



**DAKOTA**  
CREDIT UNION  
ASSOCIATION

2024

*Award  
Packet*



2024

*Awards  
Infla*

## 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 **January 12, 2024**.

Send electronically to Paige Langhoff at: [planghoff@dakcu.org](mailto:planghoff@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 2024 DakCU Summit in Larchwood, IA on Thursday, May 16, 2024.





2024

*Awards  
Overview*

## DakCU Marketing & Communication Awards (3 categories)

*These awards recognize marketing communication pieces, advertising campaigns, or member promotions 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 of three asset sizes for each individual Marketing & Communication award category: Complete Marketing Campaign; Social Media Campaign; and Printed Material.

Up to \$25 Million

\$25 to \$125 Million

\$125 Million and Up

### Complete Marketing Campaign

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 ads, digital marketing, outdoor/billboard, programmable (online) social media, point of sale promotion, parade entry, broadcast, newsletters, or a specific marketing asset promoting credit union awareness or targeted towards non-members).

Judges will consider the number of media used in each campaign.

#### **Entry submission must include the following:**

Summary in a written document.

Describe your objective/strategy, your target audience, your market/competitive factors, and your outcome/results related to the stated objective. Please include approximate (or exact) production costs (including writing, design, printing, recording, etc.) as well as placement of media/ mailing costs.

Please provide evidence of the campaign's success and results along with multi-media evidence if used, i.e. video, audio, print or creative assets. If submitting radio, television, or audio-visuals, upload a copy of each script. Videos should be uploaded to a host site (YouTube or Vimeo for example) and a link to the video should be included in the application.

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### Social Media Campaign

Creative use of the credit union's social network(s) and channel(s) as a campaign centerpiece. This campaign must utilize one or more social media channels (Facebook, Instagram, Twitter, SnapChat, LinkedIn, TikTok, etc.) to promote and build the credit union's brand and community/culture.

#### **Entry submission must include the following:**

Summary in a written document.

Describe your objective/strategy, your target audience, your market/competitive factors, and your results related to the stated objective. Please include approximate (or exact) production costs (including writing, design, printing, recording, etc.) as well as placement of media/mailing costs.

Please provide evidence of the campaign's success and results along with multi-media evidence if used, i.e. video, audio, print or creative assets.

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### Printed Marketing Campaign

May include print ads, magazines, newspapers, annual reports, mailings, etc. aimed at a specific audience.

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Summary in a written document.

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Please provide evidence of the campaign's success and results along with multi-media evidence if used, i.e. print or creative assets.

## Social Impact Award

*“Commitment to Community” is Cooperative Principle #6. The Social Impact Award recognizes a credit union and/or individual for a program and/or contributions that made a significant impact in building stronger communities and improving lives through volunteer time, actions, talents and compassionate service through actions such as financial education, financial well-being, social responsibility, mentorship, and/or diversity, equity, and inclusion practices.*

Credit unions and/or individuals 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.

Two awards may be presented within each category (maximum of four):  
One credit union per state (2 states).  
One individual award per state (2 states).

### **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 is demonstrating current and ongoing commitment to their credit union and to their members as well as their credit union community; has 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 completed;
- 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.

# 2024 NOMINATION FORM

**Check one:** (one form per entry)

**Marketing & Communication Awards**

Credit Union Asset Size:

Up to \$25 Million  \$25 to \$125 Million  Over \$125 Million

Marketing & Communication Sub-Category:

Complete Marketing Campaign  Social Media Campaign  Printed Material Campaign

**Social Impact Award**

Choose Credit Union or Individual, by State:

North Dakota Credit Union  South Dakota Credit Union  North Dakota Individual  South Dakota Individual

**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 January 12, 2024 to:**

DakCU Awards - 2005 N Kavaney Drive, Ste 201, Bismarck, ND 58501  
or Paige Langhoff at [planghoff@dakcu.org](mailto:planghoff@dakcu.org)

**DAKOTA**  
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ASSOCIATION

