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

**Host a credit union visit**
- Where: In branch or headquarters
- Who: Meet & greet with staff/employees
- Time: 1 hour

**Host a credit union roundtable**
- What: Host one or more elected officials to discuss issues
- Who: Multiple CEOs & stakeholders
- Time: 1-2 hours

**Visit Members in their district office**
- What: Similar to Hill office visits
- Who: CEOs, credit union staff and League staff
- Time: 30 minutes -1 hour

**Host/attend political fundraiser**
- What: Work with League to request CULAC check to attend fundraising event
- Who: CEOs and League staff
- Time: 1-2 hours

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

**National Defense Authorization Act**
- As democratically controlled, not-for-profit financial institutions, credit unions put people over profits.
- Credit unions on military bases are focused on ensuring the financial readiness of America’s service members and their families.
- Keep military bases free from for-profit financial institutions and abusive lenders to protect our military families.
- Oppose provision 2821 of the Senate bill in NDAA FY2020.

**Cannabis Banking**
- Credit unions play a crucial role in keeping Main Street running safely and prosperously.
- The all-cash nature of these state-sanctioned businesses is creating a public safety problem in our communities.
- Credit unions want to help get cash off the streets and into the mainstream financial system.
- Pass the SAFE Banking Act, H.R. 1595 & S. 2100

**Data Security**
- Credit unions put their members first, and that includes safeguards for protecting their data and privacy.
- The current patchwork of data privacy and security regulations leave all of us vulnerable.
- A national standard that includes all industries along the transaction journey is vital to protecting American’s interests.
- Pass legislation so all industries must protect consumer data and privacy.
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.

**STAFF CONTACTS**

**LEGISLATIVE AFFAIRS:**
Eli Joseph ejoseph@cuna.coop

**POLITICAL AFFAIRS:**
Abby Truhart atruhart@cuna.coop
Andy Byun abyun@cuna.coop

**GRASSROOTS:**
Adam Engelman aengelman@cuna.coop
Kristen Prather kprather@cuna.coop

**COMMUNICATIONS:**
Stephen Fitzmaurice sfitzmaurice@cuna.coop