



*Celebrating 50 Years*

**CUES**  
**GOLDEN**  
**MIRROR**  
**AWARDS**

**HANDBOOK**

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# Entry Forms and Fees



**Download the entry forms now!**

[Click Here](#) to download the 2012 GMA Entry Checklist

[Click Here](#) to download the 2012 GMA Entry Form



## Entry Fees

Fees listed below apply to entries received at CUES **on or before April 27, 2012.**

Credit Union Asset Size in Millions	CUES Member Entry Fee*	Nonmember Entry Fee*
Less than \$250	\$85	\$170
\$250–\$700	\$95	\$190
More than \$700	\$105	\$210

To qualify for member pricing, the credit union must have an executive on staff who is a CUES member. For more information about joining CUES, visit [cues.org](http://cues.org).

**Enter Early!  
Save \$30  
per entry.**

Fees listed below apply to entries received at CUES **after April 27 and on or before May 11, 2012.**

Credit Union Asset Size in Millions	CUES Member Entry Fee*	Nonmember Entry Fee*
Less than \$250	\$115	\$200
\$250–\$700	\$125	\$210
More than \$700	\$135	\$240

\*Add \$25 for each entry in the Coordinated Campaign Category.

# Categories and Descriptions

All entries must be submitted electronically (see page 9 for guidelines).

## CATEGORIES REQUIRING ROI RESULTS:

### BUSINESS DEVELOPMENT

- Focuses on acquiring new SEGs or increasing penetration within current SEGs
- *Only one set of awards will be given for credit unions of all asset sizes*

### COORDINATED CAMPAIGNS

- Must use at least three different forms of media
- Must be a campaign *used* in 2011, though it could have been *produced* in previous years

### CREDIT UNION BRAND AWARENESS

- Explain how credit union awareness was increased due to the promotion/campaign
- Include information on the media used, such as videos, radio/TV commercials, print, public relations, etc.
- This category focuses on promoting the credit union industry, while the Image Enhancement category relates to your credit union.
- *Only one set of awards will be given for credit unions of all asset sizes*

### CUSO MARKETING

- Focuses on marketing CUSO products to credit union members
- *Only one set of awards will be given for credit unions of all asset sizes*

### DIGITAL MARKETING

- May be any use of the Internet, Intranet, e-mail, or other electronic device (i.e., CD, smart phones, etc.)
- Credit union websites should be entered in the website category
- *Only one set of awards will be given for credit unions of all sizes*

### DIRECT MARKETING

- May include a single statement, stuffer, a series of related inserts, or letters
- May focus on membership solicitation (informational/educational membership pieces should be entered in the Membership Kits category)
- A promotion that includes a letter and brochure should be submitted in the Direct Marketing—Single category
- *Only one set of awards will be given for credit unions of all sizes*

## DIRECT MARKETING—SINGLE

- If the same promotion was distributed several times, it still qualifies
- May focus on membership solicitation
- Informational/educational membership pieces should be entered in the *Membership Kits* category

## DIRECT MARKETING—SERIES

- Consists of two or more related pieces that were distributed separately
- May focus on membership solicitation
- Informational/educational membership pieces should be entered in the *Membership Kits* category

## INNOVATION

- Successfully demonstrates collaboration, teamwork and cooperation
- Provided cost savings, process improvement or revenue
- Created or reshaped existing products or services
- Please note in your entry if the innovation led to changes at your credit union or in the industry
- Examples of results are: revenue, cost savings, satisfied members

## PRINT ADS

- A single ad or a series of **related** ads that appeared in any type of publication, as long as the credit union paid for space
- *Only one set of awards will be given for credit unions of all asset sizes*

## PUBLIC/COMMUNITY RELATIONS

- Activities that are primarily intended to induce media coverage and/or promote community citizenship/goodwill
- Photos from special events (anniversary, grand opening, etc.), and media coverage, plus an explanation of the role the PR event played, should be included
- Any efforts that are intended to generate sales should be entered into the *Point of Sale* category
- Examples of results are: increase in press coverage, change in type or number of inquiries, amount of money raised for a fundraising event
- *Only one set of awards will be given for credit unions of all asset sizes*

## RADIO

- May be a single spot or series of **related** spots that aired during any type of radio broadcast, as long as the credit union paid for time and distribution during 2011. If the spots are not related, please submit each as a separate entry.
- You may either send an audio CD or a flash drive to CUES (please label each spot with the credit union's name) or use this [SendThisFile.com](http://SendThisFile.com) link to upload your radio entry. After a successful upload, please e-mail [maria@cues.org](mailto:maria@cues.org) to confirm that we received your files.

