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July’s Credit Union Social Media Blitz Reaches 9 Million People

Naperville, IL. August 9, 2023 – The Illinois Credit Union System (ICUS), in collaboration with over 1,000 organizations, took to their social media channels in celebration of the third annual #ILoveMyCreditUnion social media blitz on July 28th. This campaign’s mission is to raise credit union awareness by encouraging authentic high-energy conversation across social media platforms. By tapping into the credit union principles of cooperation among cooperatives and concern for community, the campaign stays true to the people helping people mission.



With roots growing deeper into the credit union industry, the #ILoveMyCreditUnion day campaign saw 30,000 engagements reaching nine million people around the world. Credit unions remain energized by the collective and creative nature of the campaign. ICUS was pleased to launch a newly designed website www.ilovemycreditunion.social; and provide a turnkey marketing toolkit, updated for 2023, that was made available to all participating organizations.

In honor of the sixth credit union principle, concern for community, Envisant donated \$10k, shared between ten credit unions, to support charitable work within each of their communities. Three Children’s Miracle Network Hospitals also received donations totaling \$22,500 from Envisant on behalf of the Maine, Indiana, and Cornerstone Credit Union Leagues. “Credit unions are dedicated to helping people and the community,” Tom Kane, President/CEO of ICUS noted. “This initiative brings our movement together to spotlight and celebrate the great work credit unions are doing for their communities and members.”

“We all have a credit union story,” says Staci Hering, Director of Culture and Engagement at the Illinois Credit Union League, “and this campaign creates an opportunity to share those stories collectively, which lengthens their reach and strengthens their impact. We love leading this initiative and are thrilled to celebrate this incredible collaborative success with everyone in the credit union movement; we’re already looking to July 26, 2024, for our next adventure and we hope all will join us!”

About ICUL

The Illinois Credit Union League is the trade association for 217 state and federal credit unions in Illinois. It focuses on providing legislative and regulatory advocacy, compliance assistance and information, and a wide range of educational and training services to those credit unions, who in turn serve more than 3.4 million members. More information can be found at www.icul.com.

About Envisant

Envisant is a credit union service organization helping credit unions across all 50 states achieve their vision. A subsidiary of the Illinois Credit Union League, Envisant brings experience and expertise to all areas of credit union service. Our forward-thinking product strategy features credit and debit programs, pre-paid debit cards, portfolio development consulting, agent credit card programs, ATM services, collections, marketing and more. Get to know us at www.envisant.com.

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