

Talking points for a Chapter Leader to use when speaking to an inactive CU within the Chapter.

Introduction and Greeting

1. Warm Welcome:

- "Thank you for taking the time to meet with me today. I appreciate your commitment to serving your members and your community."

2. Purpose of Visit:

- "I'm here to discuss how we can collaborate more closely and how your credit union can benefit from being more involved in our local chapter."

Benefits of Chapter Involvement

3. Networking Opportunities:

- "Active participation in our chapter provides invaluable networking opportunities with other credit union leaders and professionals. This can lead to sharing best practices, solutions to common challenges, and potential partnerships."

4. Educational Resources:

- "We offer a variety of educational resources, workshops, and training sessions that can help your staff stay updated on the latest industry trends and regulatory changes."

5. Advocacy Efforts:

- "By being active in the chapter, your credit union can have a stronger voice in advocacy efforts at the local, state, and national levels. Together, we can influence legislation that benefits our industry."

6. Community Impact:

- "Collaborating through the chapter allows us to amplify our community impact. We can organize larger community service projects and outreach programs that enhance our visibility and reputation."

Specific Chapter Activities

7. Upcoming Events:

- "We have several upcoming events, including [mention specific events], where your participation could make a significant difference."

8. Committees and Volunteer Roles:

- "There are various committees and volunteer roles within the chapter where your team's expertise and passion could really shine. We'd love to have more active involvement from your credit union."

Addressing Concerns and Barriers

9. Time and Resource Constraints:

- "I understand that time and resources are always a concern. We can work together to find ways that your participation can be meaningful without being overly burdensome."

10. Tailored Involvement:

- "Let's discuss what specific areas of chapter activities align with your credit union's goals and interests. We can tailor your involvement to what makes the most sense for you."

Success Stories and Testimonials

11. Examples of Impact:

- "Let me share some success stories from other credit unions that have benefited greatly from their involvement in the chapter. [Provide specific examples]."

12. Personal Testimonials:

- "Here are some testimonials from other credit union leaders about how being active in the chapter has positively impacted their operations and member service."

Call to Action

13. Immediate Next Steps:

- "Would you be open to attending our next chapter meeting or event? I can personally introduce you to other members and help integrate your team."

14. Ongoing Communication:

- "Can we set up a regular check-in to ensure we're supporting your involvement effectively and addressing any concerns that arise?"

Closing

15. Gratitude and Encouragement:

- "Thank you again for considering this opportunity. I am excited about the potential for us to work more closely together and strengthen our credit union community."

16. Follow-Up:

- "I will follow up with you next week to see how we can move forward. Please feel free to reach out to me anytime with questions or ideas."

Additional Points

Customized Support:

- "We can offer customized support to help your credit union maximize the benefits of chapter membership. Whether it's through specific training, consulting, or collaborative projects, we're here to help."

Visibility and Recognition:

- "Active participation can increase your credit union's visibility and recognition within the community and industry, showcasing your commitment to member service and community development."