



Credit Union Development Educators

Making a Difference for Over 25 Years

Campaign Committee

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Dear U.S. Development Educator (DE) Graduate,

The Development Education (DE) program has given much to all of us who are alumni. Now the DE program **needs you** to give just a little bit back to help push it onward to its next stage.

No one knows better than you, a Development Educator, the critical role that access to finance plays in developing families and communities, why credit union philosophy isn't antiquated history but a vital future underpinning, and how the **member-focused business principles** DE teaches enable credit unions to not just weather the current economic storm better than other institutions, but to help their member-owners, too.

One special class at a time, the ranks of DE graduates in the U.S. have

almost reached 1,000, and as

we approach that milestone we have also learned that the Community Investment Fund can no longer fully support all the DE programs we'd like to offer. The board of the National CU Foundation, home to the US Development Education program, feels DE is important enough that it should have the long-term stability of its own support base. They are asking all proud alumni of the Development Education program to rebuild the quasi-endowment fund that supports DE scholarships.

Regardless of where else you may have graduated from or the certifications you may have earned, few of us carry in our hearts a place any abbreviation we are prouder to have after our names than "CUDE." Help ensure our CUDE certification will continue to have meaning for us and be available to the next generation of professionals.



This DE graduation group picture reminds us of the pride we shared when receiving our certification.

“Go to the people. Learn from them.

Live with them. Start with what they know.

....when the job is done, when the task accomplished, the people will say we have done it ourselves.”

- Lao Tzu

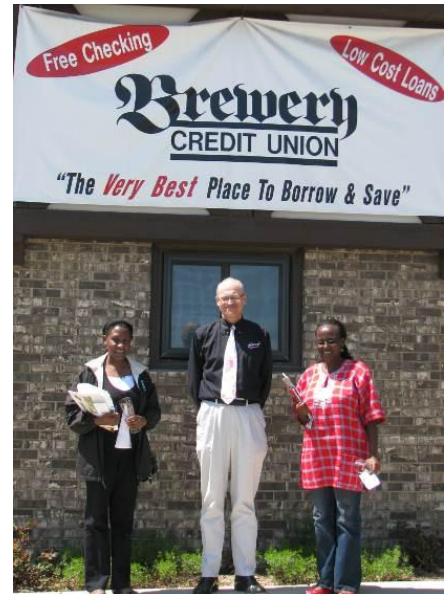
Please join us in supporting the program at the next level by becoming a member of the new CUDE Alumni membership group. Your membership will help support general DE program needs, develop alumni programs and support scholarships.

Please consider one of the affordable membership levels designed to support DE. We promise, your membership gift will bring outstanding alumni programs for yourself, while ensuring the torch that is credit unions will be carried forward by others in the future.

Sincerely,

CUDE Campaign Committee

P.S. Mark your calendar for our next formal CUDE alumni group event, a luncheon to be held on the Saturday prior to the GAC. A formal notice will be posted on the DE list serve with exact date and time.



Victoria and Susan, Kenya, extend their DE training by visiting a credit union serving low-income members.

Yes, I/we want to help sustain and grow the CUDE program for the future of our profession. While I will always be a DE, I'd like to give back by joining the new DE Alumni Membership Group at the following annual level:

___ **Sustaining Alumni Member at \$180/year or more (\$15/month)**

Benefits include:

- 20% Discount for you on all DE Alumni activities such as annual workshop, GAC luncheon (value range \$25-50)
- \$100 Discount on a Custom Learning Tour (WOCCU Program, eligible qualification for International-CUDE certification)
- Free digital subscription to CU Times (value \$80) (other vendor benefits may also be added)
- Ribbon proclaiming your Sustaining Membership at select system conferences
- Listing by level of your membership on the DE/NCUF website

___ **Lifetime Alumni Member at \$750 one-time cost**

Benefits same as sustaining alumni member above

___ **Individual Alumni Member at \$60/year (\$5/month or \$750 Lifetime).**

Benefits include:

- Free digital subscription to CU Times (other vendor benefits may also be added) (value \$80)
- Ribbon proclaiming your Individual Membership at system conferences
- Listing by level of your membership on the DE/NCUF website

- Check enclosed (payable to NCUF-DE Volunteer Program & Scholarship Funds*)
- Monthly share/checking account withdraw (we will send you form)
- One time credit card gift (check here if you prefer automatic monthly payments)

Visa, MasterCard (circle one) Card Number: _____

Name on card: _____ Exp: _____

Amount Authorized: \$_____

- Individual(s) or organization(s) that should be contacted to support this campaign:

You may use my name when contacting yes no

Your Name _____
(as you want listed on membership recognition lists)

Address _____

Phone _____ Email _____

*Funds raised are split between the DE Volunteer Program Fund and DE Scholarship Fund
Gifts to the National Credit Union Foundation are fully U.S. tax-deductible minus the benefits received; consult your tax advisor for deductibility information.

Thank you—please return to:

CUDE Alumni, National CU Foundation, 5710 Mineral Point Road, Madison, WI 53705.

Questions? Josie Collins: jcollins@ncuf.coop/608-231-4397