

**FOR IMMEDIATE RELEASE**

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**The League Announces Release of *You Own It* Campaign Toolkit**

**Orlando, FL** –The League of Credit Unions & Affiliates is proud to announce the public release of the *You Own It* Campaign Toolkit, a new resource designed to celebrate and elevate one of the credit union movement’s most defining characteristics – its cooperative structure. The toolkit provides credit unions with ready-to-use materials to help communicate the value of member ownership and strengthen awareness of what makes credit unions unique.

The *You Own It* Campaign is a footprint-wide effort to increase awareness of the credit union difference – namely, the member ownership that drives economic impact, community reinvestment, and meaningful financial benefits to individuals, families, and small businesses across Alabama, Florida, Georgia, and Virginia.

Designed with easy-to-use resources, the *You Own It* toolkit enables credit unions of all sizes to incorporate campaign messaging into their broader marketing and community outreach efforts. These adaptable materials help showcase the value of member ownership while supporting meaningful conversations with prospective members, community leaders, and policymakers.

The [\*You Own It\* Campaign Toolkit](#) includes:

- Social graphics
- Digital and web assets
- Print-ready materials
- Messaging guides
- Video content
- And more

“The League is fully dedicated to advocating on behalf of our 363-member credit unions, and that advocacy begins with reinforcing a fuller understanding of what makes credit unions such

an impactful financial service option for millions across our nation,” shared Samantha A.M. Beeler, President of The League of Credit Unions & Affiliates. “The *You Own It* Campaign Toolkit provides credit unions with the resources to amplify a clear, unified message about the value of member ownership and the positive impact credit unions create every day.”

The League invites credit unions to join this effort and help share the credit union difference. The [You Own It Campaign Toolkit](#) is available now and ready to support local outreach, advocacy, and member engagement efforts.

### **About The League of Credit Unions & Affiliates**

*The League of Credit Unions & Affiliates provides a platform for advocacy, collaboration, and innovation, representing 373 credit unions across Alabama, Florida, Georgia, and Virginia and their 33.6 million members, as well as \$471.3 billion in assets. The League serves as an advocate through credit union engagement, advocacy impact, Foundation resources, and LEVERAGE products and services. Join us in supporting credit unions by learning more at [www.the-league.coop](http://www.the-league.coop). Follow The League on [LinkedIn](#), [Facebook](#), [X](#), and [Instagram](#).*