Unions’ Campaign for Ending Hunger**

Since 1990, Maine credit unions have raised over $12.3 million to combat hunger in the state through this signature social responsibility initiative. Last year alone, the Campaign raised over $1 million to support local food pantries, school meal and backpack programs, [**Good Shepherd Food Bank**](https://www.gsfb.org/), and other Maine-based hunger relief organizations.

**About Good Shepherd Food Bank**

The mission of Good Shepherd Food Bank is to eliminate hunger in Maine by improving access to nutritious food for people in need, building strong community partnerships, and mobilizing the public in the fight to end hunger.