



Marshall Community
Credit Union

MCCU Celebrates its Members with a Virtual Member Appreciation Event

Each September, Marshall Community Credit Union typically holds their annual Member Appreciation Day. Complete with free lunch, drawings and giveaways for the membership. However, due to current public health concerns, that wasn't feasible this year. But, MCCU wasn't about to let a little pandemic spoil all their fun.

MCCU's Marketing Team decided instead, to offer a virtual event, spanning the whole month of September. "We couldn't really serve food as we typically do, and we couldn't see inviting hundreds of our members into our branches at this time," said MCCU Chief Operating Officer and Marketing Manager, Corrie Rozell. "But we knew we still wanted to show our appreciation for our members and what better way to do that than with lots of fun giveaways?" Rozell continued.

The team went to Facebook to promote their month long virtual event where prizes were posted, members were encouraged to comment on posts, and in the end, four lucky winners hit the jackpot! Each week throughout September, MCCU posted a prize package worth up to \$1,000 each. Prizes package themes included; A Day on the Lake, Backyard Movie Night, The Ultimate Camping Bundle, and finally, an MCCU loan payment paid for by MCCU!

Week one's giveaway, A Day on the Lake, included an ROC inflatable paddle board with premium accessories, JBL clip waterproof speaker, pop-up canopy sunshade and more! MCCU congratulated member, Becky Domingo, on winning that week's prize. Winners were entered into week one's giveaway simply by sharing their favorite MCCU product or service.

Week two's giveaway, a Backyard Movie Night package, included a 14 foot inflatable projector screen, portable projector, JBL portage speaker and more. MCCU member Melissa Bowman walked away with that package and was entered just by tagging a friend in her post telling why they should become an MCCU member.

Week three's giveaway, the Ultimate Camping Bundle, was donated by Harbour Investments, Inc. MCCU's partner for financial planning services. The bundle included a Coleman 6-person tent, X-Cursion grill and everything else you'd need for a camping weekend. Brett Brothers was the lucky winner on week three when he shared his best experience with MCCU.

And finally, week four's grand prize giveaway, where MCCU paid one members loan payment (up to \$1,500). The winner got to choose which loan they wanted paid, as long as it was held at MCCU. To be entered to win, members simply had to share how long they had been members of the credit union. The grand prize winner was Kyle Maurer, a member for over 30 years!

"Even though we couldn't be together, face-to-face, we felt like we really got to know some of our members through this year's Member Appreciation event," said MCCU Marketing Representative, Becky Hewitt. "If nothing else, we learned how dedicated our members truly are and we heard for a ton of them. Over 850 in all!" Hewitt continued.



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Marshall Community Credit Union is a federally insured full-service financial institution with offices located in Marshall, Battle Creek, and Coldwater. For more information on products, services or membership, please contact 269.781.9885 or visit marshallcommunitycu.com.

Pictured below are winners; (L-R) Becky Domingo, Christopher Bowman (receiving gift for Melissa Bowman), and Brett Brothers.

