

## SchoolsFirst Federal Credit Union Wins Three Awards from the Marketing Association of Credit Unions

Tustin, Calif. (Nov. 21, 2025) – [SchoolsFirst Federal Credit Union](#) received three awards at the 2025 [Marketing Association of Credit Unions \(MAC\)](#) Awards held Oct. 29 in Ft. Lauderdale, FL. These annual awards recognize the most creative and effective marketing efforts in the credit union industry, judged on strategy, design, execution and measurable results. SchoolsFirst FCU received a Gold in Digital Advertising, a Bronze in Direct Mail and Print and a Bronze in Branch Merchandising.

### Award-winning campaigns

- **“Don’t Let It Snooze” digital advertising campaign:** This campaign spotlighted the Credit Union’s competitive certificate rates, using bold headlines and vibrant visuals to drive clicks and encourage exploration of share certificate offerings. The campaign exceeded the marketing goal for conversions by 43%.
- **“Earn More on Your Money” direct mail postcard:** The campaign objective was to activate inactive Members and bring back lost deposits by creating awareness of competitive share certificate rates. This campaign exceeded its goal by 412% in Member reactivation.
- **“Spring Growth” in-branch merchandising campaign:** This campaign was intended to increase Members’ personal and financial growth by promoting the Credit Union’s products and services through in-branch promotion fliers and one-on-one interactions.

“This recognition reflects our marketing team’s ability to anticipate our Members’ needs by connecting with them through creative, compelling content,” said Mark Rapp, senior vice president of strategic marketing. “Their efforts are driving engagement and delivering results that help support our Members’ financial well-being.”

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### About SchoolsFirst Federal Credit Union

SchoolsFirst Federal Credit Union is the largest credit union serving school employees, and for the seventh year in a row, Forbes has named SchoolsFirst FCU the top credit union in California. Serving school employees and their families, the organization is dedicated to delivering World-Class Personal Service and improving the financial lives of its Members. In J.D. Power’s 2025 inaugural U.S. Credit Union Satisfaction Study, its Members ranked them #1 for overall satisfaction. Today they serve more than 1.5 million Members with a full range of financial products and services. SchoolsFirst FCU was founded in 1934, when 126 school employees pooled \$1,200 and established a Member-owned cooperative to help improve each other's lives. The Credit Union has more than \$34 billion in assets and remains the largest credit union in California and the third largest credit union in the United States. For more information about SchoolsFirst FCU, visit [schoolsfirstfcu.org](#).

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**Photo Caption:** SchoolsFirst FCU received three awards from the Marketing Association Credit Union awards.