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# ADVENTURES IN LOCALISM VIDEOS

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2016

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# ADVENTURES IN LOCALISM

## SOCIAL MEDIA VIDEOS



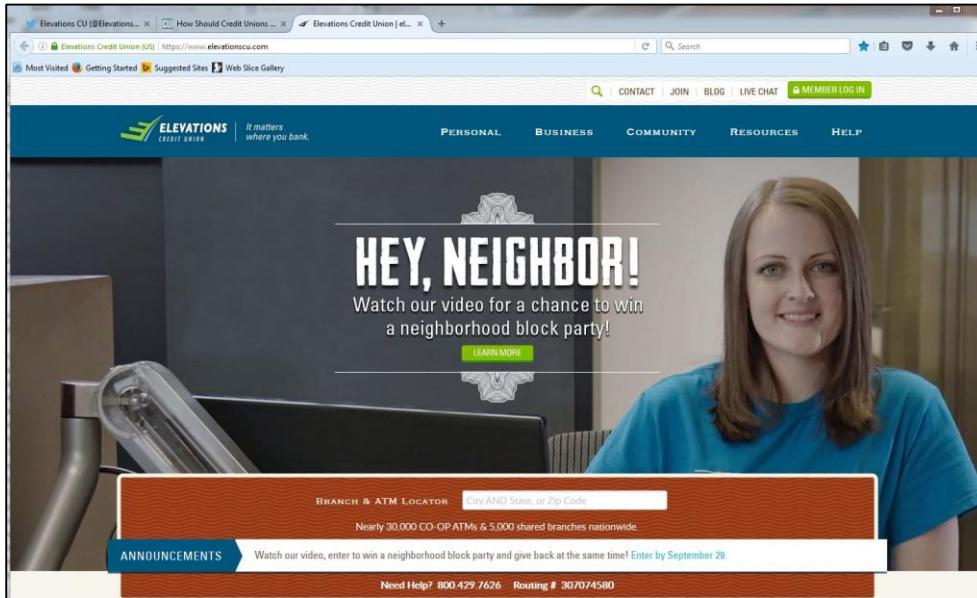
Hey, Neighbor!



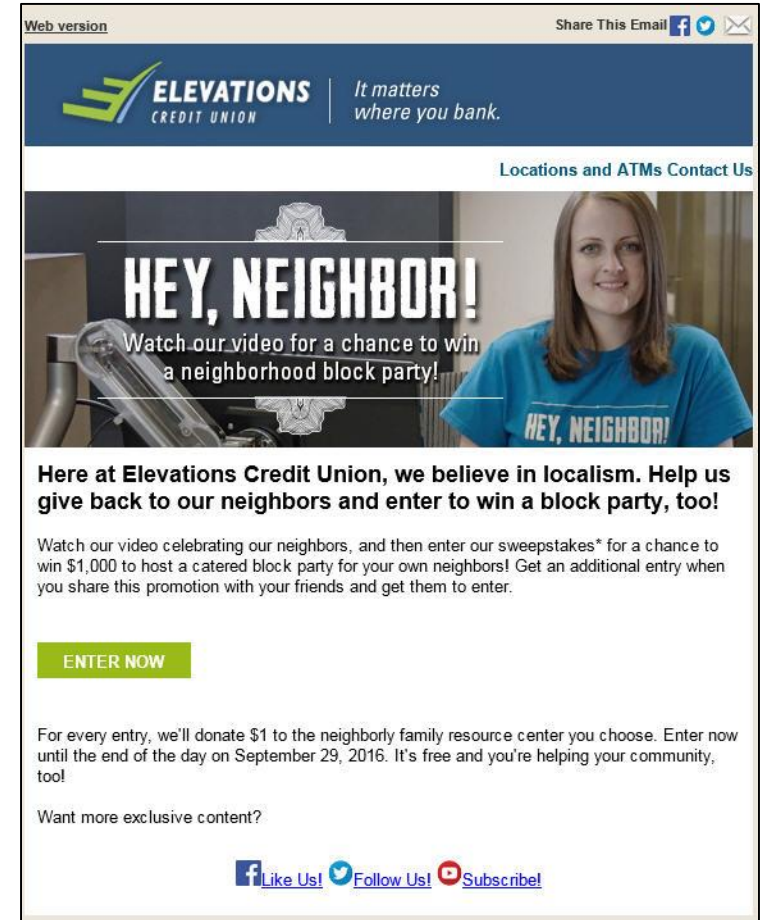
Community Egg Lending Program



# HEY, NEIGHBOR!



Homepage Hero



Member Email



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# HEY, NEIGHBOR!



