



November 24, 2025

Contact: Leigh Ann Rassler, Public Relations Specialist
rasslerl@vystarcu.org

FOR IMMEDIATE RELEASE

VyStar Savings Challenge Helps 31,000+ Members Build Stronger Savings Habits, Earning Top Ragan Zenith Award

VyStar recognized nationally for empowering members with practical tools to take control of their financial future.

JACKSONVILLE, FL — VyStar Credit Union's commitment to helping members build financial confidence and reduce financial stress has earned national recognition. The [2025 Ragan Zenith Awards](#) honored the VyStar Savings Challenge with the top award in Content Marketing for its impact in helping individuals and families create durable saving habits during a year marked by rising costs and economic uncertainty.

Through actionable steps, practical tips, and personalized guidance, the 90-day Savings Challenge helped more than 31,000 members strengthen their savings habits, collectively saving over 5.17 million. Sixty-six percent of participants improved their Financial Fitness Health Score and completed diagnostic quizzes that identified key priorities, enabling tailored follow-up support and referrals to additional services.

The VyStar Savings Challenge stood out because it blends content marketing, behavioral insights, and authentic community engagement to meet members where they are. The challenge combined bi-weekly emails, in-branch messaging, blog posts, social promotion, as well as partnerships with local nonprofits, news media and city leaders, enabling VyStar to reach members with relatable stories and easy-to-follow tools and tips.

“This recognition reflects VyStar’s commitment to creating tools and experiences that inspire confidence and help members thrive,” said Dana Karzan, VyStar’s Chief Marketing Officer. “Every day we look for ways to help our members build practical habits to make financial wellness achievable. The real success is seeing our members make meaningful progress that continues long after the challenge ends.”

Ragan’s Zenith Awards celebrate the most outstanding achievements in internal and external communications, spotlighting the programs, people and teams that elevate brands, engage audiences, and drive meaningful results. VyStar also earned four Zenith Award Honorable Mentions for initiatives that strengthen the member experience, including: **AI Use for Voice of the Member**, **Brand Storytelling** and **Marketing** for the *Through Your Life Campaign*, and **Measurement & Evaluation** for *Voice of the Member*.

In addition, Chief Marketing Officer **Dana Karzan** was named one of six national **Marketers of the Year**, a recognition that reflects her leadership in advancing tools, programs and innovation. As a passionate advocate for financial wellness, Karzan led the launch and expansion of VyStar’s financial health initiatives, including the Savings Challenge and the organization’s *Through Your Life* campaign, ensuring members and underserved communities have access to the tools, education, and resources they need to make empowered decisions throughout their financial journey.



“Dana’s recognition as one of six national Marketers of the Year is a proud moment for VyStar,” said Chad Meadows, VyStar EVP/Chief Operations Officer. “Her leadership and creativity have elevated our brand and strengthened connections with members. This honor reflects the meaningful impact Dana continues to make for our organization and the communities we serve.”

###

About VyStar Credit Union

VyStar Credit Union is the second-largest credit union headquartered in Florida, with 78 full-service branches across Florida and Georgia, 1 million members and assets of over \$14 billion. VyStar is the top mortgage lender in Northeast Florida and a major employer in the region with over 2,300 employees across the communities it serves. VyStar membership is open to everyone who lives or works in the 49 contiguous counties of Central to North Florida, 29 Georgia counties, and past and present military members and their families all over the world. VyStar members have access to 55,000 surcharge free ATMs worldwide. For more information, visit vystarcu.org, and follow us on [Facebook](#), [Instagram](#), [X \(Twitter\)](#), and [LinkedIn](#).

About Ragan Communications and PR Daily:

Ragan Communications has been delivering trusted news, training and intelligence for more than 60 years to internal and external communicators, HR professionals and business leaders. Its daily news sites, PRDaily.com and Ragan.com, are read by more than 600,000 internal and external communicators monthly. Ragan’s Communications Leadership Council is one of the fastest-growing membership groups for communications executives, and its conferences, webinars and workshops are attended by more than 5,000 communicators a year. Ragan Training is the leading learning portal among communicators, offering more than 800 hours of training and development for communicators. Ragan is also the producer of Communications Week, which is held each November. Headquartered in Chicago, with team members spanning the country and loyal customers worldwide. Visit us at ragan.com.