The Power of Unity

Together, we help ensure the financial well-being of 120 million people and we are not stopping there.
Credit union advocacy agenda

Improve members’ financial well-being and advance communities by:

Reducing regulatory burden
So credit union members have access to more efficient and affordable financial services from credit unions

Expanding credit union powers & opportunities
So consumers and small businesses can more easily access the credit union services they need and demand

Enhancing information security
To ensure that credit union members data is protected from cyber-attack and data breach

Preserving the credit union tax status
So that credit union members continue to enjoy not-for-profit cooperative financial services

Together we have many voices but share one mission.
The CUNA-League System has led the financial services sector in unified voice

In an independent review of Washington, D.C. advocacy associations

2020 – Ranked #1 in Financial Services
2019 – Ranked #1 in Financial Services
2018 – Ranked #1 in Financial Services
2017 – Ranked #1 in Financial Services
2016 – Ranked #1 in Financial Services

Source: Ballast Research survey & analysis. Interview verbatim edited slightly for clarity.
THE CUNA-LEAGUE SYSTEM EMPOWERS credit unions to advocate for their priorities at the state and federal levels. Together, we continue to successfully advance the credit union mission to promote thrift and provide access to credit for provident purposes.

2021 CUNA-LEAGUE ADVOCACY ACHIEVEMENTS

- **Supreme Court** ruled in favor of CUNA-League’s position on auto-dialers
- **OCC True Lender** rulemaking repealed
- **Resisted efforts** to introduce postal banking legislation
- **Gained PCA flexibility** to account for capital influx cause by federal COVID-19 relief funds
- **CRA not applied** to credit unions in new Senate proposal
- **Worked with NCUA** to grant temporary asset threshold compliance relief for credit unions that grew during the pandemic
- **Legislation introduced** that would significantly expand credit union fields of membership
- **House passed NDAA** with remote notary and cannabis banking, blocking banks’ access to military bases
- **FHFA eliminated** the adverse market fee and suspended key limitations on purchases of home loans
2021 CUNA-LEAGUE ADVOCACY ACHIEVEMENTS

- Secured $1.5 million in state funding for the Michigan Saves Program.
- Secured $2.0 million in state funding for Children Savings Account Programs.
- Passed resolutions in both the House and Senate to encourage Congress and the U.S. Senate to opposed new IRS reporting requirements.
- Secured increased support in the legislature of opposing harmful payday lending expansion legislation. Causing the legislation to stall.
- Provided a model policy on training and reporting for credit unions on the Financial Exploitation Prevention Act (FEPA).
- Over 78K Michigan contacts to Congress on IRS Reporting Requirement.
- Passage of the SAFE Banking Act in the U.S. House
- Creation of the Housing Assistance Fund, from with Michigan will receive nearly $250M in funds for mortgage, tax, and utility assistance.
CUNA and the Power of Unity: Through our combined strength and network with the state Leagues work so your credit union can focus on what’s most important: your members.

- 1CUNA
- 5,133 credit unions
- 65,000 board members
- 5,000 credit union service providers
- 35 Leagues
- 129 million credit union members
- 332,000 credit union professionals
- 11 corporate credit unions
- 950 credit union service organizations
CUNA Value Prop
Champion for America’s credit unions

CUNA is the largest national association, and the only one that advocates on behalf of all of America’s credit unions. Together with the leagues, we work tirelessly to support, protect, unify and advance the credit union movement.

It’s what we do together that sets us apart.
Your membership

- Member pricing for CUNA training, products and services
- Credit Union Compliance Management System and compliance resources
- Regular communications including The Nussle Report, CUNA Advocacy Update and CUNA News
- Opportunities to engage in credit union-supporting committees
- Member Activation Program (MAP)

- CUNA Governmental Affairs Conference, the largest credit union advocacy event
- Access to CUNA Councils Membership and Communities
- Credit union forecasts and economic trends
- Access to Awareness Initiative, consumer research & messaging guide
- CUNA Communities for compliance, board members and small credit unions
- Timely operational insights and training