

Cooperative CONNECTION

MONTHLY
NEWSLETTER

Progress through partnership



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Championing Small Credit Unions

Preserving the mission of financial inclusion across all communities

Small credit unions are at the heart of the credit union movement. From rural towns to tight-knit member groups, they provide critical access to financial services for people and communities that may otherwise be left behind. Their deep personal connections, mission-driven approach, and commitment to member well-being make them powerful forces for economic inclusion and local impact.

But sustaining that mission comes with challenges—from limited staffing and budgets to growing regulatory and technological demands. That's where the Cooperative Credit Union Association steps in. Through programs like the Impact Grant and partnerships with vendors who understand the unique needs of small institutions, CCUA is helping to ensure that small credit unions have the tools, support, and resources to not only survive, but thrive.

Read the full blog to see how small credit unions are making a big difference—and how CCUA is helping them lead the way.

[Read the Full Log by Melissa Pomeroy, CCUA's EVP & COO](#)



MemberClose: Built for Small. Ready for All.

MemberClose was originally created to help small credit unions offer HELOCs—services they otherwise couldn't provide—and today, it continues to prioritize their needs. While the platform now supports credit unions of all sizes, its flexible, scalable design means it can serve everyone from occasional users to high-volume lenders without a subscription fee. Built by credit unions, for credit unions, MemberClose remains committed to empowering smaller institutions while delivering robust solutions for the entire credit union community.

[Learn more or request a demo with MemberClose](#)



Impact Grant: Empowering Your Mission

The CCUA's Impact Grant supports innovative projects that enhance operations, member service, and community outreach. Designed with smaller institutions in mind, the grant is open to CCUA member credit unions with \$300 million or less in assets. From digital upgrades to financial wellness initiatives, it helps turn big ideas into real impact.



[Apply for the Impact Grant now to advance your credit union's mission](#)



Making AI Accessible with Posh & Impact Grants

AI doesn't have to be complicated—or costly. Through the CCUA Impact Grant program, credit unions can implement Posh's cutting-edge conversational AI tools quickly and affordably. Designed specifically for the credit union industry, Posh helps small institutions modernize member service, streamline operations, and support staff with easy-to-use technology.

With grant funding through the CCUA, credit unions with \$300 million in assets or less, can access:

- **Posh Answers:** A web assistant built for credit union websites. Posh Answers gives members 24/7, multilingual support right from your website. Visitors will get instant answers to questions about rates, hours, products, and more. It deflects routine inquiries, reduces call volume, and helps more members find what they need, faster.

- **Knowledge Assistant:** AI for your staff. Knowledge Assistant centralizes your policies, procedures, and product details into a single, searchable hub. Team members get fast, accurate, and cited answers so they can resolve questions on the spot and deliver consistent, confident service across channels and roles.
- **Voice Assistant:** A fully conversational phone experience. Posh's Voice Assistant understands natural speech, handles identity verification, answers common questions, and routes calls when needed. It's always on, helping your credit union deliver responsive, human-like service over the phone, 24/7.

Posh makes it possible for credit unions of all sizes to adopt AI solutions without overwhelming resources or budgets. Learn more about using Impact Grant funds to implement Posh, by contacting us at solutions@ccua.org.

Learn more about the CCUA's partnership with Posh



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