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LAFCU wins 3 national awards for achievement in credit union marketing

Winning initiatives recognize community partnerships, financial education, member storytelling

LANSING, Mich. — LAFCU was recognized with three national marketing awards May 24 during the 2023 MAC Conference in Nashville, Tenn. The Michigan credit union was presented with two top awards in their individual categories from the Marketing Association of Credit Unions as part of its annual competition that recognizes achievements in credit union marketing.

Winning a gold award is an image enhancement and public relations campaign that introduced the ATM partnership formed between LAFCU and Quality Dairy to provide quality service and special savings to members and customers of both

iconic Greater Lansing businesses.

The ‘Spot the Savings’ campaign was inspired by the



Quality Dairy and LAFCU co-hosted a ribbon-cutting to celebrate the newly available LAFCU ATMs in all Quality Dairy stores. A cow print ribbon was used to honor QD and LAFCU’s shared 86-year and cow history. The ribbon-cutting took place during one of three award-winning Spot the Savings events.

companies’
shared
common cow

history and provided LAFCU members and Quality Dairy patrons with months-long special deals and promotions to generate awareness of the newly available LAFCU ATMs in all Quality Dairy stores.



Zac Williams of LAFCU enthusiastically accepts three national marketing awards on behalf of the Michigan credit union while attending the 2023 MAC Conference in Nashville, Tennessee.

Additionally, LAFCU received top honors in the financial education category for its 8-month, Pathway to Financial Transformation course. The free online course is offered to both members and nonmembers and provides biweekly modules, curriculum, and assignments to recognize current financial behaviors, enhance understanding of budgeting, as well as learn how to raise credit scores, save, invest, and make better financial decisions.



The 2022-2023 cohort of LAFCU’s Pathway to Financial Transformation course donned cap and gowns and smiled proudly with LAFCU staff. The 8-month, comprehensive course was honored with a 2023 Gold MAC Award.



LAFCU held a check presentation for Jeffrey Reeves, who won a contest that celebrated the credit union’s newly renovated lobby of its West Lansing headquarters. After speaking with Reeves, LAFCU staff quickly realized his story was so multifaceted and impactful that it needed to be shared broadly.

“Seeing LAFCU recognized on a national stage by our credit union peers is the utmost compliment for our work and speaks volumes to the passion we have for the content we produce and the offerings and services we provide daily for our members and community,” said Kelli Ellsworth Etchison, LAFCU chief marketing officer and chief diversity officer.

LAFCU was also recognized with a 2023 Bronze MAC Award for a video that highlighted Jeffrey Reeves’ story of being a longtime LAFCU member, a fourth-generation automobile industry worker, and the winner of a contest that celebrated the credit union’s newly

renovated lobby of its West Lansing headquarters branch. The video is available online:

<https://vimeo.com/799657391/cb46135f43>.

Public relations campaign strategy and execution, as well as video production, were provided by Okemos, Michigan-based marketing communications firm, Publicom Inc.

About LAFCU

Chartered in 1936, LAFCU is a not-for-profit financial cooperative open for membership to anyone who lives, works, worships or attends school in Michigan and to businesses and other entities

located in Michigan. The credit union serves more than 74,000 members and holds over \$986 million in assets. It was named a Best Credit Union to Work For in 2020. LAFCU offers a comprehensive range of financial products and services as well as an expanding complement of financial technology solutions. Members enjoy benefits such as low fees, low-interest rates on loans, high yields on savings, discounts, knowledgeable employees and nationwide access to fee-free ATMs. A recipient of the national Dora Maxwell Social Responsibility Community Service Award for credit unions, LAFCU enriches the communities it serves by supporting many organizations and causes. To learn more about LAFCU, call 800.748.0228 or visit www.lafcu.com.

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