



# **Invest in Awareness. Invest in Growth.**

**The Future of Membership Starts Here.**

A yellow, rectangular tag with rounded corners and a slight shadow, tilted at an angle. It is positioned in the bottom right of the image. Behind the tag is a circular graphic with teal and white diagonal stripes.

Help more Michiganders discover  
the credit union difference.  
Awareness Champion and Emerging  
Champion opportunities for 2027.



Contact: Rick Weaver  
Senior Director of Communications, MCUL  
[rick.weaver@mcul.org](mailto:rick.weaver@mcul.org)

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Dear Michigan Credit Union Leaders,

For more than 25 years, Michigan credit unions have demonstrated the power of working together. Your support of Try a Credit Union helps introduce consumers to a financial partner that puts their needs first.

In 2026, the campaign evolved beyond traditional advertising, using authentic storytelling, influencers and community engagement to connect with consumers in new ways. Together, we worked with 24 influencers, generated more than 8.7 million video views and over 25.5 million social impressions, recorded 58,000 engagements and participated in 16 events across Michigan.

### Building on our momentum

In 2027, we're expanding that approach with regional influencers and creators who have even greater statewide reach, larger event sponsorships and member stories. Digital amplification will help those connections reach further, while support for credit unions pursuing local creator partnerships will bring the campaign closer to home.

Our consumer research reinforces this opportunity. Our 2026 study found that 32% of surveyed consumers recalled the 2025 campaign, rising to 42% among Gen Z. Among those who recalled encountering the campaign, 45% said it prompted them to explore credit unions.

### Choose your level of support

As an Awareness Champion, you receive the full suite of campaign benefits each year you contribute at that level, including research, insider updates, campaign resources and planning opportunities.

Our new Emerging Champion tier offers a gradual pathway to those benefits. Contribute at your designated Emerging Champion level for three consecutive years and receive full Awareness Champion benefits in the third year. The cycle resets in year four.

This is a shared investment in ensuring credit unions remain the financial partner of choice for future generations. Enclosed, you'll find the 2027 contribution levels, benefits and details on how to participate through your MCUL dues invoice.

Thank you for helping us introduce more Michiganders to the credit union difference.

Sincerely,

Rick Weaver  
VP Marketing & Communication  
[rick.weaver@mcul.org](mailto:rick.weaver@mcul.org) | (734) 646-6169

## Building on What Connects

In 2026, Try a Credit Union brought the credit union story into Michigan communities and onto consumers' screens through trusted creators and real experiences. In 2027, we'll build on that strategy with partnerships that extend our reach and make it easier for credit unions to participate locally.

### 2026 results

**26+**

**Influencers**

**116K**

**Engagements**

**16+**

**Michigan Events**

**28%**

**Follower Growth**

**30.1M**

**Video views**

### Our focus for 2027

- **Regional and statewide creators.** Expand partnerships with influencers whose audiences span Michigan regions and the state, introducing credit unions through familiar voices and relatable content.
- **Larger event sponsorships.** Build on our community presence through larger sponsorship opportunities that connect Try a Credit Union with consumers at Michigan events.
- **Support for local influencer partnerships.** Help credit unions explore creator relationships in their own communities, with guidance on connecting local content to the campaign's message and a clear credit union call to action.
- **Authentic member stories.** Share how credit unions help people save, navigate financial challenges and achieve their goals. Give consumers a personal connection to the credit union difference.
- **Digital amplification.** Extend the reach of creator videos, member stories and event content through social and digital promotion, with a clear next step at [TryACreditUnion.com](https://TryACreditUnion.com).

### Stronger Awareness Benefits Every Credit Union

When more Michiganders understand the credit union difference, credit unions across the state have more opportunities to connect with future members.

- **Reach the next generation.** Introduce younger consumers to credit unions as a financial option and help keep our movement relevant for years to come.
- **Build trust in credit unions.** Share authentic stories that reinforce the value of local, member-focused financial relationships.
- **Grow consideration statewide.** Encourage more consumers to explore credit unions when choosing a financial partner, creating opportunities throughout Michigan.

# Awareness That Encourages Action

Our 2026 consumer awareness study shows that the 2025 Try a Credit Union campaign gained recognition and encouraged consumers to consider credit unions. The findings also help guide how we connect with prospective members in 2027.

## Research highlights

### 32% CAMPAIGN RECALL

Nearly one in three respondents recalled at least one element of the 2025 campaign, up from 21% for the 2024 campaign.

### 42% RECALL AMONG GEN Z

Campaign recall was even stronger among Gen Z respondents, reinforcing the opportunity to connect with the next generation of members.

### 45% EXPLORED CREDIT UNIONS

Among respondents who recalled encountering the campaign, 45% said it prompted them to explore credit unions as an option.

### 31% REPORTED OPENING AN ACCOUNT

Among respondents who recalled encountering the campaign, 31% reported opening a credit union account as a result of seeing it.

