

2021



#ilovemycreditunion ♡ July 30, 2021

**IN ONE DAY**

- 5,000+ PEOPLE
- 700+ COMMITTED ORGANIZATIONS
- 48 STATES
- 4 COUNTRIES

**22 MILLION PEOPLE REACHED**

**33 THOUSAND ACTIVE INTERACTIONS**

2022

**I LOVE MY CREDIT UNION**

July 29, 2022

**THE IMPACT**

THE #ILOVEMYCREDITUNION SOCIAL MEDIA BLITZ HAD A GLOBAL REACH OF OVER 6 MILLION PEOPLE WHO SHARED THEIR STORY TO RAISE CREDIT UNION AWARENESS.

- 7K+ PEOPLE
- 850+ ORGS
- 50 STATES
- 11 COUNTRIES

- 55+ THOUSAND ACTIVE ENGAGEMENT
- \$35+ THOUSAND COMMUNITY GIVING
- 100% AUTHENTIC GRASSROOTS MOVEMENT

WWW.ILOVEMYCREDITUNION.SOCIAL

**I LOVE MY CREDIT UNION**  
July 28, 2023

9 MILLION PEOPLE REACHED

30 THOUSAND ACTIVE ENGAGEMENTS

\$34+ THOUSAND CHARITABLE GIVING

## THE IMPACT

THE CREDIT UNION MOVEMENT CAME TOGETHER TO RAISE AWARENESS, INSPIRE AUTHENTIC CONVERSATION, AND SHARE THEIR LOVE STORIES USING THE COMMON HASHTAG #ILOVEMYCREDITUNION.

1000+ ORGS   50 STATES   9 COUNTRIES