

Professional Development Request

A Case for *into the blue* Membership

I am requesting approval to join *into the blue*, a professional membership community built exclusively for Canadian credit union marketers. This document outlines what the membership includes, why it is relevant to my role and our organization, and what the investment looks like.

What *into the blue* is

into the blue is not a general marketing group. It was built specifically for the credit union environment by Lyanne Campbell, ACUIC and Chartered Marketer with more than 30 years of experience in the Canadian credit union system. Every resource, session, and conversation inside the community is designed around the real pressures of credit union marketing: staying current, planning strategically, and making confident decisions in a role that covers a lot of ground.

Members have described it as an extension of their marketing department -- a place to access intelligence, tools, and peer perspective that would otherwise be difficult or expensive to source independently.

"It really is an extension to your marketing department. If you're not a part of this group, you should definitely join." **Kristen Olson, Marketing Officer -- Crossroads Credit Union**

What membership includes

What I receive	How it benefits our organization
Annual done-for-you campaign plan	Fully researched, ready-to-adapt campaign plan built around a topic the community votes on. There is a new one each year. I adapt it to our corporate goals and channels. Weeks of research and planning, already done.
Research reports and industry intelligence	Members receive research reports as they are developed and added to the community. To date this has included a Digital Competitive Analysis reviewing 16 Canadian financial institutions and a Loans and Credit Research Summary drawing from sources including Ipsos, Bank of Canada, Equifax,

[Learn more. Join here.](#)

	TransUnion, and Angus Reid. All reports are available in the archive from day one.
Expert fireside chats with live Q&A	Sessions with specialists in behavioural science, digital analytics, fraud management, financial leadership, brand strategy, and more. All recordings available on demand.
Growing Library of Ready-to-use templates	Campaign planning, campaign evaluation, stakeholder meeting agendas, and leadership presentation frameworks. These save hours on every project and improve the quality of what I bring to internal conversations.
Curated research links by topic	Organized by agriculture, mortgages, loans and credit, financial wellness, investments, generations, youth, and social media. Hours of research saved on every campaign I plan.
Peer community of credit union marketers	Access to colleagues across Canada facing the same pressures and opportunities. Problems get solved faster. Decisions get made with more confidence. I am not figuring things out alone.
On-demand discussion board	A community space where I can post what I am working on, ask questions, share ideas, and get real feedback from peers who understand the credit union environment. Support is available when I need it, not just at scheduled meeting times.
Full archive access from day one	Every session, recording, template, and resource since the community launched in May 2025 is available immediately upon joining. There is no waiting for value.

The investment

- **Monthly** \$190.25/ 12 invoices per year.
Switch to annual at any billing period end.
- **Annual** \$1920.25/year **Savings of \$362.75** over monthly billing.
One invoice per year for accounting.
Switch to monthly at any billing period end.

To put this in context: a single marketing conference registration often costs more than a full year of *into the blue* membership. The difference is that a conference is a one-time event. This is ongoing access to research, tools, expert sessions, and peer support throughout the entire year.

The annual option also simplifies administration -- one invoice rather than twelve monthly charges, which may be easier to process and track within our budget.

Suggested budget category

Professional development. This membership directly supports my ability to plan more strategically, access current market intelligence, present marketing investment in language leadership understands, and make better decisions for our organization -- all core outcomes of professional development investment.

Why this matters for our organization

Credit union marketers are often expected to deliver enterprise-level results with small-team resources. The gap is rarely skill. It is access -- to current information, to proven tools, and to peers who understand the specific context we work in.

When I have better access to intelligence and support, our marketing improves. Campaigns are more informed. Decisions are more confident. Time is used more efficiently. And I am better positioned to demonstrate the value of marketing investment to leadership in language that resonates.

This membership is not about learning for learning's sake. It is a practical investment in the quality and confidence of the marketing work I do for this organization every day.