

## SchoolsFirst Federal Credit Union Earns Seven Diamond Awards from America's Credit Unions

**TUSTIN, Calif. (April 9, 2026)** – The Marketing & Business Development Council of [America's Credit Unions](#) awarded [SchoolsFirst Federal Credit Union](#) seven [Diamond Awards](#), one of the credit union industry's most competitive annual marketing recognition programs.

The Diamond Awards honor outstanding creative campaigns judged on both creative excellence and measurable results across more than 30 categories. Entries are judged by panels of experienced credit union marketing professionals from across the country, with the program drawing over a thousand entries in recent years.

SchoolsFirst FCU campaigns received honors in the following categories at the Marketing, PR & Development Council Conference on March 24 in Aurora, Colorado:

- **Annual Reports:** 2024 Annual Report
- **Audience-Specific Marketing:** First-Time Auto Buyer Campaign
- **Audience-Specific Marketing:** University Awareness
- **Complete Campaign:** Member Fraud Awareness Digital Advertising
- **Email:** Marketing in Pairs (Participation)
- **Radio or Streaming Ad:** Money Moment Public Relations Campaign
- **Youth Membership:** Baby Steps Campaign

“These awards reflect the talent and creativity of our strategic marketing team, as well as their commitment to developing campaigns that deliver real value to our Members,” said Bill Cheney, Chief Executive Officer at SchoolsFirst FCU. “From fraud prevention to reaching young Members and first-time auto buyers, each campaign demonstrates how targeted, thoughtful communications can educate and engage our Members and improve their financial well-being.”

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### About SchoolsFirst Federal Credit Union

SchoolsFirst Federal Credit Union is dedicated to improving the financial lives of its Members. Founded in 1934 by 126 school employees, the Member-owned cooperative provides a full range of financial products and services to more than 1.5 million Members and is the largest financial institution dedicated to serving school employees and their families. SchoolsFirst FCU has been named California's top credit union by Forbes for seven consecutive years and recognized by J.D. Power as the #1 Credit Union for Member Banking Satisfaction for two years in a row. With more than \$35 billion in assets, SchoolsFirst FCU is the largest credit union in California and the third largest in the United States. For more information, visit [schoolsfirstfcu.org](#).

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Contact:

Robin Wachner

Vice President, Communications & Member Engagement

[media@schoolsfirstfcu.org](mailto:media@schoolsfirstfcu.org)