

Marketing Trailblazer Awards



CALL FOR ENTRIES

MD|DC Credit Union Association

The 2020 MD|DC CUA Trailblazer Awards

It's Time to Show off Your Credit
Union!

2020 Awards Program Overview

MD|DC CUA Trailblazer Awards

Deadline for Entries:

5:00 pm Tuesday, March 31, 2020

Excellence in Marketing and Communications

Christine DeWitt Memorial Best of Show Award for Marketing Excellence

Awards Luncheon

Monday, June 8, 2020

12:00 pm – 2:00 pm

2020 Annual Meeting & Convention

Roland E. Powell Convention Center

Ocean City, MD

www.mddccua.org



Awards Program Overview

We know you have been doing very impressive and innovative marketing—now it's time to show it off. We encourage all affiliated credit unions to enter in any or all of the categories, and you can apply online. The MD|DC CUA Trailblazer Awards for Excellence in Marketing & Communications honor credit union staff and volunteers who creatively market and communicate products, services and activities to members. **There is no entry for the Best of Show; the judges make that determination based on the entries received.** Materials produced in 2019 are eligible for entry.

Award winners will be notified by Friday, May 15, 2020. The Awards Luncheon will take place from 12 pm – 2 pm on Monday, June 8, 2020 during the MD|DC CUA Annual Meeting & Convention at the Roland E. Powell Convention Center in Ocean City.

MD|DC CUA strongly encourages you to enter these award programs. They are an excellent way for your credit union to be honored for your efforts and will serve as an example for others to follow. Enter today and best of luck to you!

About the Competition

As unique financial institutions, credit unions need innovative thinkers to creatively market products and services, especially since credit unions are competing against larger, for-profit financial institutions. Credit unions also must communicate effectively with their members and the public to emphasize the credit union difference.

The Association has sponsored the Annual Trailblazer Awards for Excellence in Marketing and Communications for more than 30 years. These awards recognize credit unions that have developed successful marketing and communication programs.

Eligibility

Any credit union affiliated with the MD|DC Credit Union Association is eligible to enter the awards competition. Entries will be judged on branding, content, development of measurable goals and objectives and achievement of results.

Judging

MD|DC CUA does not judge the entries. Independent marketing and communications professionals evaluate all entries and select winners in each category.

Key Dates

March 31, 2020: Submission Deadline
May 18, 2020: Winners will be notified
June 8, 2020: Marketing Awards Luncheon

Email questions to Shannon Russell, Communications and Marketing Manager at Srussell@mddccua.org