

2022

DAKCU AWARD PACKET



DAKOTA
CREDIT UNION
ASSOCIATION

NO 22

A W A R D S I N F O

Entry Submission Information

Entry Requirements

Each entry must include:

- *A completed nomination form.*
- *An overview that summarizes the achievements of the individual, credit union or chapter in each of the areas listed for each award.*
- *Award submissions are open to affiliated Dakota Credit Union Association (DakCU) members only.*

Entry Submission Deadline and Formats

Entry submission must be received by DakCU no later than **December 17, 2021**.

Send electronically to dkruckenber@dakcu.org

Selection Process

All entries will be reviewed and scored by an outside (out of state) selection committee comprised of League and credit union professionals. Any collateral, letters or support materials are encouraged but not required, except where otherwise noted. Award winners may NOT be revealed until DakCU's Annual Awards Banquet.

In certain instances, award recipients or their credit unions may be notified prior to the Awards Banquet. Submission of a nomination indicates approval for DakCU to use any nomination materials in its publications, releases, or advocacy efforts.

Award Presentation

An award presentation will be held during the 2022 DakCU Summit in Rapid City, SD on Wednesday, May 11, 2022.

NO 22

A W A R D S O V E R V I E W

DakCU Marketing & Communication Award

This award recognizes a marketing communications piece(s), advertising campaign, or member promotion that provided successful results and a substantial return on investment produced by or for an affiliated member credit union.

One award will be presented within each asset category (3 categories):

Up to \$25 Million

\$26 to \$125 Million

\$126 Million and Up

This award category is used to recognize any marketing, advertising, public relations or outreach campaign or member promotion. Entries could include but are not limited to: sales promotion or specific sales campaign; image or sales multi-media campaign (radio, TV, print, outdoor/billboard, programmable (online) social media, point of sale promotion, parade entry, or a specific marketing asset promoting credit union awareness or targeted towards non-members).

Entry submission must include the following:

Summary in a written document. Please provide evidence of the campaigns success and results along with multi-media evidence if used, i.e. video, audio, print or creative assets. Suggested items to include:

- Goals, outcomes, and achievement of the program;
- Supporting documents/examples of the collateral or materials used.

CU Social Good Award

“Commitment to Community” is Cooperative Principle #6. The DakCU CU Social Good Award recognizes one credit union in each of the three (3) asset size categories for a program that has made a significant impact in their community through volunteer time, actions, talents and compassionate service.

Credit unions being nominated for this award must have consistently demonstrated qualities of compassion and service to either one organization or a variety of volunteer activities in one year.

One award will be presented within each asset category (3 categories):
Up to \$25 Million
\$26 to \$125 Million
\$126 Million and Up

Entry submission must include the following:

Summary in a written document that highlights the accomplishments of the nominee. Suggested items to include:

- Demonstrate the significant contribution and impact on the community;
- Display a commitment to work cooperatively with community partners;
- Exemplify the credit union philosophy of “People Helping People” and a “Commitment to Community”;
- Number of volunteer hours, credit union staff/volunteers involved and any other applicable information;
- You may also include up to two supporting documents that address the criteria listed above such as news coverage, recognition for community service, etc.

Chapter of the Year Award

This award recognizes a credit union chapter for its outstanding achievements in advocacy, communication, financial education, and community involvement.

Entry submission must include the following:

Summary in a written document that highlights the accomplishments of the Chapter. Suggested items to include:

- Development and implementation of education programs that foster and promote service excellence;
- Support of the Association's initiatives including regulatory and legislative advocacy; support and promotion of CUPAC/CULAC events and activities;
- Examples of initiatives and activities that creatively promote and support awareness of the credit union movement;
- Support and engagement in financial education in your prospective communities and schools;
- Development and implementation of education, training, and programming that promote and support diversity, inclusion, and next generation credit union leadership;
- Promotion and support of the cooperative principles, specifically with an emphasis on the Commitment to Community principle and volunteerism;
- Support and engagement in the activities of the charitable Credit Union Foundation of the Dakotas;
- You may also include up to two supporting documents that address the criteria listed above such as news coverage, recognition for community service, etc.

Emerging Leader Award

This award recognizes a credit union employee/professional that is considered a rising star or new to the credit union movement and has demonstrated a growing commitment to their credit union and to their members; has made a significant contribution through legislative or regulatory advocacy support; actively participates or has served in a chapter leadership position; has shown a commitment to their community and volunteerism; continually and consistently promotes the credit union difference; and is dedicated to the cooperatives principles.

