



**2024**  
**Awards**  
**Program**

# 2024 Credit Union League of Connecticut Awards Program

Each year, the League presents awards to credit union management, staff, and volunteers for individual accomplishments and to credit unions for outstanding contributions to their members, communities and the credit union movement.

Please review the awards detailed in this packet. There is no fee to submit an award. All affiliated credit unions, their employees, and volunteers are encouraged to participate in the 2024 League Awards Program.

The deadline for all award submissions is **August 30, 2024**.

**America's Credit Unions (formerly CUNA) has paused the 2024 Awards program due to the merger of CUNA/NAFCU. This program will re-open in 2025.**

Connecticut Credit Unions should be proud of the many accomplishments that have improved the lives of their members and strengthened the credit union movement. This is our opportunity to honor you for your outstanding work.

## **Entry Options**

Submit your application securely online at: [culct.coop/award-programs](https://culct.coop/award-programs)

## **Selection Process**

Entries submitted will be reviewed and decided by judges comprised of credit union representatives throughout the state and national industry experts. Any submissions received may be used by the League to exhibit how credit unions and credit union leadership benefit their communities. Submissions may also be used in League publications and advocacy efforts.

## **Awards Presentation**

Awards will be presented to the winning credit unions at this year's Awards Luncheon at the APEX 2024 event on October 16-18 at Mohegan Sun, with the luncheon being on the 17th. Register for APEX at [www.culct.coop](https://www.culct.coop).

## **Questions?**

Please contact Kat D'Orvilliers at [kdorvilliers@culct.coop](mailto:kdorvilliers@culct.coop).

---

## Outstanding Credit Union Executive Award

---

The Outstanding Credit Union Executive Award honors and recognizes a credit union CEO whose performance exceeded expectations and/or made a significant contribution to their credit union or the credit union movement. Credit union staff, volunteers, and management may make nominations. Self-nominations are also welcome.

### **Selection Process**

The Awards Committee will look favorably on entries that focus on initiatives that help credit union members. Examples include, but are not limited to:

- Developing innovative services to help better the underserved
- Promotion of the credit union movement and the chapters
- Involved in the credit union community or civic organizations
- Personal characteristics such as leadership style or personal stories with staff and members.

### **Entry Submission**

An overview that summarizes the accomplishments of the professional. Summaries must also include the nominee name, credit union, and current and previous positions held in support of credit unions.

---

## Outstanding Credit Union Young Professional Award

---

The Outstanding Credit Union Young Professional Award honors and recognizes a credit union young professional under 40 years of age who has demonstrated leadership and/or made a significant contribution to their credit union or the credit union movement. Credit union staff, volunteers, and management may make nominations. Self-nominations are also welcome.

### **Selection Process**

The Awards Committee will look favorably on entries that focus on initiatives that help credit union members. Examples include, but are not limited to:

- Developing a new loan product to help the underserved
- Introducing a new service to members that enhances member relationships
- Providing financial education to members
- Promotion of the credit union movement

### **Entry Submission**

An overview that summarizes the accomplishments of the volunteer. Summaries must also include the nominee name, credit union, and current and previous positions held in support of credit unions.

---

# Marketing Excellence Awards

---

The Marketing Excellence Awards honor and recognize credit unions that demonstrate exceptional marketing efforts. Award submissions are divided into six categories with no weight given based on asset size rather the effectiveness of the campaign. All affiliated credit unions of any asset size are encouraged to submit an entry to each category that applies to only their 2023-2024 efforts. Credit unions may submit no more than one entry per category.

## **Award Categories**

### **Direct Marketing**

Any form of marketing communication that is direct to members. It can be a specific target group of your membership, all of your membership, and/or a targeted potential-member base. Examples include direct mail, targeted emails, in-branch displays, or other direct communications. Digital remarketing campaigns would fall into this category. Submissions may include more than one communication to show a multi-channel campaign approach.

### **Mass Media Marketing**

Any type of promotion, advertising, or campaign that are considered forms of mass media marketing. Examples include TV, radio, print ads, billboards, digital ads (non-remarketing), or any other form of mass media.

### **Public Relations Marketing**

Any type of press release, letter to the editor, op-ed, or community event that demonstrates the credit union's commitment and success with the local media.

### **Social Media / Content Marketing**

Any campaign focused on the use of social media as the primary platform is eligible for submission. Examples include giveaways, hashtag (#) campaigns, social media specific ads, blogging, TikTok videos, and more. Submissions must show engagement results.

---

## Marketing Excellence Awards (Continued)

---

### **Website Redesign**

Any credit union that either launched or completely redesigned their website is eligible for submission. Submissions must provide at least three screenshots of the new website and screenshots of the old website are highly encouraged.

### **Wild Card Entry**

The Wild Card entry is for submissions that do not fit into one of the above categories. Examples may include, but are not limited to guerrilla marketing, credit union rebranding (new name, logo, etc.), branch redesign, and event marketing.

### **Selection Process**

The Awards Committee will look favorably on entries that are able to demonstrate the best overall strategy, creative concept, and relative results regardless of asset size.

- Strategy – What was the strategy behind the promotion? Did the strategy make sense given the credit union's marketplace position and competition?
- Creative Concept – Was the concept consistent with the strategy and objectives? How well did verbal and visual messages communicate the credit union's message? Were the ideas fresh?
- Results – How successful was the promotion, given its objective, budget, and strategy? Did the idea behind the entry produce the intended results?

### **Entry Submission**

An overview that summarizes the strategy, creative concept, and results.

### **Category Samples**

Samples can be submitted by uploading files with online entries.

---

## Credit Union Volunteer Recognition Award

---

The Credit Union Volunteer Recognition Award honors and recognizes volunteer **Board** or **Supervisory** members who exemplify extraordinary commitment to the credit union movement. The award is a symbol to all volunteers that their efforts and time are greatly appreciated. Credit union staff, volunteers, and management may make nominations. Self-nominations are also welcome.

### **Selection Process**

The Awards Committee will look favorably on entries that focus on volunteers who have gone above and beyond their required duties to help members, credit union employees, or the credit union movement as a whole. Examples include, but are not limited to:

- Mentorship of a credit union employee
- Additional volunteer time given to credit union community/education initiatives

### **Entry Submission**

An overview that summarizes the accomplishments of the volunteer. Summaries must also include the nominee name, credit union, and current and previous positions held in support of credit unions.