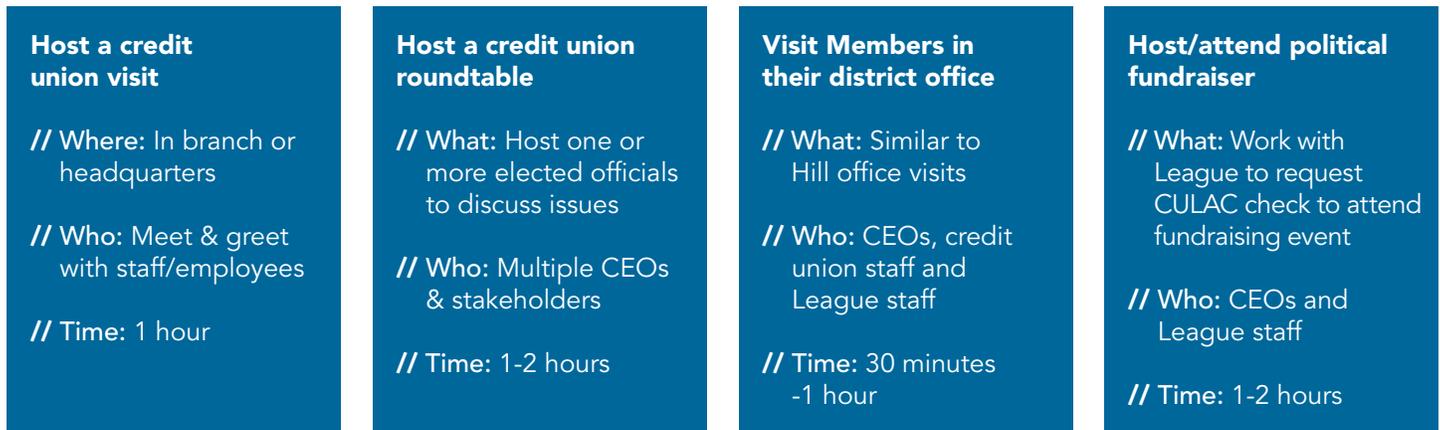


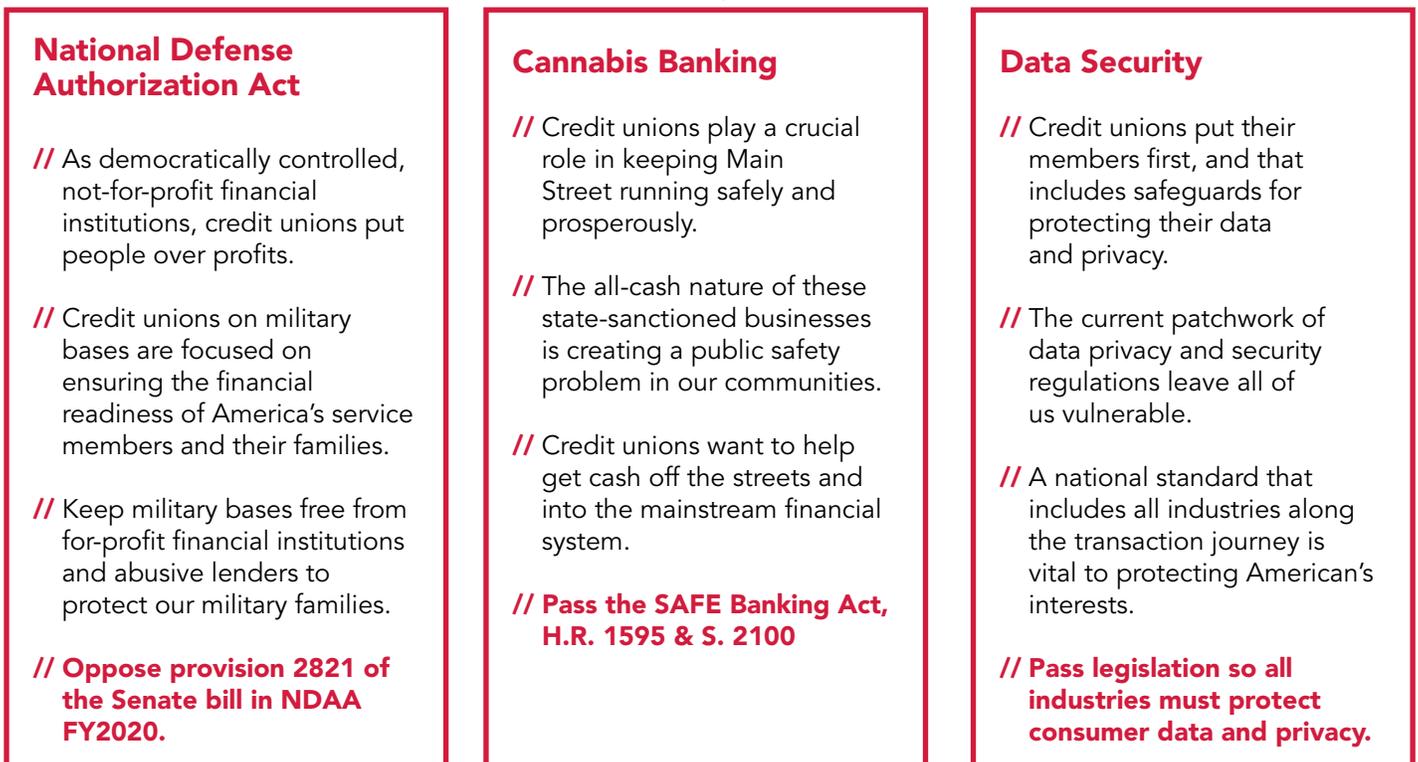
Engaging lawmakers on all fronts is the key to our CUNA/League 360-degree advocacy approach. Your continued involvement in both Washington, DC and in each congressional district reinforces the credit union difference and its meaningful impact in communities year-round.

MAKING THE MOST OF STATE AND DISTRICT WORK PERIODS



THE CREDIT UNION DIFFERENCE PRIORITY ISSUES

- // Credit unions put people over profits
- // Credit unions are not-for-profit financial institutions that are owned by their members
- // Banks exist to make money for stockholders
- // Credit unions provide \$12 billion in financial benefits to their 115 million members annually



360-DEGREE ADVOCACY APPROACH

As your national association based in the nation's capital, CUNA wants to support your efforts and coordinate together on follow-up advocacy. Credit unions, Leagues and CUNA working together ensures that 360-degree advocacy advances credit union priorities and strengthens our movement.

When meeting in a lawmaker's office, at an event or at a credit union's branch, it's important to round out your advocacy by following up with the lawmaker and their staff, and with CUNA.

Below is a checklist to make the most out of your advocacy work:

PRE-MEETING CHECKLIST

- Be prepared to provide background information to attendees, including Members of Congress and their staff, prior to the meeting.
- Before the engagement, provide details to CUNA Legislative and Political staff (360Advocacy@cuna.coop) to gather any pertinent information on the office.

POST-MEETING CHECKLIST

- Send a thank you letter/email to the Member's office.
- Take photos of the visit to share with CUNA, League and congressional staff.
- Post the interaction on social media and tag the Member. #CUDifference
- Report back to CUNA Legislative and Political staff (360Advocacy@cuna.coop) about the interaction and include any follow-up items requested by the Member or their staff.
- Follow-up with the Member's staff on any questions raised during the meeting with additional information.
- Maintain regular contact with the Member and their staff.

The photos and stories collected from these various interactions will be promoted on CUNA and CULAC channels to show how credit unions are making a difference by advancing our advocacy priorities in their communities.

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