Eligibility is limited to any member of an affiliated DakCU member credit union. Individuals who received this award in the past are not eligible to participate. Employees of DakCU are not eligible.

Entry submission must include the following:

Summary in a written document that highlights the accomplishments of the Emerging Leader nominee. Suggested items to include:

- Current and previous positions held and years of service;
- Time and effort in credit union education/career development (served on committees, chapters, and has assumed leadership position) ;
- Examples of commitment to their community volunteerism;
- Active support and engagement in credit union advocacy including CUPAC/CULAC;
- Contributions to enriching the lives of their credit union members;
- Involvement in Association (League), Chapter or credit union activities beyond their job description;
- Emerging leadership qualities including integrity and a strong commitment to service excellence in the credit union movement;
- You may also include up to two supporting documents that address the criteria listed above such as news coverage, recognition for community service, etc.

Volunteer of the Year Award

This award recognizes a credit union volunteer that has selflessly contributed time, effort, and talent to the development of their credit union and to the credit union movement. In addition to their volunteer service at the credit union(s), nominees should have a record of leadership and involvement in credit union advocacy; demonstrated commitment to their community and volunteerism; continually and consistently promote the credit union difference; and dedication to the cooperative principles.

Eligibility is limited to any volunteer member of an affiliated DakCU member credit union. Individuals who received this award in the past five years are not eligible to participate. Employees of DakCU are not eligible.

Entry submission must include the following:

Summary in a written document that highlights the accomplishments of the volunteer nominee. Suggested items to include:

- Current and previous positions held;
- Number of years involved with the credit union movement;
- Number of years on the board of directors and other leadership positions;
- Committee involvement;
- Chapter involvement;
- Governmental affairs involvement;
- Service to DakCU and CUNA;
- Civic/Community involvement;
- Educational efforts to enhance their credit union knowledge;
- Support of CUPAC/CULAC;
- You may also include up to two supporting documents that address the criteria listed above such as news coverage, recognition for community service, etc.

Professional of the Year Award

This award recognizes a dedicated credit union employee/professional that consistently performs in an extraordinary manner. The nominee has demonstrated a unique commitment to their credit union and to their members; has already made a significant contribution to the credit union movement through legislative or regulatory advocacy support; served in a leadership position in their credit union; demonstrated a commitment to their community and volunteerism; continually and consistently promotes the credit union difference; and is dedicated to the cooperative principles.

Eligibility is limited to any staff member of a DakCU affiliated member credit union who has ten or more years of service in the credit union movement. Individuals who received this award in the past are not eligible to participate. Employees of DakCU are not eligible.

Entry submission must include the following:

Summary in a written document that highlights the accomplishments of the professional. Suggested items to include:

- Current and previous positions held;
- Number of years involved with the credit union movement;
- Active support and engagement in credit union advocacy including CUPAC/CULAC;
- Demonstrated contributions that benefited or enriched the lives of their credit union members;
- Association (League), Chapter involvement in credit union activities beyond their job description;
- List any certifications/designations or career courses that have been attained or earned;
- Evidence supporting impact of the professional on credit union growth, service to members, service to the community and service to the credit union movement;
- You may also include up to two supporting documents that address the criteria listed above such as news coverage, recognition for community service, etc.

2022 NOMINATION FORM

Check one: (one form per entry)

Marketing & Communication Award

Credit Union Asset Size Category:

Up to \$25 Million \$26 to \$125 Million \$126 Million and Up

CU Social Good Award

Credit Union Asset Size Category:

Up to \$25 Million \$26 to \$125 Million \$126 Million and Up

Chapter of the Year Award

Emerging Leader Award

Volunteer of the Year Award

Professional of the Year Award

Nominee Information

Name of Nominee (Individual/Credit Union/Chapter)

Nominee Address, City, State, Zip Code

Nominee Telephone

Fax

Email

Nominator Information

Name of Individual Submitting Nomination

Credit Union

Address, City, State, Zip Code

Telephone

Fax

Email

Return form by December 17, 2021 to:

DakCU Awards - 2005 N Kavaney Drive, Ste 201, Bismarck, ND 58501

or dkruckenberg@dakcu.org

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