

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

#1

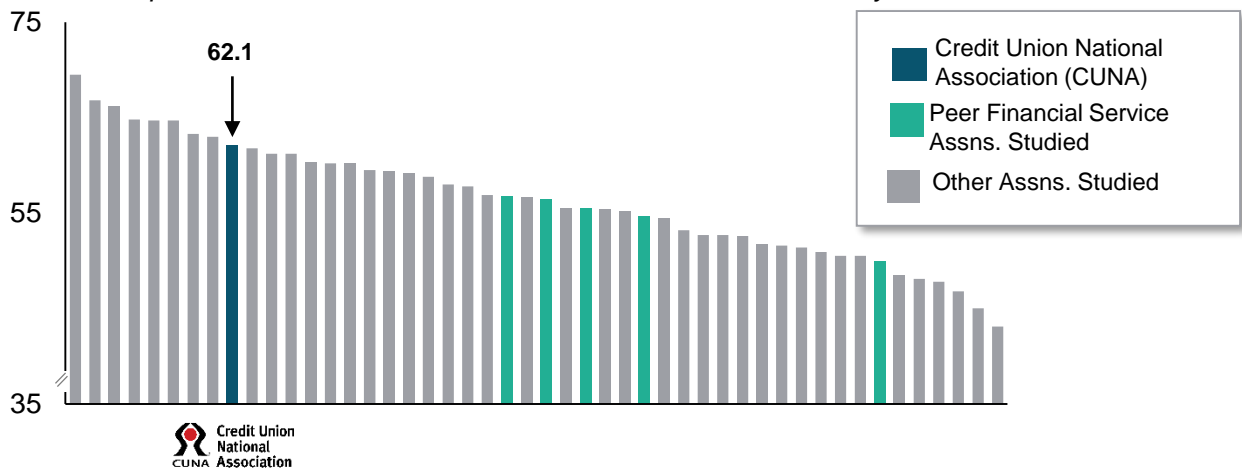
in Financial Services
(and the only one of its peers to improve from 2017-18)

#9

of 48 Top Associations in Washington

Washington Policy Brand

Comparison of the 48 Most Prominent Associations in a 2018 Study



CUNA and the League System Lead in All Areas of Advocacy:

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

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.

