



2026 Awareness Champions

Reimagining the Movement — Together





Contact: Rick Weaver
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Dear Michigan Credit Union Leaders,

Thank you for your interest in becoming a **Credit Union Awareness Champion** for our 2026 *Try a Credit Union* campaign.

For nearly 25 years, Michigan's credit unions have joined forces to show millions of Michiganders what makes our movement the smarter, more caring financial choice. The campaign's success has been undeniable — more than **200 million impressions**, **50 million video views** and **national marketing awards** celebrating our creativity and collaboration.

But the world has changed...and so have our audiences.

Why We're Pivoting

Gen Z and younger Millennials crave authenticity, peer recommendations and community-driven brands. Traditional ads don't connect the same way anymore. That's why the 2026 Try a Credit Union campaign is shifting gears, from polished digital ads to **grassroots, creator-led storytelling** that feels genuine and human.

This isn't just an ad campaign — it's a **movement you can be part of**.

As a **Credit Union Awareness Champion**, your credit union helps lead this transformation. You'll help amplify real stories, host or sponsor community activations and engage with creators who can make credit unions relatable to the next generation.

You'll also unlock exclusive Awareness Champion benefits and access to new engagement opportunities designed to put your credit union's voice — and values — in the spotlight.

Let's lead together. Enclosed, you'll find contribution levels and Awareness Champion benefits. To join, include your contribution with your 2026 MCUL dues invoice, or contact your League Representative for details.

Thank you for helping us make the next chapter of *Try a Credit Union* the most engaging yet.

Sincerely,

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The Movement Is Evolving — and You Can Help Shape It.

The 2026 campaign marks a bold new direction. Instead of relying solely on digital ads, we're building a hybrid model that combines grassroots energy and digital reach — connecting with Michiganders both on the ground and on their screens.

Why We're Excited:

- ▶ **Gen Z engagement:** Creators and real members — not actors — tell the story.
- ▶ **Fresh opportunities for CU participation:** Host local events, collaborate with influencers or sponsor creator content.
- ▶ **More authentic impact:** Every story, every video, every event shows real people benefiting from credit unions.
- ▶ **A first for our industry:** Michigan credit unions are once again leading the nation in cooperative marketing innovation.

What's New for 2026

- ▶ **Member-Generated Content:** Real stories from real members about saving money, avoiding scams and achieving goals.
- ▶ **TikTok Challenges + Hashtag Campaigns:** Crowd-sourced energy through movements like #SwitchedAndSaved.
- ▶ **Creator Partnerships:** Paid micro-influencer collaborations with Michigan-based creators.
- ▶ **Pop-Up and Campus Events:** Grassroots activations that bring the movement into local communities.
- ▶ **Humor + Meme Campaigns:** Shareable, relatable and fun content that speaks Gen Z's financial language.

This flexible model gives credit unions multiple ways to participate, from sponsoring creators to hosting events or simply amplifying shared content.

Why Credit Unions Should Be Excited

- ▶ **Drive Real Growth:** Creators introduce credit unions through peer trust rather than promotion.
- ▶ **Activate Your Way:** Big city or small town, the campaign adapts to your market.
- ▶ **Boost Visibility & Relevance:** Position your credit union as modern, authentic and community-driven.
- ▶ **Lead the Movement:** Be among the first to help pioneer an authentic creator-driven campaign for our movement.



How This Benefits Your Credit Union

Becoming a Credit Union Awareness Champion means more than just supporting a campaign. You'll gain access to opportunities that elevate your visibility, deepen member connections and position your credit union as a community leader.

Here's how your involvement makes a difference:

- ▶ **Expanded Reach:** Your investment helps bring Michigan's credit union story to millions of new consumers through digital, social and real-world experiences.
- ▶ **New Member Growth:** Your participation fuels engagement with younger audiences and first-time financial consumers.
- ▶ **Collaborative Visibility:** Be part of social storytelling, co-branded videos and influencer-driven activations that showcase your credit union's local impact.
- ▶ **Stronger Brand Trust:** Reinforce your credit union's role as an authentic, people-first financial partner.

This is your opportunity to help shape the future of how Michigan tells its credit union story — one voice at a time.

2026 CONTRIBUTION LEVELS

Your contribution supports Michigan's collective consumer awareness movement and amplifies your voice in the next phase of Try a Credit Union.

Asset Range (In Millions)	Minimum Contribution	Awareness Champion Contribution
Under \$10M	\$10	\$55
\$10 - \$20	\$500	\$3,500
\$20 - \$50	\$750	\$3,500
\$50 - \$100	\$750	\$5,000
\$100 - \$200	\$1,250	\$10,000
\$200 - \$400	\$1,500	\$15,000
\$400 - \$600	\$1,750	\$20,000
\$600 - \$800	\$2,000	\$20,000
\$800 - \$1B	\$2,250	\$20,000
\$1B - \$2.5B	\$2,500	\$22,500
\$2.5B - \$5B	\$2,750	\$22,500
Over \$5B	\$3,000	\$22,500

How to Join

- ▶ Include your contribution with your **2026 MCUL dues invoice**, or
- ▶ If your dues are already paid, contact your **League Representative** to receive a separate invoice for your Awareness Champion contribution.

Awareness Champion Incentives

Awareness Champion-Level Benefits

- ▶ Exclusive invitation to a private strategy and content session for the new influencer-driven campaign
- ▶ One FREE registration to the 2026 Marketing Conference (\$520 value)
- ▶ Access to the Full Consumer Awareness Research Report (\$50K+ value)
- ▶ Recognition as a Credit Union Awareness Champion at select MCUL events and across League social platforms
- ▶ Opportunity to attend a filming or creator collaboration event (*limited availability*)
- ▶ Try a Credit Union Swag Pack to celebrate your participation
- ▶ *Eligibility: dues and contributions paid in full by Feb. 2, 2026*

Standard-Level Benefits

- ▶ Access to the 2026 Consumer Awareness Report Summary
- ▶ Ongoing updates on campaign progress and participation opportunities

Join the Next Chapter of the Movement

The *Try a Credit Union* campaign is no longer just a marketing initiative — it's a community-powered movement to reach new audiences in new ways.

Together, as Credit Union Awareness Champions, we'll create real connections, inspire real action and help the next generation understand that when it comes to their money, there's a better choice.

It's time to Own it. Join the difference, and to tell our story together.

