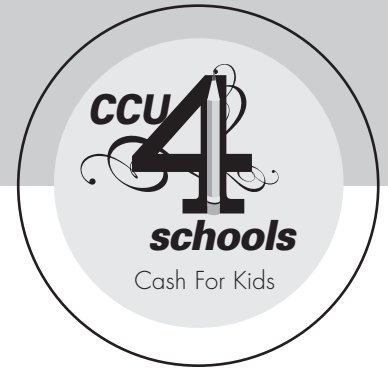


YES, you can

raise money for your school.



With CCU 4 Schools, it's easier than you might think. The Charter School Rewards Visa® by California Credit Union gives you access to a convenient and simple way of raising funds for your school with everyday purchases.

HERE'S HOW

Get involved

Appoint a Charter School Rewards Visa Ambassador for your school – someone who would be willing to volunteer just a little of their time toward leading your school's fundraising efforts.

Don't stop with the Ambassador. Get everyone involved – including all staff and teachers. Everyone should understand how the CCU 4 Schools program can help benefit your school.

Use the CCU 4 Schools Toolbox

First, review the materials in our CCU 4 Schools Toolbox. These include flyers, letters and other marketing materials that will help promote your fundraising efforts to parents. Just visit ccu4schools.com or refer to the materials provided to you. Once you're familiar with the materials, you can use them in the following ways:

Distribute the materials at events and meetings, including:

- PTA meetings
- Back-to-School welcome meetings
- Special events held to specifically raise awareness of the program – for parents at the school or for the public
- All school functions involving parents, including sporting events

Before these events, invite parents and others in the community to attend and learn more. At the events, take a few minutes of your agenda to explain the program and ask for support. Following the event, follow up with additional communications from our Toolbox to ask for support of your fundraising efforts.

Distribute the materials to parents on a routine basis:

- Newsletter advertisements and articles
- Flyers and letters
- As supplements to any fundraising communications

We're excited to help you in your school's fundraising efforts!

California Credit Union
Banking that makes the grade.



(800) 334-8788 ■ ccu4schools.com