## SEGMENTED MARKETING

- Targeted marketing to a specific audience (for example: youth, seniors, etc.)
- Should show all activities related to the project or program
- Include photos from special events and media coverage, plus an explanation of the role the program played
- Include support documents
- *Only one set of awards will be given for credit unions of all asset sizes*

## SOCIAL MEDIA

- Any use of social media (Facebook, Twitter, blogs, YouTube, podcasts, microsites, etc.) to engage members or promote your credit union and the credit union movement
- Examples of results include: average number of comments received, time spent on site, use of links, etc
- *Only one set of awards will be given for credit unions of all asset sizes*

## TELEVISION

- May be a single commercial or series of **related** commercials that have appeared during any type of television broadcast, as long as the credit union paid for time and distributed for the first time during 2011. If the spots are not related, please submit each as a separate entry.
- **Please do not send your video on a DVD. We can only accept them via YouTube or in a file format (preferably Windows Media Video) on a flash drive.**
- To submit your entry, please create or log into a [YouTube.com](https://www.youtube.com) account and upload your video(s) there. Once the upload is complete, please e-mail the link to each video that you are submitting for award consideration to [maria@cues.org](mailto:maria@cues.org). If your entry is selected as a winner, the uploaded video will be embedded into our award presentation website. If you are unable to submit your video(s) via YouTube, you may send the video files to CUES on a flash drive.

## WEBSITE

- Please include screen shots of the credit union's website or microsite
- If the site is a redesign, include screen shots and information from the former site
- Examples of results may include: website traffic, increase in unique visitors from last year, increased numbers of online applications, etc.
- *Only one set of awards will be given for credit unions of all asset sizes*

## CATEGORIES EXEMPT FROM ROI RESULTS:

### ANNUAL REPORTS

- Should cover the year 2011, or submit the most current completed annual report.
- *Only one set of awards will be given for credit unions of all asset sizes*

### CARD DESIGNS

- Examples include credit, debit, Smart or ATM card designs created exclusively for the entering credit union and distributed for the first time during 2011
- If the entry is a redesigned card, please include a sample of the previous card design
- *Only one set of awards will be given for credit unions of all asset sizes*

### HUMOR

- Any campaign or marketing piece with a humorous approach
- Show the purpose and expected impact of the campaign
- *Only one set of awards will be given for credit unions of all asset sizes*

### IMAGE ENHANCEMENT

- May relate to corporate image building or identity enhancement (example: outreach, branch opening, name change, annual meeting, or other general awareness campaigns)
- Show any past work related to the project for comparison to the current entry
- Please enter any campaigns related to credit union industry branding in the Credit Union Brand Awareness category
- Specific promotions used to help create a retail environment should be entered in the Point of Sale category
- *Only one set of awards will be given for credit unions of all asset sizes*

### LOGOS

- Either a credit union's corporate logo or a logo from a product/service may be submitted
- Please send a variety of samples showing and explaining different applications of the logo
- Include an example of the previous logo, if applicable
- Must have been distributed for the first time during 2011
- *Only one set of awards will be given for credit unions of all asset sizes*

### MEMBERSHIP KITS

- Informs new or existing members about the credit union and its services
- Please enter potential member promotions in the Direct Marketing categories
- *Only one set of awards will be given for credit unions of all asset sizes*

## MISCELLANEOUS

- Any materials not appropriate for other categories
- Entries without results may be entered in this category
- *Only one set of awards will be given for credit unions of all asset sizes*

## NEWSLETTERS

- Please submit a single issue of the credit union's newsletter
- If you wish to have more than one issue judged, please submit each as a separate entry
- Staff newsletters are acceptable
- *Only one set of awards will be given for credit unions of all asset sizes*

## OUTDOOR

- A color photo of the outdoor ad should be submitted (billboards, buses, cars, etc.)
- *Only one set of awards will be given for credit unions of all asset sizes*

