

# Maximize Your Membership

Thank you for belonging to the CUNA-League System. It is important to us that you make the most of your membership! Completing the following checklist is a quick way to ensure your credit union is taking full advantage of your benefits of CUNA-League membership.

## Stay Informed with Members-only Access

### CUNA.org

● [Sign up](#) for member-exclusive content on cuna.org for access to plethora of legislative, regulatory and industry insights that help you navigate the changing credit union landscape, and more effectively serve your members.

### News Now Headlines

● Subscribe to the most trusted, fast-breaking news available to credit unions and make News Now your daily starting point.

### The Cheney Report

● Read CUNA President and CEO Bill Cheney's weekly update delivered to your inbox every Friday. [The Cheney Report](#) provides his personal take on the week's key credit union system events and policy developments affecting credit unions.

### CUNA Regulatory Advocacy Report and CUNA Legislative Update

● Review the weekly [CUNA Regulatory Advocacy Report](#) and [CUNA Legislative Update](#) for the latest about the legislative and regulatory proposals CUNA and the Leagues are addressing on your behalf.

### CUNA's NewsWatch

● Gain an exclusive and in-depth [bi-weekly analysis](#) of the big issues affecting credit unions.

### Credit Union Magazine

● Access exclusive industry articles and thought-provoking insights for credit union leaders. [Read the credit union movement's premier monthly publication](#), with a circulation of more than 22,000 readers, to stay on top of the news and trends that impact you.

## Tap into Comprehensive Compliance Resources

### CUNA CompBlog

● Visit often to follow the latest federal regulatory developments, Q&As, and musings from the CUNA Compliance Team. Make [CompBlog](#) part of your daily routine.

### CUNA's e-Guide

● [Access](#) more than 100 topics to help your credit union comply with all federal laws and regulations that impact your credit union.

### CUNA Compliance Training

● Take advantage of the many timely [compliance training](#) options available to keep your team in on its game.

### State Compliance Resources

● Connect with your state league for local [compliance information](#) and training specific to your state.

membership  
**@work**

## Connect Members Data to Grassroots Advocacy and Operational Strategy

### ● Project Zip Code V13 (PZC)

Provide your credit union with great data on where your members live — a powerful tool for advocacy, ATM placement, shared branching promotion and other marketing activities. The master census that results from credit unions running [PZC](#) demonstrates the strength of credit union membership across the nation.

## Leverage Economic Data and Share the Value of Membership

### ● Monthly Credit Union Estimates

Sign up to submit a brief summary of [monthly financial information](#) to CUNA. Data from participating credit unions remains confidential and strengthens CUNA's ability to evaluate indicators of financial trends in the credit union industry. Participants receive individual CU statistics, peer group statistics and national statistics — all great resources for board meetings and management discussions.

### ● Statewide Member Benefits Reports

Leverage CUNA's estimated [financial benefits](#) to credit union members in 2012 as \$5.8 billion or \$118 per household. Armed with this information, your staff has the perfect "opening line" as members consider doing more business with your credit union.

*Note: You can purchase a customized report for your credit union for \$200 or \$100 for credit unions less than \$50 million in assets.)*

## Attract New Members

### ● aSmarterChoice Profile

Maximize your credit union's profile at [aSmarterchoice.org](#). This consumer site run by CUNA and the Leagues connects consumers to credit unions for membership. In 2012, nearly 218,000 consumers found credit unions via aSmarterChoice. A benefit of membership is an enhanced profile to ensure your credit union gets noticed!

## Keep in Touch with the League and CUNA

● Connect through meetings, conference calls, webinars, committees and task forces. Staying in touch with leaders of the CUNA/[League](#) System ensures that you are always in the know about the latest efforts to advocate, grow and collaborate for the benefit of the credit union system.

## Invest in Excellence with CUNA Products and Services

### ● People

Build your team with CUNA's industry-leading training and networking. From conferences to online resources, CUNA puts a wealth of education at the fingertips of staff, managers, executives and volunteers. Key solutions include: [CUNA Schools & Conferences](#), [CUNA CPDOnline](#), CUNA Training Bundle, [CUNA Councils](#) and [CUNA Pressing Economic Issues Series](#).

### ● Members

Increase loyalty and satisfaction across your entire membership base with CUNA's financial education tools, customizable member resources and front-line staff training tools to ensure optimal member service. Key resources include: [CUNA Member Microsites](#), [CUNA Creating Member Loyalty](#) and [National Credit Union Youth Week](#).

### ● Strategy

Incorporate key industry insights into your credit union's operations and strategic planning. Through industry-leading professional development, market research and expertise, CUNA's strategy resources work to keep you forward-thinking. Key solutions include [CUNA E-Scan](#), [CUNA Enterprise Risk Management Certification Institute](#), [CUNA Salary & Compensation Reports](#) and customized [CUNA Market Research solutions](#).

*For more information about the benefits of CUNA-League Membership, contact your [League](#) or Jeff Carpenter, CUNA's VP of Membership Development at 800-356-9655, ext. 6722 or [jcarpenter@cuna.coop](mailto:jcarpenter@cuna.coop).*