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## Another Win for Democracy FCU as they take home a CUNA Diamond Award!

**Alexandria, VA**— *“We are humbled and appreciative to receive the Diamond Award for Crisis Management – 90 Days of Giving,”* exclaimed Ken Cahoon, Democracy FCU CEO/President. *“When the world entered a global pandemic, we were able to step up and provide support to our community in a moment’s notice.”* Congratulations to Democracy Federal Credit Union who won the Credit Union National Association (CUNA) Marketing & Business Development Council Award for the Crisis Management Category for the 90 Days of Giving Program, 2020.

In the early spring of 2020, the world came to a standstill as the COVID-19 global pandemic halted everyone in their tracks causing jobs to be lost, schools to be shut down and frantic worry ensued as to how bills were going to be paid. It was at that time that Democracy FCU knew we had to get ahead of the financial hardships that members would be facing. We introduced several programs to help members manage their finances during the pandemic. These programs were CASH-N-GO, offering members up to \$1,000 with no credit check, a National Emergency Loan that offered members up to \$6,000 with no credit check and low rates as well as the ability for members to skip their loan and/or credit card payments.

In addition to the new financial programs, Democracy FCU gave back to the community by donating monetary funds, food to food banks, lunch to front line workers, masks, hosting two virtual proms to celebrate the Class of 2020, creating an on demand financial literacy series, partnering with the USDA Farmers to Families program and distributing food box, and more. In an effort to keep spirits up, Democracy FCU hosted a virtual prom for area high schools that received media recognition. Over the course of 2020, we received an outpour of appreciation from our community for giving back. We are honored to have been able to be there for those who are there for us.

[Click here](#) to view the components and accolades of the program.

The Diamond Awards represent the pinnacle of credit union marketing and business development that honor credit unions in 35 categories ranging from direct mail to website marketing to public relations and social media. Judges evaluated the 1,278 entries based on strategy, design, production, creative concept, copy, communication and results. Democracy FCU is honored to have taken home the award in the category of ‘One Time Event’ of the grand opening celebration of newest credit union branch, the C Street Branch, in Washington, D.C.

“The Diamond Awards competition is the most prestigious competition for excellence in marketing and business development in the credit union industry,” said Amy McGraw, diamond awards chair and VP marketing/chief experience officer at Tropical Financial CU. “Credit unions that receive these awards should be extremely proud of their accomplishments and know that their work represents the very best examples of creativity, innovation, relevance and execution.”

#### **About Democracy Federal Credit Union**

Democracy Federal Credit Union was founded in 1936 to serve the Social Security Board in Washington, D.C. and their families. Over its history, Democracy FCU has grown to serve members in Washington, D.C., Maryland, Virginia and Pennsylvania. Democracy FCU’s members work for U.S. Government agencies, other major employers, and/or live, work, worship, attend school, or regularly conduct business in the DC Metro area. To learn more about Democracy FCU, visit [DemocracyFCU.org](http://DemocracyFCU.org). Democracy FCU is Federally Insured by NCUA and an Equal Housing Lender.

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