

# 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 - NEW*

*League Convention & Expo*

*Hike The Hill*

*CU Connect*

*Collections Conference*

*State GAC 2025*

## 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](mailto: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
- 2.) Link to the event page
- 3.) 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](mailto:registration@theleague.coop)

The League Champion Program is a year long commitment (February 2024 - February 2025). Applications to this program will be required each year. Learn more at [theleague.coop/championprogram](https://theleague.coop/championprogram)

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