PAUSE.
ASK.
PROTECT.

ELDER EXPLOITATION PREVENTION

CAMPAIGN ACTIVATION GUIDE

This campaign is brought to you by the Credit Union League System. It is designed to help credit unions raise awareness, empower employees, and protect members from elder financial exploitation.

What Is it?

A ready-to-use, customizable campaign kit built to help your credit union educate members and the community about elder financial exploitation.

Everything is designed for easy use. Add your logo and plug into your channels.

What's included:

Member-Facing Content

- Newsletter and email content
- Social media posts
- Website messaging and graphics
- Lobby posters

Press & Community Outreach

- Press release template
- Awareness one-sheet
- Talking points to position your credit union as a trusted resource

Frontline Staff Support

- Key warning signs of elder exploitation
- Conversation starters to slow down risky situations
- Staff checklist for recognizing and responding

When to use it:

- Ideal for June (Elder Abuse Awareness Month)
- Or launch anytime it fits your calendar and priorities

There's no wrong time to protect your members.

How to Maximize this Campaign:

Activate Across Channels

- Feature in your newsletter or blog
- Run a social media series over multiple weeks
- Add to your website homepage or fraud page
- Display posters in branches and high-traffic areas
- Send awareness emails to members

Bring It to Life

- Interview a member (if willing) who has experienced fraud and share their story
- Host a short in-branch or virtual education session
- Partner with local senior centers or community groups to share this information

Empower Your Team

- Review the checklist in team meetings
- Practice conversation starters with frontline staff
- Encourage staff to slow interactions when something feels off

Why it Matters:

Elder financial exploitation is growing, often hidden, and deeply personal.

Credit unions are in a unique position to keep elder members safe. You know your members and can see their transactions. This toolkit helps turn these insights into a tool to prepare staff and inform members in order to stop fraud.