Tweet #1



Tweet #2



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# HEY, NEIGHBOR!

**HEY, NEIGHBOR!** Watch this video for a chance to win a neighborhood block party!



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**HEY, NEIGHBOR!**

Watch this video for a chance to win a neighborhood block party!



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**HEY, NEIGHBOR!**

Watch this video for a chance to win a neighborhood block party!




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Home Business Briefcase Story

## Business Briefcase for Oct. 19, 2016

POSTED: 10/20/2016 08:27:51 AM MDT | UPDATED: 3 MONTHS AGO

**Briefcase**

**Turning the Corner**, a Boulder-based career coaching and recruiting organization was nominated as a finalist for Denver Business Journal's 2016 Fastest-Growing Companies. Go to [www.turningthecornerllc.com](http://www.turningthecornerllc.com).

**Frascona, Joiner, Goodman and Greenstein, P.C.** in Boulder is pleased to announce that Zachary A. Grey has joined the firm as an associate attorney. Grey's practice will emphasize real estate and oil and gas. Go to [www.frascona.com](http://www.frascona.com).

**Elevations Credit Union** gave back a total of \$1,250 to local nonprofits as part of the credit union's "Hey, Neighbor!" social media campaign, which celebrated localism and the credit union difference. Community members were asked to select their favorite local organization in an online app, including Emergency Family Assistance Association (EFAA), Neighbor to Neighbor, OUR Center, and Sister Carmen Community Center.

Elevations Credit Union is one of the largest local financial institutions serving Colorado's Front Range. Go to [www.elevationseu.com](http://www.elevationseu.com)

Press Coverage



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# STAFF T-SHIRTS



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# COMMUNITY EGG LENDING



Homepage Hero



Member Email

# COMMUNITY EGG LENDING

 Elevations CU @ElevationsCU · 9 Nov 2016

Watch our video & enter to win a \$500 #Friendsgiving! We'll give \$1 to local #nonprofits for every entry [bit.ly/2fD9bEm](http://bit.ly/2fD9bEm) Ends 11/20





Tweet #1

 Elevations CU @ElevationsCU · 14 Nov 2016

Help us #giveback to @HONService, @CommFoodShare, & @BlDrFoodRescue! Visit by 11/20 & enter to win a #Friendsgiving [bit.ly/2fD9bEm](http://bit.ly/2fD9bEm)





Tweet #2



# COMMUNITY EGG LENDING

FRIDAY  
JANUARY 13, 2017

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## Why Elevations Put Its Eggs In 'Localism'

01/07/2017 01:57 pm

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BOULDER, Colo.—There aren't too many credit union videos that require the services of a "chicken handler." But that's just one of the unique aspects of a video that received more than 100,000 views in social media that was created by Elevations Credit Union here, which used chickens, eggs, a goat, its own employees and more in a fun and quirky production aimed at building its own brand, while also raising funds for local nonprofits.

Elevation's "Community Egg Lending" social media campaign not only helped raise \$1,500 for those local groups, it got members involved and boosted "localism" and the credit union difference.




Below, Susan Green, SVP-marketing with Elevations, participates in a Q&A with CUToday.info to talk more about the campaign, the credit union's broader branding goals, and that key question of importance—what's it like working with poultry.

CU INSIGHT NEWS COMMUNITY PRESS JOBS PARTNERS MORE


## Elevations Credit Union donates \$1,500 through "Community Egg Lending" campaign

BOULDER, CO (December 13, 2016) — Elevations Credit Union gave back a total of \$1,500 to local nonprofits as part of the "Community Egg Lending" social media campaign, which celebrated localism and the credit union difference. Community members were asked to vote for their favorite local food service organization in an online app, including Boulder Food Rescue, Community Food Share in Boulder/Broomfield and House of Neighborly Service in Loveland.

Participants were entered to win one of two \$500 prizes to host their own Friendsgiving party for the holidays. The app also featured Elevations' "Community Egg Lending" video, which captures the credit union's spirit of localism and features its employees and which received more than 100,000 views on Facebook and YouTube. Congratulations to winners Alena Grabowski of Nederland and Tom Zwahlen of Fort Collins, who each received \$500 towards a Friendsgiving.



Elevations Credit Union celebrated the communities it serves with \$1,500 in donations to local community organizations through an online contest.



## Press Coverage



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