



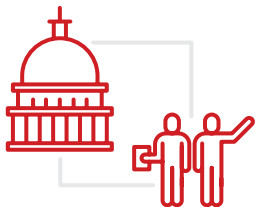
**Powered  
by purpose**

Through our combined strength and network with the state Leagues, we work so your credit union can focus on what's most **important:**  
**your members.**

CUNA is the only national association that **advocates** on behalf of America's credit unions. We work tirelessly to **protect** your best interests in Washington and all 50 states. We fuel your professional **growth** at every level and **champion** the credit union story at every turn.

It's what we do **together** that sets us apart.





# ADVOCATE

We make sure policymakers and regulators know why credit unions are the best financial services choice for Americans. Advocacy lies at the heart of everything we do for our members. CUNA fights for and protects your best interests in Washington and all 50 states in the following ways:

- // Lobby Congress on the most critical issues to defend, advance and grow credit unions nationwide
- // Fight regulatory burden
- // Mobilize grassroots power to influence policymakers, including Hill visits
- // Engage credit union advocates and create new advocate-members (e.g., Member Activation Program)
- // Assert credit union interests in the courts
- // Support credit union-friendly political candidates
- // Give strong support to credit union systems on Capitol Hill through Credit Union House
- // Work to advocate for the credit union perspective on critical issues with regulators like CFPB and NCUA

**CUNA Governmental Affairs Conference:  
The premier event for political impact**

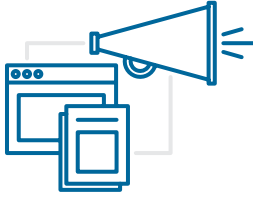
Each year, CUNA unites thousands of credit union leaders in our nation's capital to demonstrate the strength of our system and advocate for more than 100 million members.



# UNIFY

If we all bring our resources and skillsets to the table, our shared vision will become reality. As the only national association that brings together the power of state Leagues, member credit unions and more than 100 million Americans, we are stronger—and better—together. CUNA works with the Leagues to:

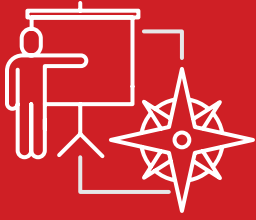
- // Remove barriers on the federal, state, and local level and fight regulatory burden
- // Answer compliance questions and provide professional training and resources, like CUNA eGuide and InfoSight
- // Advance a positive credit union message through a vast network of media outlets
- // Provide training and resources for credit union leaders, staff and volunteers
- // Join forces to defeat state-level, anti-credit union initiatives



# PROMOTE

By creating awareness, we lay the groundwork for meaningful action. We support and promote the credit union difference through a variety of strategic communications that educate, differentiate and keep credit unions top-of-mind. Some highlights:

- // Publish data, insights, recommendations and timely news to help credit unions thrive, including [news.cuna.org](https://news.cuna.org)
- // Arm credit unions with research-tested messages and toolkits to augment and strengthen ongoing efforts
- // Use strategic communications to position credit unions as the best financial partner
- // Help national and consumer media amplify positive credit union facts to the general public
- // Help consumers understand, access and engage with credit unions



# ADVANCE

We provide the tools to make service excellence a reality. Members get access to professional training, learning resources and networking opportunities, so your credit union can invest in the success of your teams and the members you serve. Here's how:

- // Offer hundreds of courses, conferences and events on topics that matter most, like compliance, lending, operations, leadership and advocacy
- // Ease the burden of compliance with the most comprehensive and accurate support and resources (e.g., CUNA Compliance Community)
- // Publish research and reports on the most relevant issues and trends

## **The power of people connecting**

CUNA Councils provide invaluable resources, networking and career development to credit union CEOs and executives in business development, finance, human resources, organizational development, marketing, lending, operations and technology.



## THE POWER OF MEMBERSHIP

Credit Union National Association (CUNA) is the largest national trade association in the United States serving America's credit unions. Our mission is to support, protect, unify and advance the credit union movement by removing barriers, promoting awareness and providing solutions for service excellence. Together with state Leagues, we serve America's credit unions, which are owned by more than 100 million members.

Learn more about the power of membership at [cuna.org/join](https://cuna.org/join).