

# CASE STUDY

# CU DIRECT 20 FOR 20 GIVEBACK CAMPAIGN

\$60K given. 6 Winning Hospitals. Scroll down to see who won!



T H O U S A N D

for

Y E A R S



### Winning Hospitals

\$20,000

Primary Children's Hospital  
Salt Lake City, UT

Credit Union Co-presenter  
America First Credit Union

No.1

\$20,000

Hurley Children's Hospital  
Flint-Saginaw-Bay City, MI

Credit Union Co-presenters  
ELGA Credit Union  
Dort Federal Credit Union

No.2

\$5,000

Riley Hospital for Children  
Indianapolis, IN

Credit Union Co-presenter  
Indiana Members Credit Union

No.3

\$5,000

OHSU Doernbecher Children's Hospital  
Portland, OR

Credit Union Co-presenters  
Fibre Federal Credit Union  
Unitus Community Credit Union

No.4

\$5,000

McLane Children's Scott & White  
Waco-Temple-Bryan, TX

Credit Union Co-presenter  
Scott & White Employees Credit Union

No.5

\$5,000

Connecticut Children's Medical Center  
Hartford & New Haven, CT

Credit Union Co-presenter  
Hartford Health Care Credit Union



## Summary

As a way to celebrate their 20th year in business, CU Direct, the nation's leading provider of lending, automotive and strategic solutions to the credit union industry, created the 20 for 20 Giveback Campaign. This online voting contest was held from December 2 – 22, 2014 and invited credit unions and the public to vote once daily for a Children's Miracle Network hospital they wanted to receive a \$20,000 donation.

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THE GOAL OF THE CAMPAIGN WAS TO RAISE AWARENESS OF  
CU DIRECT AND BUILD GOODWILL AMONGST CUSTOMERS,  
PROSPECTS AND MEDIA.

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Within just eight days of the campaigns launch there were nearly 75,000 votes cast at the campaign microsite, [www.cudirect.com/cudirect20](http://www.cudirect.com/cudirect20). Because of this overwhelming response, CU Direct increased the donation to \$40,000, with \$20,000 going to the hospital with the most votes and \$5,000 going to the second, third, fourth and fifth hospitals. To add extra incentive, the credit unions that generated the most votes for each of the winning hospitals would also be invited to co-present the donation to the Children's Miracle Network hospitals.

On the final weekend of voting there was a tremendous spike in voting and overall engagement. To follow this spike, the final day of voting, December 22, 2014, the company hosting the campaign website, experienced a denial of service (DoS) attack, causing performance issues on the site and making it impossible for some people to vote. With the two leading hospitals neck-and-neck for first place, CU Direct leadership made an executive decision to end voting early and award both leading hospitals a \$20,000 donation.

In total, the 20 for 20 Giveback Campaign received over 375,000 votes and had over 2.1 million page views to the campaign website, all in under 20 days. Ultimately, CU Direct donated \$60,000 to six Children's Miracle Network Hospitals across the United States. Those winners included:

**FIRST PLACE (TIE):**

Primary Children's Hospital (Salt Lake City, UT)  
Hurley Children's Hospital (Flint, MI)

**SECOND PLACE:**

Riley Hospital for Children (Indianapolis, IN)

**THIRD PLACE:**

OHSU Doernbecher Children's Hospital (Portland, OR)

**FOURTH PLACE:**

McLane Children's Scott & White Hospitals (Waco, TX)

**FIFTH PLACE:**

Connecticut Children's Medical Center (Hartford, CT)

## Purpose

To celebrate CU Direct's 20th anniversary through a philanthropic effort that benefits Credit Unions for Kids, a Children's Miracle Network program that's been near and dear to CU Direct for more than a decade.

# Goal & Objectives

## GOAL: Build awareness of CU Direct and foster goodwill for the organization

**OBJECTIVE 1:** Demonstrate engaged audiences by attaining 20,000 votes at the 20 for 20 Giveback Campaign website between December 2 and December 22, 2014.

**OBJECTIVE 2:** Demonstrate engaged audiences by attaining 100 shares, likes or mentions with positive sentiment of the 20 for 20 Giveback Campaign through social media (Twitter, Facebook, LinkedIn, Google+) between December 2, 2014 and January 31, 2015.

**OBJECTIVE 3:** Receive 20 stories/articles containing positive sentiment from media across the US on the 20 for 20 Giveback Campaign between December 2, 2014 and January 31, 2015.

# Audiences

AUDIENCE	DESIRED BEHAVIOR
CREDIT UNIONS (customers and prospects)	<ul style="list-style-type: none"><li>• Vote daily</li><li>• Share via social sites</li><li>• Share with membership through new and existing communications tools</li></ul>
CHILDREN'S MIRACLE NETWORK (corporate and individual hospitals)	<ul style="list-style-type: none"><li>• Vote daily</li><li>• Share via social sites</li><li>• Share with publics through new and existing communications tools</li><li>• Engage with media, as needed, for earned opportunities</li></ul>
GENERAL PUBLIC	<ul style="list-style-type: none"><li>• Vote daily</li><li>• Share via social sites and with personal networks</li></ul>
MEDIA (local, regional, national and trade)	<ul style="list-style-type: none"><li>• Report on the contest</li><li>• Vote daily</li><li>• Share via social sites with viewership/readership</li></ul>
INTERNAL (SMT, board members, employees)	<ul style="list-style-type: none"><li>• Vote daily</li><li>• Share via social sites and with personal networks</li></ul>

# Strategies & Tactics

## WEBSITE

As the central hub of the 20 for 20 Giveback Campaign, a microsite was developed ([www.cudirect.com/CUDirect20](http://www.cudirect.com/CUDirect20)) to house the voting function, real-time results, sharing options, video content and more.

