

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  
PROFESSIONALS

★★★  
**950**  
CREDIT UNION SERVICE  
ORGANIZATIONS

★  
★

## 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