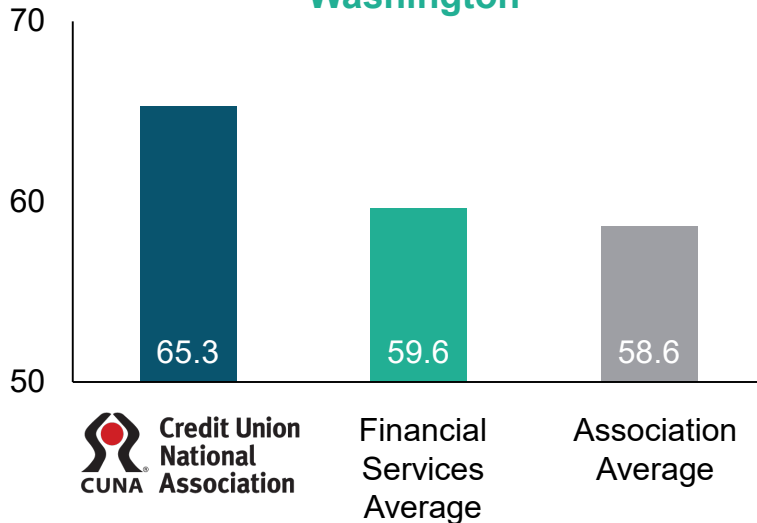


In 2020, federal policymakers rated the CUNA-League system the #1 financial services association and the voice of credit unions

Ballast Research is a division of National Journal Research that studies reputation, advocacy, and effectiveness in Washington, by engaging an exclusive network of policymakers in Washington about the reputation and effectiveness of 40 prominent associations, including CUNA.

Reputation and Effectiveness in Washington



The CUNA-League system's 2020 brand increase was the largest in the financial services sector

“CUNA has a competitive advantage in showcasing local voices. They have more civic engagement, they have more members, they try to do more in the community.”

— Policy Advisor, US Senate



#1 Financial Services Association at Representing the Voice of Members.



Areas in which the CUNA-League system outperforms its peers

- ✓ Strong leadership from executives
- ✓ Activating members and state leagues to engage policymakers
- ✓ Building credible partnerships
- ✓ Providing accurate and reliable research & data
- ✓ Consistent communications that break through in Washington



The CUNA-League system is uniquely bipartisan. It scores well above the average of other prominent associations with both Republicans and Democrats.

