

POWER OF ASSOCIATION



As a CCUA member, your credit union gains unlimited access to industry experts, proven resources, and dedicated support, along with benefits from CCUA's strategic partnership with America's Credit Unions. Your annual dues help provide essential tools and services.

LEGISLATIVE AND REGULATORY ADVOCACY

- Connect with lawmakers and regulators, in-person and virtually, to address emerging issues
- Shape local and national policies and join Advocacy Committees for peer discussions
- Use grassroots tools—surveys, action alerts, and working groups—to discuss trending topics
- Identify and assess priority legislation with impact summaries and clear communications

COMPLIANCE

- Access compliance experts for guidance on complex credit union laws and regulations
- Receive direct support for all staff via a dedicated toll-free hotline
- Stay updated on emerging issues, judicial decisions, risk alerts, and best practices
- Utilize online resources for summaries, FAQs, checklists, sample policies, and management tools

CONSUMER ADVOCACY *Better Values. Better Banking.*

- Engage consumers with strategies, programs, and products to boost credit union awareness
- Promote financial literacy, community involvement, and positive credit union values
- Support training to empower staff to prevent elder financial exploitation and financial literacy
- Drive initiatives that highlight the benefits and impact of credit unions in the community

BUSINESS SERVICES COOPERATIVE SOLUTIONS

- Access premier events and showcases tailored for credit unions, featuring top providers
- Partner with CCUA-selected providers to strengthen competitive industry advantage
- Gain buying power through vetted suppliers, securing top solutions at the best value
- Collaborate with fintech and data experts to boost member experience and drive growth

PROFESSIONAL GROWTH COOPERATIVE EDUCATION

- Access management and leadership seminars, plus customized in-person and virtual training
- Learn from instructors with live webinars and on-demand programs available year-round
- Participate in events like Accelerate, APEX, Fintech Connect, and Roundtables for insights and connection
- Engage in specialized training, including complimentary BSA/OFAC compliance annual updates

LOW-ASSET CREDIT UNION SUPPORT LESS THAN \$200M

- Access the Small Credit Union Assistance Program grants supporting enhanced member service
- Connect through the Small Credit Union Network for discussions on industry trends and challenges
- Utilize exclusive resources and discounts, including free reports and reduced event rates

OUTREACH & SOCIAL RESPONSIBILITY OPPORTUNITIES

- Celebrate staff and volunteers through the CCUA Awards of Excellence, CCUA Hall of Fame, and National Social Responsibility Recognition Awards through America's Credit Unions
- Participate in outreach initiatives supporting state charities, including Special Olympics Delaware, MA Coalition for the Homeless, Make-A-Wish New Hampshire, and Special Olympics Rhode Island

EXCLUSIVE INSIGHTS & OFFERINGS

- Access a peer comparison dashboard with metrics like loan growth, marketing spend, membership, and deposits, along with national and state-specific fee reports
- Receive America's Credit Unions in-depth Staff Salary Report, Environmental Scan, and complimentary CU System Updates for board and management teams