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MEDIA RELEASE

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Synergent Recognized with 2021 CUNA Diamond Award for Membership Marketing

Earns prestigious Category's Best distinction

(WESTBROOK, ME) - Synergent is pleased to announce it has received a **CUNA Marketing & Business Development Council Diamond Award** for a campaign with **Endurance Federal Credit Union (FCU)**. The award was presented to Synergent during a virtual celebration on April 13. Synergent earned the esteemed *Category's Best* distinction for Membership Marketing.

"While it is an honor to be acknowledged by our peers for our marketing achievements, the true win for our Synergent team is the strong collaboration and partnership we developed with Endurance FCU," said Doug MacDonald, Vice President of Synergent Marketing Services. "Helping our credit unions succeed with results-driven campaigns is our ongoing commitment to every partnership. We are humbled to be recognized for the effort."

The Diamond Awards recognize outstanding marketing and business development achievements in the credit union industry. Each year, credit unions and leagues from across the country submit numerous campaigns, logos, rebrands, and multi-media entries in hopes of being selected for one of these prestigious industry awards.

Since 2018, Synergent has received 12 Diamond Awards for work it has completed in a variety of categories including segmented marketing, brand awareness, and membership marketing. To learn more about Synergent's award-winning campaign with the Endurance FCU, please **[download the case study](#)**.

"Synergent Marketing Services came to the table with several ideas on how best to provide our members with clear and informative messaging about our core conversion," said Charlsie Harty, Chief Marketing Officer at Endurance FCU. "We were able to pick and choose some of the elements we liked the best and our "Journey" was created. They were an exceptional

partner and we are thrilled our campaign has helped Synergent earn another Diamond Award!"

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About Synergent

Founded by credit unions in 1971, Synergent is a managed services provider that offers state-of-the-art and innovative core processing, in-demand payments, technology, and marketing services to credit unions across the United States. As a service-driven and cost-effective host of Symitar's Episys® core processing, Synergent provides credit unions with the products and services they need to succeed. No matter what the product, our clients can count on Synergent to choose it, install it, integrate it, and help credit unions get the most out of it so they can focus on providing the best service experience possible to their members. For more information on Synergent, please visit www.synergentcorp.com, or call 800-341-0180.