

Talking Points for a Credit Union Chapter Leader to Encourage Affiliation with LSCU

Introduction

Greeting: "Hello, I'm [Your Name], Chapter Leader of [Your Chapter]. I'd like to discuss how affiliating with the League of Southeastern Credit Unions (LSCU) can benefit your credit union."

Key Benefits of LSCU Affiliation

1. Advocacy

- Government Representation: "LSCU advocates for credit unions at state and federal levels, ensuring your interests are protected."

2. Education and Training

- Professional Development: "Access to training, certifications, and conferences to keep your team updated and skilled."

3. Compliance Support

- Regulatory Guidance: "Expert advice and updates to help you stay compliant with regulations."

4. Grant Support

- The Southeastern Credit Union Foundation provides many grants to our credit unions, including Professional Development, Community Impact Grants, CU Development and Disaster Relief.

5. Operational Resources

- Shared Services: "Benefit from marketing support, technology solutions, and shared branching networks."

6. Financial Solutions

- Cost Savings: "Group purchasing power to reduce costs and strategic partnerships to expand your offerings."

7. Community and Collaboration

- **Networking:** "Connect with other leaders, share best practices, and collaborate on initiatives."

Success Stories

Testimonials: "Other credit unions have seen significant benefits from affiliating with LSCU."

Closing

Invitation: "Join us and be part of a supportive community dedicated to credit union success. Can we schedule a follow-up to discuss further?"

Membership Info: "I'll leave you with some information about LSCU membership. Feel free to reach out with any questions."

Conclusion

Thank You: "Thank you for considering LSCU. Together, we can achieve greater success for our members."