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This Giving Tuesday, a new partnership for impact and advocacy

MPLS, MN -- **Giving Tuesday** is a global generosity movement unleashing the power of people and organizations to transform communities and the world. This may sound familiar, as it is nearly identical to the philosophy of the credit union movement.

This Giving Tuesday, **NetGiver** and **CUSocialGood®** are joining together to invigorate and revitalize the credit union impact story. This announcement comes at a time when credit unions are again under attack by the ABA, fighting to retain the not-for-profit status, and faced with potential increases in reporting requirements regarding service to the underserved. CUSocialGood and NetGiver have been independently gathering data on the social and community impact of credit unions and their members, and now will combine their efforts and invaluable data under one umbrella. CUSocialGood will unveil the new platform in 2022 with a renewed dedication to advocacy for the unique value of credit unions.

“Both of our organizations feel a deep sense of responsibility to serve our local communities and bring awareness to the benefits of credit unions,” said Dakota Credit Union Association President, Jeff Olson. “With this partnership and NetGiver’s approach to innovation, CUSocialGood will go beyond today’s blog site to become the education and advocacy platform we’ve always known it could be.”

CUSocialGood was started in 2013 by Dakota Credit Union Association as an advocacy tool in response to South Dakota bankers’ attacks on the credit union tax exempt status. Under this new partnership, NetGiver - the charitable giving CUSO - will harness the stories of CUSocialGood for reporting, and the creation of toolkits and resources for credit unions, nonprofits, leagues and advocacy bodies.

“By combining credit union self-reporting with data gathered by NetGiver on credit union-supported member giving, the movement will have an even more complete story of the impact credit unions, and their members, make every single day,” said Eric Berg, NetGiver President and CEO. “We’re awed by the impact that CUSocialGood has documented, and thrilled to bring this admirable project to new heights.”

So far in 2021, CUSocialGood has shared more than 1,000 stories amounting to nearly \$38 million in cash donations to various charities and organizations, with another \$5.9 million provided in scholarships, donations to hospitals, and tangible goods. These numbers will undoubtedly climb as the biggest giving weeks of the year occur in late November and December.



With the growing need for a unified credit union narrative, the two organizations have decided to prioritize the credit union movement. By sharing data, resources, and opportunities, CUSocialGood and NetGiver are moving together under one umbrella towards a shared goal of strengthening credit unions and the credit union movement.

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About NetGiver: NetGiver is a cause-marketing and member acquisition platform which allows members and prospective members to give to any 501(c)(3) organization without incurring the platform or processing fees, ensuring 100% of their donation safely reaches the charity of their choice. Built by Credit Unions, NetGiver engages the heartstrings of your members and potential members while actively showcasing your commitment to your community. As a CUSO, NetGiver is committed to furthering the credit union movement by focussing on “people helping people” and through programs like CUSocialGood and the Imagine the Difference podcast. NetGiver was named NACUSO’s Next Big Idea in 2020.

Visit netgiverapp.com to learn more about engaging with your members in their charitable giving.

About CUSocialGood®: CUSocialGood is an online community dedicated to sharing the good work credit unions do in the community every day. First launched in January 2013, CUSocialGood has posted over 10,500 stories from participating credit unions and leagues representing all 50 states and Canada about credit unions’ good deeds. Thus far, the growth and popularity of the website has been organic – word of mouth and social media.

Visit cusocialgood.com to learn more.

