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SMALL CU CONNECTION

MONTHLY
NEWSLETTER

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Strengthening the Foundation of Community Finance

Insights to help small credit unions stay strong and serve their communities

As industry consolidation accelerates and credit unions are encouraged to “lean in” to the mission of people helping people, it is increasingly important to champion the role of small credit unions.

Small credit unions often serve as the most immediate and trusted financial lifeline within their communities. They respond when members need support, building strong, lasting relationships rooted in service and local impact.

Each month, *The Small Credit Union Connection* focuses on strategies, practical tools, and shared insights designed to help small credit unions remain resilient and forward-looking. When small institutions are equipped to thrive, the benefits extend well beyond their walls—strengthening members, communities, and the broader credit union movement.



Spring Training Every Tuesday in April

The CCUA's annual Small Credit Union Webinar Series returns this April, every Tuesday at 11:00 am. Hear from partners offering tailored products and services designed for small credit unions. Topics include financial education, AI to enhance the member experience, compliance trends, talent acquisition and retention, and digital strategy. Register for the full series and attend as schedules allow.

Register for the Small CU Webinar Series
Every Tuesday in April at 11:00 am



Impact Grant in Action at Beverly CU

Beverly Credit Union applies for the CCUA Impact Grant each year, using funds to accelerate key initiatives strengthening operations and member service. Grant support has helped fund building signage, an upgraded telephone system, new computers and monitors, collaboration with a CCUA-approved fintech, and most recently, a new website aligned with updated branding. While these projects may have been completed over time, the grant enabled faster implementation—enhancing professionalism, competitiveness, and the ability to serve a broader community.



“The Impact Grant allows Beverly Credit Union to move forward with critical investments much sooner than cash flow alone would permit, reinforcing that even as a small institution, we offer the technology, service, and expertise members expect from a full-service financial partner.”

Tom Hankard, Beverly Credit Union CEO



Modernizing Member Service

AI implementation can be straightforward and affordable for small credit unions. Through Posh’s AI tools—including Posh Answers for websites, Knowledge Assistant for staff, and Voice Assistant for phone support—credit unions can modernize member service, streamline operations, and provide consistent, 24/7 support. Services from Posh are also eligible for funding through the CCUA Impact Grant Program, making adoption even more accessible.

[Learn more about Posh AI for small credit unions](#)





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