

ONE
MESSAGE.
ONE
VOICE.
ONE
POWERFUL
DIFFERENCE.



Together, we harness a power that's impossible to stop.

We are passionate about the power of credit unions. We've experienced the credit union difference firsthand. And we're committed to ensuring all Americans have the opportunity to do the same.

We know there's only one way to make that happen, and that's together.

Alone, we are board members, association representatives, credit union employees and credit union members. Together, we are millions strong and a force for better.

Our collaborative advocacy efforts are effective — and respected.
Here's the proof.



In an independent review of Washington, D.C. advocacy groups, CUNA-Leagues was the #1 ranked association in the financial services industry, and in the Top 10 overall.

Source: Ballast Research survey and analysis. Interview verbatims edited slightly for clarity.

360° advocacy.

Here's how it happens, 365 days a year.



Comprehensive, easy-to-use compliance resources

CUNA and state Leagues work in concert to stay on top of state and federal regulations. The result? The industry's most thorough, up-to-date and accessible compliance resources and training.



Exceptional learning and professional development opportunities

Your success drives the system. Depend on CUNA and the Leagues to create and deliver exceptional training and resources that prepare you for success.



Extensive networking opportunities

Connections matter. CUNA and the Leagues provide credit union-focused opportunities to connect, engage and learn from your peers that you simply won't find anywhere else.



Tools that drive operational success

CUNA Strategic Services and League service corporations give credit unions access to cost-effective, leading-edge products, services and technologies—the resources you need to remain nimble and relevant in a highly competitive space. Plus, your support funds ongoing investments in CULedger and .creditunion.



A unified approach to credit union awareness

The Awareness Initiative is rolling out a national campaign that, working with the Leagues and credit unions, is driving consumer consideration of credit unions as their best financial partner.



A centralized hub for reliable, up-to-date industry information

The dizzying pace of today's financial services marketplace means it's vital to stay on top of the latest trends, innovation and advocacy efforts. Count on CUNA and the Leagues to ensure you have the resources you need to make informed decisions.



Successful grassroots outreach

Grassroots advocacy is a credit union hallmark. CUNA Member Activation Program (MAP) empowers credit union advocates with the skills and knowledge you need to connect with national and state political action committees and effectively participate in the CUNA Governmental Affairs Conference and Hill Hikes.

Harnessing the power of together

120
MILLION
credit union
members

★★★★★
36
LEAGUES
representing

70,000
BOARD
MEMBERS

50
STATES &
WASHINGTON DC
★★★★★

5,500
CREDIT
UNIONS

★
★
★
11

★★★
5,000
CREDIT
UNION
SERVICE
PROVIDERS

CORPORATE
CREDIT UNIONS

300,000
CREDIT
UNION

★★★
950
CREDIT UNION SERVICE
ORGANIZATIONS

PROFESSIONALS

★
★

Our top advocacy accomplishments

—
NCUA Field of Membership Rule
largely upheld
by Courts

—
CRA provision removed from
Senator Warren's
Housing bill

—
Iowa legislature adjourned without
moving legislation to
tax credit unions

—
Two appellate court victories
in key ADA
litigation cases

—
CECL delay
proposed
by FASB

—
Vice President spoke
at CUNA GAC and
President cited
CUNA's Reg
Burden Study

—
**Testified before
House and Senate**
on Cannabis Banking

—
**Kentucky financial
literacy bill signed**
into law

—
**FCC modified
call-blocking rule**

—
**Fed proposed
Real-Time
Payments**
network