



FOR IMMEDIATE RELEASE
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LAFCU wins 5 national marketing, branding awards
*Winning initiatives represent enhanced service to members,
support of an inclusive, kinder community*

LANSING, Mich. — LAFCU has earned five national marketing and branding awards in the 2022 MAC Awards; three are the top awards in their individual categories.

Winning gold awards are a DEI employee communication campaign that introduced the Michigan credit union’s enhanced diversity, equity and inclusion program; the DEI program logo; and the LAFCU Act with Love and Equality Art Initiative, a public campaign to help heal the community following the tumultuous 2020.

Also recognized were the billboard and video commercial in the “Don’t Forget” advertising campaign that reminded those who secured LAFCU loans through an auto dealer of their credit union benefits.

“These awards represent LAFCU’s resolve even in unparalleled times to continue to serve its members at the highest level and contribute to solutions for a more inclusive and kinder community,” said Kelli Ellsworth Etchison, LAFCU chief marketing officer and chief diversity officer.

The DEI employee communication campaign introduced the DEI program’s mission, logo, tagline and core principles. The four-week program delivered key messages via weekly emails with videos and giveaways that supported key messages; created anticipation, fun and employee buzz; and provided a lasting quality to keep the program tenets front and center with the LAFCU team.



An interactive component of LAFCU’s DEI employee communication campaign involved nurturing forget-me-not seedlings as a reminder that fostering a culture of inclusion takes intention.

The knowledge has helped staff to more easily understand the implicit bias sewn into daily life and adjust accordingly — personally and professionally — for the betterment of LAFCU, its members, staff and community.

Campaign strategy and creative services were provided by Publicom Inc., Okemos.

The DEI program logo graphically symbolizes the program’s major tenets. The



LAFCU
Diversity Equity Inclusion
LISTENING ALLOWS FOR CULTURAL UNDERSTANDING

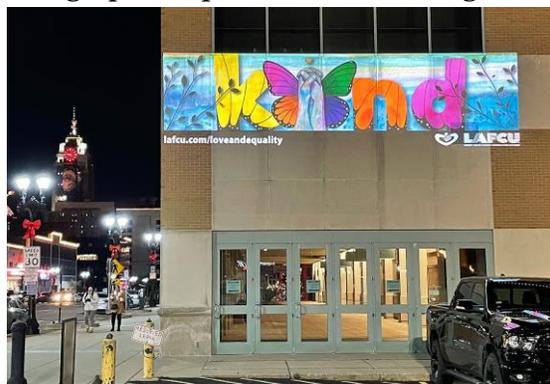
flower’s three leaves represent the foundational elements: diversity, equity and inclusion. The beautiful flower itself grows with the help of others, representing humanity. It’s through an inclusive nature,

embracing diversity and equity, that helps LAFCU staff members grow and blend into one team.

The logo’s tag line —Listening Allows For Cultural Understanding — reinforces a strong message and plays on the credit union's name, LAFCU.

LAFCU Love & Equality Art Initiative uses graphic depictions of 10 healing words by Michigan artists as public reminders for what is important in daily life.

An estimated 1.5 million people in Michigan saw at least one of the art pieces during 2021 as the credit union shared them across the state via billboards, media stories and digital channels with support from businesses, schools and community groups. The 10 words are Love, Humanity, Change, Peace, Kind, Empathy, Unity,



LAFCU projected healing words on buildings at public events for its award-winning Love & Equality Art Initiative that reminds the community of what is important in daily life.



Lansing Lugnuts was among the organizations that supported LAFCU Love & Equality Art Initiative by sharing healing graphics to remind people of what’s important in daily living.

One,
Hope
and Heal.

Extensive media coverage was garnered through a partnership with Publicom.

The auto loan billboard and video commercial use a lighthearted approach to remind those with a LAFCU loan acquired through an auto dealership



The “Don’t Forget” advertising campaign billboard reminds those with a LAFCU loan acquired through an auto dealership they are eligible for LAFCU benefits as they are “already” members.

that they are “already” LAFCU members and eligible for a new low-cost credit card, among other LAFCU financial services and benefits. The video can be viewed at www.bit.ly/LAFCU-Dealer.

The auto loan advertising was produced in partnership with Harvest Creative Services, Lansing.

The MAC Awards is sponsored by the Marketing Association of Credit Unions (MAC). It was founded in 1986 by a group of credit union marketers and business partners to foster professional development.

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 72,000 members and holds over \$970 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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