



Become a League Champion!

Requirements:

- Attend a **minimum of 4 events** (see pg. 2 for applicable events)
- LinkedIn participation before and during/after attending each event (2 posts per event)
- Join the League Champion LinkedIn group
- Post or contribute to 1 post a year on The League's commUNITY network
- Complete **1 additional contribution** (see pg. 2)

Qualifications:

- **400+ connections** on LinkedIn
- Sign-off from CEO/Supervisor

Rewards:

- Receive **20% off registration costs** on applicable League events
- Receive coupon codes for **10% off registration costs** on applicable League events for your credit union friends (5 per Champion!)
- Top champion(s) to receive expenses paid (up to \$500) to an event of their choosing for the following season
- Annual Convention meet-up opportunity
- League support to be a successful champion
- Build your professional network

Apply Today

Only 10 spots available!

Applicable Events

Women's Leadership Summit

Women's Leadership Series

YP Conference

YP Boot Camps (3)

Statewide Chapter Meetings (2)

Exploring Why

Financial Education & Community Wellness

Tristate Leadership Conference

League Convention & Expo

Hike The Hill

Marketing & PR Workshop

Collections Conference

State GAC 2026

Additional Contributions

- (1.)** Video testimonial
 - Schedule a time with our team and answer a few questions
 - Testimonials will be included in our marketing materials
- (2.)** Written Testimonial or Short Guest Article
 - Write a brief, 300 word testimonial or guest article shared internally with your credit union via intranet, newsletter, email, etc. and The League's website. Writing prompts/Q&A templates can be provided
- (3.)** Educate CU coworkers on The League event offerings
 - 10-minute slot to talk about The League at an all CU or team meeting/call

Only one additional contribution is required per season. Although, we encourage you to complete as many as you'd like to rack up points for the top champion race!

Have a suggestion for an additional contribution? Email Jennifer Esser at registration@theleague.coop to discuss!

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Expectations for suitable LinkedIn posts

Before Event

- 1.) What, when, where, why, who, etc.
- 2.) At the minimum, posts must be made **three weeks** from the event date
- 3.) Link to the event page
- 4.) Use #TheLeague, #CreditUnions, and **tag The Wisconsin Credit Union League's LinkedIn page**

During/After Event

- 1.) Link to The League's Events Finder page
- 2.) Two or more photos included with a caption that explains the purpose of the event
- 3.) Use #TheLeague, #CreditUnions, and **tag The Wisconsin Credit Union League's LinkedIn page**

Application Open

Questions? Reach out to Jennifer at registration@theleague.coop

The League Champion Program is a year long commitment (February 2025 - February 2026).
Applications to this program will be required each year.
Learn more at theleague.coop/championprogram

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