Policymakers see CUNA as the best in the industry – and in the top 25% of all associations studied – at talking about the financial services industry in ways that actually matter.

CUNA and the League’s Reputation was Rated #1 by Senior Washington Policymakers

![Graph showing CUNA's rating](image)

**Creating the Credit Union Narrative**
- Being the Voice of Credit Unions
- Providing Research and Data
- Seeking Middle Ground
- Demonstrating Industry Leadership
- Framing Arguments

**Sharing Their Story**
- Leveraging Executives
- Engaging Grassroots
- Forming Partnerships
- Spreading the Credit Union Message through Events and Media