## POINT OF SALE

- May relate to a specific promotion or help to create a retail environment at the credit union
- May include lobby displays, kiosks or other retail merchandising strategies
- Please send a photo that represents the display and how it was used
- Informational/educational membership pieces should be entered in the Membership Kits category
- Corporate image-building or identity enhancement should be entered in the Image Enhancement category
- *Only one set of awards will be given for credit unions of all asset sizes*

## STAFF TRAINING PROGRAMS

- Show the scope and purpose of a staff training, incentive, or other internal program
- Up to five summary pages and support documents should be included
- *Only one set of awards will be given for credit unions of all asset sizes*

# Submitting Your Entries = Easy!

Don't worry about collecting physical entry pieces and spending time and money to ship them to CUES. This year, we're making it easier than ever to submit your CUES Golden Mirror Award entries—you only need to send them electronically!

Follow these guidelines for submitting your entries:

1. Files can be submitted on a CD, flash drive or via e-mail.

- **To submit entries on a CD or flash drive:**

Please send them to:

Credit Union Executives Society

**Attn:** GMA

5510 Research Park Drive

Madison, WI 53711

- **To e-mail the entries:** Please attach them as a compressed .ZIP file with the credit union name and category in the subject line of the e-mail and send to [gma@cues.org](mailto:gma@cues.org). Files that are too large for e-mail may be sent from [SendThisFile.com](http://SendThisFile.com), a free online FTP service.

2. Please arrange each entry with its own file directory in the following format:

- A. **Main folder** labeled with the credit union's name
- B. **Sub-folder** labeled with the entry category name, with two additional sub-directory folders:

- **Submission Pieces and Entry Form—**

Please save the Excel entry form and any files that comprise your entry in this folder.

- **Thumbnails**—If your entry is a winner and you'd like it to be displayed on our presentation website, please include 1-4 sample images in JPEG format for each entry. We'll need two format sizes:

**Large Thumbnails**—saved for web in JPEG format. RGB at 72dpi. Sized 550px x 550px.

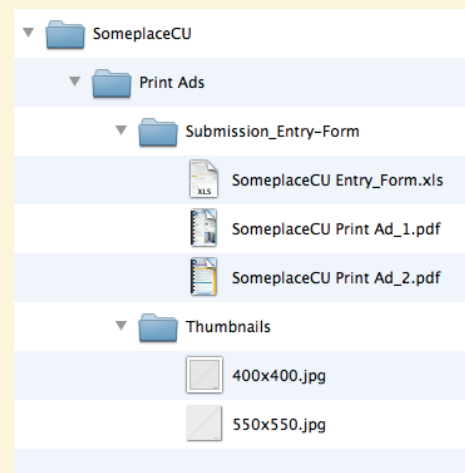
**Small Thumbnails**—saved for web in JPEG format. RGB at 72dpi. Sized 400px x 400px.

## QUICK REFERENCE

Submission Entry Options:



Example Folder Directory:



PSD Templates Available:



[Click here to download PSD templates for thumbnails](#)

# Judging

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The GMA judges are marketing, advertising, and audio/visual experts from both inside and outside the credit union industry. Judges come from organizations with a wide range of asset sizes, geographic locations and GMA experience.

Each entry will be judged against other entries in its category and, if applicable, asset division. Judges will evaluate each entry's objective, target audience, strategy and market/competitive factors. Nominations are scored in the final round of judging, based on standard marketing criteria:

- **Results**, when required, (0-40 points)—comparison of objectives with desired goals, including return on investment (ROI)
- **Creativity** (0-30 points)—use of art, design, type style, copy (or their audio/visual equivalents) in pursuit of goals
- **Planning** (0-20 points)—strategies and components used to develop a plan for the project/campaign
- **Production Quality** (0-10 points)—quality of the piece/campaign, including printing, photography, design, audio/video talent and other production components

An entry must have an average score at or above the minimum points required to be eligible for an award. The minimum scores for each level are:

- First Place—80 points
- Second Place—60 points
- Award of Merit—40 points

In categories where results are not required, the minimum score for each level is:

- First Place—48 points
- Second Place—36 points
- Award of Merit—24 points

Each category may award one first place, one second place and up to two awards of merit. If in the final round no entry achieves the minimum score for an award level, no award will be given in that category.

