DAKOTA
CREDIT UNION
ASSOCIATION

2027

Awards Packet

2027

Awards Info

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 8, 2027**.
Send electronically to our Executive Administrator at: info@dakcu.org

Selection Process

All entries will be reviewed and scored by an independent 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 2027 DakCU Summit in May.

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Awards Overview

DakCU Marketing & Communication Awards (2 categories)

These awards recognize marketing communication pieces, advertising campaigns, or member promotions that achieve successful results and demonstrate a substantial return on investment, produced by or for an affiliated member credit union.

One award will be presented within two asset sizes for each individual Marketing & Communication award category: Complete Marketing Campaign and Social Media Campaign.
Up to $125 Million
$126 Million and Up

Complete Marketing Campaign

This award recognizes a marketing, advertising, public relations, outreach campaign, or member promotion. Entries may include, but are not limited to, sales promotions or specific sales campaigns; image or sales multimedia campaigns; radio, television, print, digital or outdoor advertising; online or social media campaigns; point-of-sale promotions; parade entries; broadcasts; newsletters; or other specific marketing assets designed to promote credit union awareness or reach non-members.

Judges will consider the number and variety of media used as part of the campaign.

Entry submission must include:

Summary in a written document.

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

Provide evidence of the campaign's success and results, along with multimedia evidence, if applicable, such as video, audio, print or creative assets. If submitting radio, television or audiovisual materials, upload a copy of each script. Videos should be uploaded to a hosting site, such as YouTube or Vimeo, and a link to the video should be included in the application.

DakCU Marketing & Communication Awards (2 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 $125 Million
$126 Million and Up

Social Media Campaign

This award recognizes the creative use of a credit union's social media channels as the centerpiece of a campaign. The campaign must utilize one or more social media channels, such as Facebook, Instagram, X, Snapchat, LinkedIn or TikTok, to promote and build the credit union's brand, community and culture.

Entry submission must include:

Summary in a written document.

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

Provide evidence of the campaign's success and results, along with multimedia evidence, if applicable, such as video, audio, 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 or contribution that has made a significant impact in building stronger communities and improving lives through volunteerism, leadership, talents, and compassionate service. Examples may include financial education, financial well-being, social responsibility, mentorship, and/or diversity, equity and inclusion initiatives.

Credit unions and/or individuals nominated for this award must have consistently demonstrated compassion and a commitment to service through one organization or a variety of volunteer activities during the award year.

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

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:

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

- Description of the specific initiative, product or community project
- Demonstrated contribution and impact on the community
- Commitment to working cooperatively with community partners
- Examples of the credit union philosophy of "People Helping People" and "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.

Innovation Award

This award recognizes credit unions and/or chapters for innovative thinking, action and community involvement. It recognizes creative ways credit unions and chapters think outside the box to further the credit union movement, which may include, but is not limited to, new programs, technology adoption or operational improvements.

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

Entry submission must include:

A nomination application describing, in brief detail, how some or all of the following award criteria were met:

- How the innovation has positioned the credit union as an improved financial leader for the communities it serves
- Creation of new/improved services
- New activities or programs
- Fulfilling a previous void
- Community impact
- Financial literacy efforts
- Employee development and culture
- Operations and financial strength
- Influence on the credit union industry

Additional Efforts

- Record of innovation throughout the years; always evolving to meet member needs.

Letters of Recommendation

- Provide letters of support that address the author's first-hand knowledge of the nominee in relation to all of the award criteria listed above.

Member Impact Award

The Member Impact Award recognizes a credit union initiative that has measurably improved members' financial lives. This could include savings outcomes, debt reduction, credit score improvement, access to small-dollar credit, first-time homeownership, financial counseling, or work with underserved communities. This award reflects the heart of the "People Helping People" philosophy.

Credit unions are purpose-built to create value for their members. This award recognizes a credit union that has demonstrated exceptional, measurable member impact through intentional actions, programs or strategies that produce tangible benefits for members.

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

Entry submission must include:

Submissions must include a specific story about a specific member, family, or household, with quantitative and qualitative results that have been achieved during the past 18 months.

Suggested items to include:

- Member need addressed
- Tangible member benefit received
- Member story
    - Getting permission from the individual(s) to share their story is a required part of the submission process (specific name can remain anonymous)

Examples include:

- Member-focused pricing, dividends, or fee reductions
- Programs or services designed to return value to members
- Financial wellness programs that strengthen members' financial well-being

Emerging Leader Award

This award recognizes a credit union employee/professional who is considered a rising star or is new to the credit union movement and has demonstrated a growing commitment to their credit union and its members. The nominee should demonstrate a significant contribution through legislative or regulatory advocacy support; active participation or leadership in a chapter; a commitment to community and volunteerism; consistent promotion of the credit union difference; and dedication to the cooperative principles.

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

Entry submission must include:

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 devoted to credit union education and career development, including committee, chapter and leadership involvement
- Examples of commitment to community and volunteerism
- Active support and engagement in credit union advocacy, including DakCUPAC/America's Credit Unions PAC
- Examples of how the nominee goes above and beyond their job description, demonstrates leadership and advances their professional development
- Contributions to enriching the lives of credit union members
- Examples of excellence in credit union operations or team building, with demonstrated results
- Involvement in the Association (League), chapter, community service 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 who has selflessly contributed time, effort and talent to the development of their credit union and the credit union movement. In addition to volunteer service at the credit union, nominees should demonstrate a record of leadership and involvement in credit union advocacy; a commitment to their community and volunteerism; consistent promotion of the credit union difference; and dedication to the cooperative principles.

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

Entry submission must include:

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

- Current and previous positions held
- Number of years involved in the credit union movement
- Number of years serving on the board of directors and in other leadership positions
- Committee involvement
- Chapter involvement
- Governmental affairs involvement
- Service to DakCU and America's Credit Unions
- Civic and community involvement
- Educational efforts to enhance credit union knowledge
- Support of DakCUPAC/America's Credit Unions PAC
- 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 who consistently performs in an extraordinary manner. The nominee should demonstrate a current and ongoing commitment to their credit union, its members and the credit union community; make significant contributions to the credit union movement through legislative or regulatory advocacy support; serve in a leadership position within their credit union; demonstrate a commitment to community and volunteerism; consistently promote the credit union difference; and demonstrate dedication to the cooperative principles.

Eligibility is limited to staff members of a DakCU-affiliated member credit union who have 10 or more years of service in the credit union movement. Individuals who have received this award in the past are not eligible. Employees of DakCU are not eligible.

Entry submission must include:

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 in the credit union movement
- Active support and engagement in credit union advocacy, including DakCUPAC/America's Credit Unions PAC
- Demonstrated contributions that have benefited or enriched the lives of credit union members
- Association (League) and chapter involvement in credit union activities beyond their job description
- Certifications, designations or career courses completed
- Evidence supporting the professional's impact 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.

2027 **NOMINATION** FORM

Check one: *(one form per entry)*

☐ **Marketing & Communication Awards**

Credit Union Asset Size:

◯ *Up to $125 Million* ◯ *Over $126 Million*

Marketing & Communication Sub-Category:

◯ *Complete Marketing Campaign* ◯ *Social Media 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*

☐ **Innovation Award**

☐ **Member Impact 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 8, 2027 to:

Dakota Credit Union Association – 2005 N Kavaney Drive, Ste 201, Bismarck, ND 58501

DakCU's Executive Administrator at info@dakcu.org

DAKOTA CREDIT UNION ASSOCIATION