



## CrossState CU Ambassador Rules and Regulations 2025 - 2026

1. There is no age limit for contestants, they simply must be 21 or older.
2. Contestants must be employed by a CrossState-affiliated credit union and must be non-executives/c-suite to compete.
3. The competition will be based on 8 regions total, 6 in Pennsylvania and 2 in New Jersey. Each region is guaranteed 3 slots in the final contest.
  - a. Erie Region: Erie, Warren, McKean, Potter, Crawford, Venango, Forrest, Elk, Clinton, Mercer, Clarion, and Jefferson counties
  - b. Northeast Region: Tioga, Bradford, Susquehanna, Wayne, Lycoming, Sullivan, Wyoming, Lackawanna, Pike, Columbia, Luzerne, Monroe, Carbon, Northampton, and Lehigh counties
  - c. Pittsburgh Region: Lawrence, Butler, Armstrong, Indiana, Clearfield, Beaver, Allegheny, Westmoreland, Cambria, Washington, Green, Fayette, and Somerset counties
  - d. Central Region: Centre, Union, Blair, Huntingdon, Mifflin Snyder, Juniata, Perry, Cumberland, Adams, Franklin, Fulton, and Bedford counties
  - e. Capitol Region: Montour, Northumberland, Schuylkill, Dauphin, Lebanon, Lancaster, Berks, and York counties
  - f. Philadelphia Region: Bucks, Montgomery, Chester, Delaware, and Philadelphia counties
  - g. North Jersey Region: Sussex, Passaic, Bergen, Warren, Morris, Essex, Union, Hudson, Hunterdon, Somerset, Middlesex, Mercer, and Monmouth counties
  - h. South Jersey Region: Ocean, Burlington, Camden, Gloucester, Salem, Cumberland, Cape May, and Atlantic counties

### Helpful Information

Visit the CU Ambassador info page on the CrossState site to view sample proposals and projects, the grading rubrics, and FAQs.

## Contest Structure

### 4. Project Proposals

- a. Proposals should be a maximum of one page and explain the project, its importance to your CU/membership, and how you plan to measure its progress
- b. Proposals are due by 5pm on November 21, 2025
- c. Proposal reviews will be completed by December 17, 2025 and 24 finalists will be announced for the state-level competition. These contestants move on to the final project phase.
- d. The panel of judges will be composed of CrossState Chapter leaders and representatives

### 5. Final Project Submission

- a. Due by 5pm on March 13, 2026.
- b. Maximum of 15 typed pages or 15 PowerPoint slides.
- c. Submit projects to [Ambassador@crossstate.org](mailto:Ambassador@crossstate.org) or use the secure submission portal on the CrossState website.
- d. Works cited, indexes, and cover pages/slides will not count towards the size limit
- e. Contestants should include a video introducing themselves and explaining their project. This video is 5 minutes maximum.

### 6. Top 10 Projects & Scoring

- a. The Top 10 highest-scoring projects are announced mid-April, 2026.
- b. Contestants are invited to attend Annual Convention for free in May.
- c. Contestants will receive display space for their projects
- d. Projects are reviewed by 3<sup>rd</sup> party business partners and colleagues
- e. Scores are combined for each project and averaged to reach the final score
- f. Top 3
  - i. Of the Top 10, the 3 highest-scoring projects move on to present at Awards Night during Annual Convention
  - ii. Presentations will be a maximum of 5 minutes or points will be deducted as a penalty
  - iii. Final presentations are judged live, scores are averaged and then added to the contestants' average project score to determine the winner.

### 7. Prizes

- a. First place receives \$1,000 in cash, a free registration for the CrossState Leadership School and the CU Reality Check Conference in 2026, free registration for the 2027 Annual Convention, and publication in the *CU Edge* magazine.

- b. Second place receives free registration for the CrossState Leadership School and the CU Reality Check Conference for 2026, along with a \$500 cash prize.
- c. Third place receives a \$250 cash prize

8. CU Ambassador Responsibilities

- a. The 2026 CU Ambassador will present their project in a 30-minute update at the CrossState Leadership School in August
- b. The CU Ambassador may also be asked to provide updates to the CrossState Board, appear in different video segments, and participate in CU advocacy efforts as a representative of the movement

9. Expenses

- a. Top 10 CU Ambassador Contestants receive free registration for the 2026 Convention
- b. First and second place prizes also include lodging for the corresponding events