

# Together We Move

WITH PURPOSE, PASSION,  
AND STRENGTH



America's  
Credit Unions

Working together has been a guiding principle for the credit union industry and continues to be the driving force behind America's Credit Unions. We are dedicated to building a better world for credit unions together, so Americans across the country can achieve their best lives.

In the coming year, America's Credit Unions will build on our advocacy priorities to protect, empower, and advance credit unions. We will have a greater impact on policy to strengthen credit unions' ability to effectively serve their members and communities nationwide. Together we will move with purpose, passion, and strength.

## Moving with *purpose*

Working hand-in-hand with our League partners, our unified voice enables us to advocate for credit unions simultaneously on the federal and state levels, ensuring all lawmakers understand the crucial role credit unions play in their communities.

**In its first year, America's Credit Unions is already outpacing our financial services peers as the most credible and respected financial services trade association among senior policymakers, and 3rd among all associations.**

## Moving with *passion*

Serving you and pushing our industry forward is at the core of everything we do. Through effective advocacy and passionate storytelling backed by strong data, we can continue to shift the narrative around credit unions, together.

**Four credit union witnesses testified before Congress and the Administration in 2024, more than any other financial trade association representation.**

## Moving with *strength*

Modernizing advocacy, operations, and association services ensures every dues dollar drives the credit union industry forward. Alongside our industry partners, credit unions will remain essential, adaptable, and thriving in an ever-changing financial landscape.

**A new Legal Advocacy Fund has been established heading into 2025 to protect credit unions and our advocacy efforts.**

# Membership that offers you more

Advocacy is job one, but membership with America's Credit Unions offers all-encompassing support to elevate your institution. Our real-time industry updates ensure you have the critical information to support your credit union and members. Take a look at some of our most popular benefits:

## Advocacy

- An experienced Advocacy Team tracking all important legislation and regulations impacting credit unions on your behalf.
- An effective and bipartisan Political Action Committee. America's Credit Unions PAC is the 4th largest federal PAC in the country, with a 99% success rate in the 2024 primary election cycle.
- A powerful partnership with Leagues so credit unions are closely protected at the state and federal levels.

## Data & Research

- Access to the Data and Research team who provide monthly economic insights and hard data that proves the credit union difference.
- 25+ reports and tools to help you benchmark, analyze and compare against other financial institutions.



Scan the QR code or visit [AmericasCreditUnions.org/Membership](https://AmericasCreditUnions.org/Membership) to learn more.



## Compliance

- A Compliance Team dedicated to helping you confidently navigate ongoing changes, how they impact your credit union, and how to comply. Through Q3 of 2024, we've responded to 4,000+ compliance questions from our members.

## Professional Development

- Preferred member pricing to best-in-class training programs. In 2025, we're offering 34 in-person events with 14 Designations to elevate careers across your credit union.
- Exclusive access to our Councils - the ultimate network of unique leaders to help you build your career, support your credit union, and strengthen our industry.

**Our door is always open. Reach out with any questions about 2025 membership.**

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