### • Daily Reminder Emails

As a way to reinforce voting, visitors to the voting site were given the option to receive daily reminder emails.

## PARTNERSHIPS

As a way to expand promotional efforts beyond CU Direct, customer credit unions and Children's Miracle Network hospitals across the US were asked to help spread the word about the contest using existing (and/or new) communications channels. Credit Unions communicated with members through social media, in-store communications and more. Children's Miracle Network hospitals communicated with their publics through social media and traditional media efforts.

## MEDIA RELATIONS

### • Earned

Reporter outreach and pitching took place throughout the campaign to keep the effort top-of-mind for reporters. Extra emphasis was placed on outreach to the top five voting markets mid-way through the competition.

### • Owned

A blog post was developed for CU Direct corporate blog. Press releases were developed throughout the campaign as newsworthy milestones were hit, including the launch of the campaign, the conclusion of the campaign and the announcement of the presentation of donations.

### • Shared

Initial announcement made on social media accounts including Twitter, Facebook, LinkedIn and Google+ using the hashtag #CUDirect20, as well as ongoing promotion through posts.

### • Paid

Facebook ads were developed and ran throughout the competition, targeting credit union employees and members across the united states as well as followers of the CU Direct page.

# Challenges

**Short time to launch.** The team had 3 weeks to design, develop and deploy a fully functioning site with voting and social sharing capabilities. By working closely together the team was able to get the site up in time.

**No voting system available.** The voting feature is unique and was not available as an off the shelf solution. Through trying various options, the development team was able to create a robust voting and tracking solution.

**Early leader removed voting incentive.** One hospital got off to an early lead which created less of an incentive for others to vote. The leadership of CU Direct decided to add \$5,000 to each of the four runners up.

**Daily vote reminders.** The campaign provided a way for voters to receive a daily reminder to vote. This worked well to increase the number of daily votes and there was a marked spike in web traffic right after reminders were sent. The amount of traffic at one time slowed down the site performance. The development team worked to segment the daily reminder into three parts so that the traffic would be spread out.

**Hosting company experienced a cyber-attack.** On the last weekend of voting there was a tremendous spike in voting and participation. The following Monday Rackspace, the website hosting company, experienced a denial of service attack. This caused performance issues on the site and some people were unable to vote. The two leading hospitals were very close and their lead was passing back and forth. Since voting may have been inequitable on the last day, the leadership of CU Direct suspended voting and awarded \$20,000 to both of the leading hospitals. They also awarded the four runners up \$5,000 each for a total donation of \$60,000.

## Results

### Site Traffic

2.1 Million Page views  
to CUDirect 20 pages

### Votes

375,000 Cast

### YouTube

3.5K Views of Promotional  
Video

### Twitter

335 Mentions → 774K  
Mention Reach 838 Replies  
31 Retweets → 92K Retweet  
Reach

### Facebook

263 Post Shares  
282K People Reached in U.S.

### Daily Vote Reminder

115K Requested to Receive  
Daily Email Reminders

## Press Coverage

The following is a sample of coverage  
received throughout the 20 for 20  
Giveback Campaign.

### Local News

ABC Salt Lake City, Utah  
ABC Flint, Michigan  
ABC Oklahoma City  
NBC Waterloo, Iowa  
NBC Baltimore, Maryland

### CU Industry Coverage

CU Insight  
Credit Union Magazine  
Nebraska Credit Union League  
CUNA  
CU Broadcast  
CU Today

### CU Industry Email Coverage

CU Journal  
Pennsylvania Credit Union Association  
Northwest Credit Union Association  
Callahan  
Association of Vermont Credit Unions

## Key Take-Aways

**Think integrated and be consistent.** Never having engaged audiences in a voting campaign, there was uncertainty about how many votes would be cast as we launched the campaign. To combat this uncertainty, a plan was developed with a mix of integrated communication strategies and tactics that allowed us to stay in front of audiences on a consistent basis throughout the duration of the campaign. In the end, the response exceeded expectations.

**Be bigger than you.** As this campaign was initially coming together, CU Direct wanted to develop an effort that went beyond their 20th anniversary. They wanted to connect to something they cared about. In the end, we were able to develop a campaign benefiting Credit Unions for Kids, a program of Children's Miracle Network. In doing this, it shined a light on the character, personality and brand attributes CU Direct possesses. It gave CU Direct a way to celebrate their anniversary while raising awareness to a cause that's been close to the organizations heart for over a decade.

**Be flexible.** The team had to be flexible in how the site was designed, how the contest was run, and in the end, how the winner was decided. With a tight development timeline and unexpected hosting site errors, it was necessary to have a team that could think and respond quickly. You cannot plan for every contingency, so you have to be prepared to make course corrections.

## Team

- Tony Boutelle, CEO
- Bob Child, COS
- Heather Dowell, Director of Marketing
- James Ortega, Graphic Designer
- Michael Daehn, Digital Marketing Lead
- Desautel Hege Communications, Marketing, Public Relations and Design Support (Vendor Partner)
- Webmistress, Inc., Development Team (Vendor Partner)