## Important Dates

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**April 27:** Early bird deadline

**May 11:** Final deadline

**May 23-June 8:** Round 1 judging (online)

**June 15-June 27:** Round 2 judging (online)

**July 2:** Winners are notified

# Top Honors

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## **GMA Pinnacle Award**

The GMA Pinnacle Award recipient will be selected from among first place winners of categories other than Coordinated Campaigns. The winning credit union will receive a crystal trophy, a framed certificate for the marketer responsible for the entry, an invitation to judge next year's GMA competition, and honor throughout the credit union movement.

## **GMA Best Campaign**

The GMA Best Campaign recipient will be selected from the first-place winners of the four asset divisions in the **Coordinated Campaigns Category**. The winning credit union will receive a crystal trophy, a framed certificate for the marketer responsible for the entry, an invitation to judge next year's GMA competition, as well as industry-wide recognition and acclaim.

## **GMA Rookie of the Year**

An individual marketer who has been employed by a credit union for two years or less is eligible for the **GMA Rookie of the Year** award. Be sure to indicate that you're a credit union marketing rookie on your entry form. Judges will automatically consider all winning entries from rookies for this honor. The winner will receive a crystal trophy, a framed certificate and the respect of marketing leaders throughout the movement.

## **GMA Golden Shoestring**

If you developed a winning marketing piece on a shoestring budget, you could take home the **GMA Golden Shoestring** award. Please make sure to note on the entry form what percentage of your marketing budget was spent on the campaign (this information is required in order to be considered for this award). The winning credit union will receive a crystal trophy, a framed certificate and recognition throughout the movement.

# Frequently Asked Questions

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## How should my entries be submitted?

This year, only electronic entries are required for judging and presentation purposes. Please see page 9 for instructions on submitting your entries.

## How do I know if my entry is eligible for the 2012 Golden Mirror Awards?

Your entry is eligible for this year's GMAs if the campaign was completed in 2011 or will be completed by the time you submit your entry in 2012. Final results must be available if the category requires them. If results are not available, please save your entry for the 2013 GMA competition.

## Who is eligible to enter the GMAs?

All credit unions are welcome to enter. An individual or agency may work with a credit union, but the credit union is the official entrant and will receive any awards and communications resulting from the competition, regardless of who prepares the entries or pays for the entry fees. (Duplicate trophies can be purchased after the winners are announced.) And, if you have a CUES member at your credit union, you are entitled to substantial entry discounts reflected on the [checklist](#).

## Can agencies enter the GMA competition?

An agency may submit materials on behalf of a credit union, with the credit union as the official entrant. **The credit union will receive all awards** resulting from the competition, regardless of who prepares the entries or pays the entry fees.

## What if I don't know which category my entry should be judged in?

Contact CUES' GMA Coordinator, Maria Kinney, at **800.252.2664, ext. 5326**, or e-mail [maria@cues.org](mailto:maria@cues.org). Please note: The judges may move your entry to a different category if they decide that it would be more applicable.

## I won't have the results for my entry by the entry deadline. What can I do?

If results are not available, please save the entry for next year's competition or consider entering it in a category that does not require results. If you have questions, please contact CUES' GMA Coordinator, Maria Kinney, at **800.252.2664, ext. 326**, or e-mail [maria@cues.org](mailto:maria@cues.org).

## How many entry forms and checklists do I need to complete?

Complete one [entry form](#) for **each** entry.

Complete one [checklist](#) for **all** entries. NOTE: If you are an agency, a checklist must be submitted for **each** credit union.

## When will I know if I won?

Winners will be notified by July 2, 2012.

## How do I determine ROI?

We recommend that you work with your CFO or accounting department to determine these numbers. Also, there is a free webinar and spreadsheets to assist you.

Watch [Making the Case for Marketing: How to Calculate your Marketing ROI](#)

Download the spreadsheets used in the ROI Webinar

[Sample Projected ROMI for Loans](#)

[Sample ROMI for Deposits](#)

[Sample ROMI for Loans](#)



The Credit Union Executives Society is a Madison, Wisconsin-based independent, not-for-profit, international membership association for credit union executives. Its mission is to educate and develop credit union CEOs, directors and future leaders.

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