My thanks again to all of you who were able to join in the call today about sustaining the grassroots pressure on the interchange issue. As I mentioned on the call: Credit unions alone have generated more than 500,000 contacts with Congress since March 15 on this crucial issue (and most of those – more than 70 percent – were developed through CUNA and the Leagues). This steady stream has made this issue superheated on Capitol Hill, and congratulations for that. However: We are entering a critical stage in this campaign, and we must sustain this torrent – to ensure our supporters stay with us, and those considering their position – those “in play” – to swing to our side.

With that in mind: Between now and June 15, our goal must be to contact each and every one of our supporters, to encourage them, as well as those who are “in play,” to urge them to join us and their colleagues who support delaying the interchange rules.

Here’s what we need you to do:

**Over the Memorial Day holiday weekend, and the week following (while Congress is in recess):**

* For those whose senators are supportive or in-play, attend their holiday week events (town halls, public forums, etc.) to share your views face to face. CUNA is assembling a list of in-state events for these states, but please check locally as well. (CUNA is generating additional materials for you to use in your meetings, focusing on the impact of the Michaels data breach on credit unions, and will forward those to you under separate cover).
* If you cannot reach your Senator during the break, consider scheduling a Hike the Hill in Washington by June 10th.
* Participate in virtual town hall meetings when available, or in telephone town hall meetings. Take advantage of social media by visiting your Senators’ Facebook pages and post questions and comments there about interchange.

**During the week of June 5 (following the holiday week break):**

* If your League is sending participants to the GAPS meeting in Washington (June 5-8), those from key states (supportive and in-play senators) should make arrangements to meet with their Senators in Washington. If possible, consider bringing credit union representatives with you (we have a limited number of rooms available at the GAPS headquarters hotel, The Phoenix Park).

**Anytime between now and June 15:**

* Everyone – from all states -- should be prepared to contact their credit union advocates as soon as Sen. Tester’s bill hits the floor of the Senate for a vote.
* Submit a letter, from your League, to the Chairman of the Federal Reserve Board, Ben Bernanke, urging him and the other members of the Federal Reserve Board to include “all costs” as part of the formula in calculating interchange fees. In your letter, please be sure to note:
  + The exemption for small issuers must be enforced by the Board;
  + Small issuers must be protected from the routing and exclusivity provisions; and
  + The Board must include all allowable debit card costs in setting the limits on the interchange fees.

Letters should be directed to The Honorable Ben S. Bernanke, Chairman, Board of Governors of the Federal Reserve System, 20th and C Streets, NW Washington, DC 20551.

* Keep up the pressure! While 500,000 contacts (emails, faxes, phone calls and letters) is impressive, we still need more. Please urge your credit unions to use the toll-free number (1-877-422-3525), the CUNA CapWiz site (<http://capwiz.com/cuna/home/> ) or your own grassroots tools and systems you may have in place.

My thanks again to all of you for all that you have done, and all that I know you will be doing. The time to ramp things up is now – we must keep up the pressure.

Best regards,

Bill

Bill Cheney

President/CEO

Credit Union National Association