



League of Southeastern
Credit Unions & Affiliates

April 2020 League Report

ADVOCACY

With the cancellation of SCUCE, LSCU is looking at different options for the annual silent auction. Since the bidding moved to completely online several years ago, the Advocacy team is confident that the silent auction will be held again this year. The Annual Silent Auction is the single biggest fundraiser for LSCU Fed PAC, bringing in over \$23,000 in 2019. Bidders may bid on over 100 items ranging from electronics to jewelry to vacation getaways with the items being donated by member credit unions and vendors. **Please stay tuned for more information on the 2020 Silent Auction.** If you have any questions about the Silent Auction or would like more information, please contact Blake Westbrook at [866.231.0545 x2164](tel:866.231.0545) or Murphy Kennedy at [866.231.0545 x1086](tel:866.231.0545).

EDUCATION & TRAINING

Credit Union Executive Dialogue | Cancelled

The LSCU education team has been closely monitoring the unfolding situation with the coronavirus (COVID-19) and is following the available public health guidance to ensure our upcoming educational events will be safe and successful. **Based on government orders and our desire to not put any of our attendees, guests, and sponsors at risk, the event scheduled for April 8-9 at the Ritz Carlton Amelia Island is cancelled.** Please view the [Education & Training statement](#) to check out the latest updates on upcoming events.

Online Learning/Webinars | Discounted & Expanded

In an effort to provide credit unions with discounted online learning tools during this unprecedented time, the third-party company LSCU partners with to bring educational content to credit unions is offering a **"Spring Special BUY 2 GET 1 FREE"** webinar promotion. Purchase any 2 webinars and get 1 free through May 1, 2020. LSCU has also expanded the opportunity for live webinars to be viewed in 3 locations at once (previously limited to 1 location per purchased webinar). Additionally, webinar recordings are now available within 48 hours of a live recording rather than waiting for up to a week for access. Browse our library of topics at <https://cuwebtraining.com/a/lscu/category/live>.

MEMBERSHIP & COOPERATIVE INITIATIVES

During these unprecedented times, the LSCU Member Engagement Team is committed to supporting our credit unions and their members in any way possible. Please do not hesitate to contact your Member Engagement Consultant for assistance in navigating your COVID-19 response, accessing LSCU's online coronavirus resource center, connecting with other credit unions or discussing how LSCU may assist. As always, we are only a phone call away!

Alisha Stair (AL): Alisha.Stair@lscu.coop, 866.231.0545 ext. 2111

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Arno Quon (GA): Arno.Quon@lscu.coop, 866.231.0545 ext. 3511

SOUTHEASTERN CREDIT UNION FOUNDATION

The Southeastern Credit Union Foundation continues to look for ways to help during challenging times. Please reach out if there is anything we can assist with and stay tuned for updates.

COMMUNICATIONS

LSCU redirected all major communication efforts to assist credit unions with the current pandemic situation. LSCU Insight changed its focus on March 18th to solely cover coronavirus information. An online resource site for affiliated credit unions was also created at www.lscu.coop/coronavirus. Here credit unions find information on business continuity and disaster recovery, free sample messaging to members and media, information regarding the latest scams, advocacy and regulatory updates, credit union closures and access modifications and more. The resource site is being updated on a continuous basis to bring credit unions the latest information and tools available.



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Along with messaging to credit unions and helping credit unions message to their members, we are also dedicated to sharing pertinent information with the media and regulators through op-eds, press releases, joint statements, phone calls and e-mails. Our message is clear - that credit unions stand ready to help their members and communities and that members' money is safe and secure at the credit union.

Please share any closures or branch access modifications with our communications department at submissions@lscu.coop. Please also share what your credit union is doing to help members through this trying time.

CUNA

April is National Credit Union Youth Month and the theme is "Money Magic! Share, Spend and Save at Your Credit Union." Celebrate [National Credit Union Youth Month](#) this April to help promote lifelong healthy money habits. Engage your members with 2020 Youth Month-themed promotional materials and merchandise available now at www.cuna.org/youthmonth.

CUNA Professional Development Online (CPD Online) offers a diverse line of topics to address today's training needs and gives employees the flexibility to grow. CPD Online has online access, interactive content, compliance expertise and regularly updated information keeps the topics relevant. Learn more at www.cuna.org/CPDOnline/.

Can't find what you need, or have questions about CUNA Membership and Benefits, contact your CUNA Engagement Consultant, April Ales at aales@cuna.coop or 608-231-4098.

LEVERAGE

LEVERAGE is excited to announce the extension of its Teladoc program to credit union members, not just employees. This program allows you to offer credit union members an additional service along with other savings and medical assistance. The service allows your members to talk with a doctor, discuss their symptoms and be treated all without leaving their home. Members without medical insurance may also utilize the service, as there is no coordination with insurance companies. For one low monthly cost, their entire family can use Teladoc with a \$0 Consultation Fee, as well as the other services such as medical bill assistance and dental and vision savings. Teladoc is the perfect way for you to show your members they are your top priority, especially in uncertain times like these. Please contact your Business Development Consultant for details.