

FOR IMMEDIATE RELEASE
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MSUFCU Earns Three Awards for Crisis Communication

EAST LANSING, Mich. — MSU Federal Credit Union (MSUFCU) received three Crisis Communication Awards from Lawrence Ragan Communications for its #MSUFCUEatsLocal Giveaway campaign, including:

- Winner in the Social Justice category
- Honorable Mention in the Cause-Related Campaign category
- Honorable Mention in the Social Media Response category

“As the coronavirus pandemic was drastically impacting the communities we serve, MSUFCU launched two #MSUFCUEatsLocal Giveaway social media promotions to help support local businesses and encourage people to pay kindness forward,” said Deidre Davis, MSUFCU Chief Marketing Officer. “The promotion provided a unique way to support local restaurants and raise awareness while in-person dining was closed by encouraging members to patronize local restaurants and share photos on social media. We also highlighted locally owned-and-operated Black and LGBTQIA+ restaurants in the area. We appreciate this recognition by Ragan Communications and the involvement of our members to support local businesses during the pandemic.”

To enter the Credit Union contest, members used their MSUFCU Visa Debit or Credit Cards to order takeout or delivery from local restaurants, then shared photos of their purchases in the comment sections of the #MSUFCUEatsLocal posts on MSUFCU’s Facebook or Twitter pages. Randomly selected winners received two gift cards to use at a local restaurant — one for the winner and one to pay it forward to someone else. During the two promotions, MSUFCU purchased \$4,200 in gift cards from locally owned restaurants.

For more than five decades, Lawrence Ragan Communications, Inc., has been a leader in training for professionals in corporate communications, public relations, social media and management. For information, visit ragan.com.

Founded in 1937, MSUFCU has a national reputation for excellence and has received several top industry and workplace awards, including being named as a Top Workplace in the large employer category by the Detroit Free Press for eight consecutive years, a Top 100 Best Workplace for Women by Fortune Magazine for three consecutive years, and was named one of the top five Michigan credit unions by Forbes Best-in-State Credit Unions in 2021. MSUFCU was named a Best Workplace in Financial Services and Insurance by Fortune Magazine two consecutive years and has been certified as a Great Place to Work® for seven consecutive years. MSUFCU has also been recognized by the Credit Union National Association, recently winning first place for the people-helping-people philosophy 2020 Louise Herring Award. MSUFCU is headquartered in East Lansing, Mich., has 22 branches, almost



310,000 members, nearly \$6.3 billion in assets, and more than 900 employees. For more information, visit msufcu.org.

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