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Verve, a Credit Union, Launches “Bah Humbug to Holiday Scams” Awareness Campaign

This education initiative aims to help everyone from falling victim to holiday fraud

OSHKOSH, Wis. (Nov 15, 2024) – Verve, a Credit Union, kicks off a new fraud awareness campaign in November to help identify common holiday scams from fake charities to lookalike online stores. Last year, 80% of Americans were targeted by at least one holiday scam¹ and nearly half fell victim to one.² Anyone can participate for free by signing up at [Bah Humbug to Holiday Scams](#).

From now until Sunday, December 15, Wisconsin and Illinois residents can test their fraud detection skills. Each week, participants will see one new mock fraudulent holiday scam message and will select the signs that indicate it might be fraud through a multiple-choice quiz. One participant will be selected at random each week to win a \$25 gift card.

"The holiday season is a critical period where alertness is key, as scammers are increasingly targeting those that might have a brief lapse in judgment because people find themselves caught up in the holiday spirit," stated Grant Wheat, Vice President of Risk Management at Verve, a Credit Union. "Scammers have become more sophisticated over time, making it essential to recognize the warning signs and protect yourself from potential scams this holiday season."

In 2024, prevalent holiday scams include:

Fake Charities – Scammers will create replica sites to mimic the appearance of a legitimate charity's website. They may also use fake social media campaigns and fundraising sites to trick people into making donations.

¹ <https://www.aarp.org/money/scams-fraud/info-2023/holiday-consumer-survey.html>

² <https://www.zdnet.com/article/48-of-people-have-been-scammed-while-holiday-shopping-online-what-to-watch-for/>

Gift Card Scams – Fraudsters try to catch you off guard and trick you into giving up the numbers on the backs of gift cards.

Holiday Vacation Scams – Scammers may try to sell flights, holiday accommodations, or holiday getaways that don't exist. They may also direct unsuspecting holiday-goers to fake websites to steal their personal details and payment information.

Lookalike Online Stores – Scammers will create online stores with deeply discounted prices to trick you into buying from them. If you do, they'll either steal your credit card number or force you to use payment methods that can't be reversed – such as wire transfers, payment apps like Zelle, or gift cards.

Verve encourages consumers to slow down, talk to someone they trust, and look for red flags such as spelling, grammar, or illegitimate email addresses/contact methods before acting on an email that seems too good to be true. Learn about these signs and more by participating in Verve's Bah Humbug to Holiday Scams campaign.

Bah Humbug to Holiday Scams is open now until Sunday, December 15. Sign up online and test your fraud knowledge at <https://verveacu.com/bah-humbug-holiday-scams-quiz/>.

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About Verve, a Credit Union

Founded in 1937, Verve, a Credit Union, is a member-owned, not-for-profit financial cooperative with more than \$1.5 billion in assets and serves close to 65,000 members at 20 locations. Membership is open to anyone who lives, works, or worships in 23 counties throughout Wisconsin, Illinois, and Minnesota and to employees of Kimberly-Clark Corp., Fox River Paper Co., the medical services industry, and the immediate family of any current member, or statewide to anyone in Wisconsin, Illinois, or Minnesota through ACC membership. Federally insured by NCUA.