

# *The Power of Unity*



*Together, we help ensure  
the financial well-being of  
120 million people and we  
are not stopping there.*

# CUNA-League membership means you never stand alone

The CUNA-League System remains the leading association in the financial services industry because we not only consistently outperform the competition in all areas of advocacy, but we also offer exclusive tools and resources that empower our members.

## Effective grassroots outreach

CUNA Member Activation Program (MAP) provides credit union advocates with the tools, strategies, and knowledge needed to engage their members on important legislative matters.

## Easy-to-use compliance resources

CUNA and Leagues work together to ensure members get the industry's most thorough compliance resources and training.

## Valuable networking opportunities

CUNA and your state League offer ongoing credit union-focused opportunities to connect, engage and learn from your peers.

## Building credit union awareness

The Awareness initiative, in collaboration with CUNA, Leagues and credit unions, advances consumer consideration of credit unions.

## Up-to-the-minute, authoritative industry information

Count on CUNA and state Leagues to ensure you have the resources you need to make informed decisions based on the latest trends, innovation, and advocacy efforts.

## Cutting-edge tools that drive operational success

CUNA Strategic Services and League Service Corporations give credit unions access to cost-effective products, services, and technologies.

## Premier learning and professional development opportunities

CUNA and state Leagues maintain and deliver exceptional training and resources that prepare you for success.



## Working together to advance our shared mission

Credit unions improve financial well-being and advance the communities we serve. By focusing on members' individual needs, credit unions strive to meet people where they are at and work with them each step of their financial journey. CUNA and state Leagues are here with the tools and programs to help your credit union fulfill that mission.



## An influential combination

The CUNA-League System serves as a unified, influential force serving credit unions on the state and federal levels.

That's why CUNA and the Leagues are ranked among the top 10 most influential trade associations. Working together, we activate credit unions to get solid results.

Credit unions continue to be the only financial services providers that put the financial well-being of their members ahead of the bottom line. That's influence in action.

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## Recent CUNA-League advocacy achievements

- **Supreme Court ruled** in favor of CUNA-Leagues' position on auto-dialers
- **Gained PCA flexibility** to account for capital influx caused by federal COVID-19 relief funds
- **CRA not applied** to credit unions in new Senate proposal
- **OCC True Lender** rulemaking repealed
- **Resisted efforts** to introduce postal banking legislation
- **Worked with NCUA** to grant temporary asset threshold compliance relief for credit unions that grew during the pandemic



*In an independent review of Washington, D.C. advocacy groups, the CUNA-League system has been ranked as the #1 association in the financial services industry and in the Top 10 overall.*

**Source:** 2020 Policy Brand Insights, a Ballast Research study of effectiveness in Washington, D.C.



***CUNA has a competitive advantage in showcasing local voices. They have more civic engagement, they have more members, they try to do more in the community.”***

Policy Advisor, US Senate

**Together  
we have  
many  
voices  
but  
share  
one  
mission.**

## **Why we advocate**

### **To reduce regulatory burden**

Allowing credit unions to dedicate staff and resources to serving their members instead of keeping up with unnecessary regulations.

### **To expand credit union powers & opportunities**

Enabling credit unions to deliver people-over-profit service to more consumers and small businesses.

### **To strengthen information security**

Credit unions protect members' data from cyber-attack and data breach, securing their finances from bad actors.

### **To preserve the credit union tax status**

Credit unions continue to promote financial well-being for all, fulfilling our mission to our members and communities.

**➤ Renew or become a member of CUNA and your state League.**

