

# An Insider's Guide to the CUNA Diamond Awards Roundtable Discussion

August 3, 2023

# 2024 Marketing & BD Council Conference

March 17-20

Caesar's Palace | Las Vegas, NV

Early Bird rates & Scholarships available!

[cunacouncils.org/mbdconference](https://cunacouncils.org/mbdconference)



# Diamond Awards Roundtable Discussion

August 3, 2023

# Diamond Award Committee Leadership



## Committee Chair –

Lesli Bishop, Chief Marketing Officer  
Family Savings CU



## Committee Vice Chair-

Kristin Romero, Vice President of Marketing  
Baton Rouge Telco FCU



## Executive Committee Vice Chair-

Marella Nardotti, Chief Marketing Officer  
NextMark FCU

# Diamond Awards Overview

CMBDC Prestigious Award for Credit Union Marketing and BD Professionals Recognizing their BEST WORK of the Year!

- Nationwide, Annual Competition
- CU Employees, Leagues and Agencies may enter
- 2023 - Over 1,200 Entrees Received
- 2023 - Around 30% Earned Diamond or Category's Best Award

# IMPORTANT DATES 2024 Awards



- Submission Portal Opens – September 6, 2023
- Early Bird Deadline – December 13, 2023
- Final Entry Submission Deadline – January 8, 2024
- Judges Begin Reviewing - January 10, 2024
- Winning Entries Communicated – February 2024

# Categories

- Something for everyone –  
BD Efforts, Digital, Social, Commercials, Videos, Outdoor,  
Complete Campaign, Email, and more.
- Read descriptions - make sure you are entering the correct category
- You may enter the same work in multiple categories
- If you have questions, please email or call one of the chairs

# Categories - Important to Note

- Some Categories Require Results – Read Carefully – missing results will disqualify the entry
- Be sure files are sent in correct formats
- Video Submissions (size, file type, etc. are important)
- Layout and Presentation organized, labeled & visually appealing – a portfolio vs 20 separate files is easier for judges
- New look vs previous look - Give a comparison of how it looked before so judges can compare, ie. New Website Design
- Detailed, but concise so judges understand what you are trying to accomplish with your entry



# Judging

- Call For Judges begins August 15, 2023
- Judges have experience within the CU industry, Advertising, Marketing or Business Development
- Three Judges Assigned for Each Category
- Each entry is assigned an ID Number to ensure integrity of the system – no other identifiers on entry
- Each entry is scored independently, but judged with same criteria for that category
- Judged against itself, not against the other entries within same category

# Judging Process (cont.)

- 3 Judges assigned to each category based on expertise and experience – no judge assigned to a category their CU has entered. If a conflict arises, it is immediately communicated; and the judge is reassigned to another category
- Judges have 2 weeks to score their assigned entries
- Scoring sheets are tailored for each category
- Judging criteria might include things like strategy, creativity, design, production, copy and communication.
- Again – some categories require results showing how the campaign performed

## 2019 Diamond Awards Scoring Sheet

### Category # 1 Annual Reports

1. *Is the entry purpose and project goal well thought out and clearly stated?*

(No) 1 2 3 4 5 6 7 8 9 10 (Yes)

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2. *Did the entry meet its objective?*

(No) 1 2 3 4 5 6 7 8 9 10 (Yes)

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3. *Does the project exhibit organization, attention to detail, and overall careful work?*

(No) 1 2 3 4 5 6 7 8 9 10 (Yes)

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4. *Were design elements (copywriting, typography, art, color, white space, quality of printing, visuals, reproduction quality) executed in a manner that enhances the concept and makes it better?*

(No) 1 2 3 4 5 6 7 8 9 10 (Yes)

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5. *Is the proper information provided in the Annual Report and is it laid out in a matter that makes it appealing to the reader?*

(No) 1 2 3 4 5 6 7 8 9 10 (Yes)

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Total Score: \_\_\_\_\_ of 50 possible points

# Judging Process (cont.)

- Once judges send in scores, the entry is assigned an average score of the three judges
- All average scores are entered into a spread sheet for each Application # - no CU or individual name is listed
- All the scores of each category are reviewed by the Diamond Awards Chairs and Vice Chairs
- After the final review in early February is completed, the winners are notified by email that one of their entries has earned an award

# Special Recognition Awards

Rising Star

Marketing Professional of the Year

BD Professional of the Year

Lifetime Achievement Award

# Let's hear from 2 past Diamond Winners



**Makeitta Citizen**

Director of Community Engagement  
Southwest Louisiana CU, Lake Charles, LA



**Josh Wilson**

Senior VP of Marketing  
Whitefish Credit Union, Kalispell, MT

# SWLA CU – Makeitta Citizen

# Whitefish CU – Josh Wilson

# QUESTIONS