



# The CUNA-League System

CUNA-League membership means you never stand alone

Fierce advocacy lies at the heart of everything we do for our members.



# 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



**Ranked #1  
in Financial Services  
for 6 years**

Source: Ballast Research survey & analysis, 2022

# CUNA and the Power of Unity:

Through our combined strength and network with the state Leagues, we work so your credit union can focus on what's most **important**: your members.

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- **1 CUNA**
- **50** states and D.C
- **4,916** credit unions
- **70,000** board members
- **5,000** credit union service providers
- **34** Leagues
- **130 million** credit union members
- **332,000** credit union professionals
- **11** corporate credit unions
- **950** Credit union service organizations

# 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



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# CUNA GAC 2023