## What consumers are telling us

- ▶ **Trusted recommendations matter.** Consumers look online for financial benefits and turn to family and friends to understand the experience they can expect.
- ▶ **Young consumers still value human support.** Gen Z participants wanted access to a physical financial institution for help when problems arise, even when they usually bank through an app.
- ▶ **Decisions can happen quickly.** 42% of respondents who recently opened an account said they did so within a week of deciding they needed to change or add an account.

## What this means for 2027

Trusted voices, useful information and a clear next step can help credit unions enter consumers' consideration before they choose where to open an account. Our creator partnerships, member stories and event sponsorships will bring those elements together.

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*Source: MCUL 2026 Prospect Decision Making Study, May 5, 2026. Online survey of 610 Michigan adults who had added a deposit account in the past 24 months or intended to add one within the next 12 months; fielded February 24–March 25, 2026. Campaign recall and impact findings refer to the 2025 campaign. Account-opening impact is self-reported.*

# A Shared Investment in Future Membership

## How this benefits your credit union

Your contribution helps Michigan credit unions stay visible and relevant as consumers choose their financial partners. Working together lets us reach broader audiences, share the credit union story and give individual credit unions resources to build on that awareness locally.

- **Expanded reach.** Support regional and statewide creator partnerships, event sponsorships and digital promotion that introduce more consumers to credit unions.
- **Stronger connections.** Show how credit unions support members through authentic stories and community experiences.
- **Practical campaign support.** At the Awareness Champion level, access research, creative resources and planning opportunities to inform your own marketing.

## 2027 contribution levels

Choose the contribution level for your credit union's asset size. Awareness Champions receive full benefits annually. Emerging Champions earn full benefits in the third consecutive year of contributing at their designated level.

| Asset Size      | Minimum Contribution | Emerging Champion | Awareness Champion |
|-----------------|----------------------|-------------------|--------------------|
| Under \$10M     | \$10                 | \$100             | \$250              |
| \$10M - \$20M   | \$500                | \$900             | \$1,250            |
| \$20M - \$50M   | \$750                | \$2,000           | \$3,000            |
| \$50M - \$100M  | \$1,000              | \$3,000           | \$5,000            |
| \$100M - \$200M | \$1,250              | \$5,000           | \$7,500            |
| \$200M - \$400M | \$1,500              | \$7,500           | \$10,500           |
| \$400M - \$600M | \$1,750              | \$11,000          | \$13,000           |
| \$600M - \$800M | \$2,000              | \$13,000          | \$16,000           |
| \$800M - \$1B   | \$2,250              | \$15,000          | \$19,000           |
| \$1B - \$2.5B   | \$2,500              | \$17,000          | \$22,500           |
| \$2.5B - \$5B   | \$2,750              | \$20,000          | \$26,000           |
| Over \$5B       | \$3,000              | \$20,000          | \$30,000           |

## Awareness Champion benefits

Contribute at your designated Awareness Champion level to receive the full suite of benefits that year.

| Benefit                                         | What you will receive                                                                                                           |
|-------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| Full Campaign Research and Insights             | Access to the full consumer research report, key findings and deeper campaign analysis.                                         |
| Champion Insider Updates                        | Campaign updates, performance results and advance looks at upcoming creative, initiatives and opportunities.                    |
| Campaign Asset Library and Customization        | Access to campaign creative and resources, with opportunities to customize select assets for your credit union for a small fee. |
| Complimentary Marketing Conference Registration | One free registration to the 2027 MCUL Marketing Conference.                                                                    |

### Emerging Champion pathway

Increase your support of statewide awareness at a contribution level below Awareness Champion and build toward access to the full benefit suite. The Emerging Champion tier rewards consistent investment over time.

| Year   | Contribution and benefits                                                                                          |
|--------|--------------------------------------------------------------------------------------------------------------------|
| Year 1 | Contribute at your designated Emerging Champion level.                                                             |
| Year 2 | Contribute at your designated Emerging Champion level again.                                                       |
| Year 3 | Make your third consecutive Emerging Champion contribution and receive full Awareness Champion benefits that year. |
| Year 4 | The three-year cycle resets. Continue at the Emerging Champion level to begin next cycle.                          |

Three consecutive years of Emerging Champion contributions unlock full Awareness Champion benefits in year three. Emerging Champion participation creates this pathway but does not include additional tier-specific benefits during the first two years.

### Standard participation

Credit unions contributing at the minimum level receive the consumer awareness research summary and ongoing campaign updates. Awareness Champion benefits and the Emerging Champion pathway are available at the contribution levels outlined above.

### How to join

Select your contribution level through your 2027 MCUL dues invoice. If your dues have already been paid, contact your League Representative to request a separate contribution invoice.

### Closing call to action

Help more Michiganders discover a financial partner that puts people first. Your investment helps create the connections that become tomorrow's credit union memberships.

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