



2024 Consumer Awareness Campaign



Michigan stands alone as the only state with a cooperative advertising strategy for over two decades. Research shows our efforts continue to connect with diverse Michiganders, raising awareness for the credit union difference and helping drive one of the highest membership penetration rates in the country. Our Try a Credit Union campaign also serves as an advocacy tool with our state and national legislators to raise awareness for all credit unions and to emphasize credit union's impact on people's lives.

Media Buy

For more than 22 years, our CU Difference campaign reached millions in Michigan. In 2023, we continued our focus on younger generations leveraging social media and various other platforms. In 2024, we intend to continue our research of emerging media strategies, focusing on increased engagement among Gen Z members to drive even greater credit union exposure for our primary audience.

New for 2024!

Join our campaign and become an Awareness Champion

(Formerly Full-Fair-Share)

For the past eight years, all Michigan credit unions have contributed to our consumer awareness campaign. Every member enjoys reduced dues and makes a small contribution to the campaign. Additionally, credit unions can contribute at the Awareness Champion level and receive exclusive new benefits in 2024.

tech it out with a credit union



Awareness Champion Exclusive Benefits

- Access to the full consumer awareness report
- Invite to a comprehensive review of the consumer awareness report
- Exclusive social media networking group
- Subscription to our quarterly marketing e-newsletter
- Recognition as an Awareness Champion at select MCUL events

(These benefits are available after \$1M in total Awareness Champion contributions reached)

- Credit for a new product or service from our solely CUSG-owned suite of products
 - \$1,000 | \$1,500 | \$2,000 - based on asset size
See website for details
- One free registration to the Marketing Conference in Grand Rapids (\$475 value)
- AC&E VIP experience*
 - Exclusive MCUL AC&E registration access
 - Guaranteed room
 - Gift basket for the first 20 that register by 1/31/24

*Dues must be paid in full and three-night reservation (W-F) booked by 1/31/24

don't save change



change the way you save



For more information, visit mcul.org/tryacreditunion