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Primary Season 2016

With several months left until this year's Congressional elections, through aggressive political action, the CUNA/League system has already impacted the makeup of the 115th U.S. Congress before it's sworn in next year. Through June 7, 199 out of 203 CULAC-backed candidates won their primaries, good for 98%. In Georgia and North Carolina, 14 credit unions worked with CUNA and their Leagues to send partisan communications to their members in support of credit union champions facing tough primary challenges:

GA-9: Credit union friend Rep. Doug Collins defeated former Rep. Paul Broun 62% - 22% in the GA-9 GOP primary on May 24. CUNA and the Georgia Credit Union Affiliates sent three mailers each to 10,000 credit union households with Republican voters.

NC-3: Rep. Walter Jones (R) easily defeated his two primary challengers in a landslide, winning 65% of the vote. Rep. Jones is a longtime credit union champion who found himself targeted by several banker groups. Friends of Traditional Banking labeled him "Credit Union Jones" and the "credit union lobby's favorite crony," and the American Bankers Association funded \$68,000 in independent expenditures supporting Taylor Griffin (who finished third).

Working with the Carolinas Credit Union League, more than 42,000 credit union households were sent four pieces each to help Jones fend off his Wall Street-backed challenger.

NC-9: Rep. Robert Pittenger (R), a credit union supporter on the House Financial Services Committee, finished ahead of

pastor Mark Harris by just 142 votes with 100% of precincts reporting in a three-candidate primary. Because the margin was less than 1% (Pittenger had 34.96% to Harris' 34.42%), Harris requested a recount, but the results were confirmed. Pittenger received CU support in the form of four mailers, each sent to 9,000 credit union members. Clearly, given the margin and size of our efforts, credit unions can claim some of the credit for this incredibly tight victory.

Credit unions should be excited by the results in these early primaries, which demonstrate the importance of involvement in CUNA and League political activities.

Ease the Burden!

Excessive regulatory burden costs credit union members more than \$7.2 billion annually, and CUNA's latest grassroots campaign urges those members to tell policymakers to "Ease the Burden." There are two main goals of this new CUNA Member Activation Program (MAP) campaign.

1. Activate credit union members to contact lawmakers by telling them how burdensome regulation impacts them directly
2. Educate Congress, and eventually regulators, on the harm to credit union members, consumers, and small businesses caused by undue and misplaced regulation of credit unions and their member-owners

Since launching the [campaign](#) at the end of April, more than 14 credit unions have reached out to nearly 400,000 members on this crucial issue and more than 13,000 messages have been sent to Capitol Hill. Even more encouraging, when an advocate visits the [website](#), more than 85% take action and reach out to their Members of Congress. This issue is not only critical to credit unions, but members also feel the personal impact once they visit the website and educate themselves.

To date, more than 90 credit unions have gone out to more than 3.1 million members through the Member Activation Program. This is an extremely impressive figure and something we should all be proud of. Very few trade associations throughout the country can claim the direct contact we have with our members. Not only will this number grow, but our relationship with our members will continue to strengthen as we educate and engage with them on more issues. If you have any questions about the Ease the Burden campaign or MAP in general, contact [Adam Engelman](#).



CONVENTION TIME LEAVING EACH CITY A BETTER PLACE

To celebrate and commemorate the national party conventions at the end of July, for the fifth consecutive presidential election, CUNA will help build a leave-behind project in the two cities in which the conventions will be held. CUNA has partnered with the Ohio Credit Union League, the Republican National Convention and RealClearPolitics for a project at a Children's Miracle Network (CMN) Hospital in Cleveland; and with the Pennsylvania Credit Union Association, the Democratic National Convention and RealClearPolitics for a project at a CMN Hospital in Philadelphia.

These projects not only demonstrate the credit union difference, they also raise the profile and awareness of credit unions when lawmakers from across the country arrive to town for the conventions.

At Ohio's UH Rainbow Babies and Children's Hospital in Cleveland, a therapeutic garden is under construction. This indoor horticultural therapy space will create a wonderful new feature for the patients and

their families. The Ohio Credit Union League spearheaded the fundraising for the project, which is expected to cost \$325,000. More than 300 credit unions have contributed.

In Philadelphia, PCUA led fundraising efforts, which totaled \$300,000 for the Health and Wellness Garden at the Children's Hospital of Philadelphia (CHOP). The project will create a resource for patient and community engagement programs, including nutritional experiences, physical activity and a site to host events for patient programs, such as Reach Out and Read.



CUNA IN THE NEWS!

CUNA was featured and mentioned in a number of publications touching on a joint data breach campaign with other financial trade groups, our groundbreaking regulatory burden study, the CFPB's semiannual report, and the Department of Labor's overtime rule, just to name a few.

- [The Wall Street Journal](#) – Regulatory Burden for Credit Unions has Grown in Recent Years
- [Huffington Post](#) – Small Business and Credit Unions: For the Good of America
- [HousingWire](#) – Congress brings knife to CFPB gun fight
- [The Hill](#) – Financial industry spars with retailers over data breach bill

NATIONAL YOUTH SAVINGS CHALLENGE™

This year, youth got “Credit Union Strong” through the National Youth Saving Challenge™, with young credit union members depositing \$8,401,462 into their savings accounts and CDs.

Participating credit unions used the 13th annual challenge to motivate children, teenagers, and their parents to start and maintain a savings habit by opening accounts and making deposits. This year, 93 credit unions reported receiving deposits from 33,351 young members, averaging out to \$252 deposited per child.



CREDIT UNION HOUSE

Take advantage of a unique benefit to your CUNA/League membership: exclusive access to Credit Union House on Capitol Hill for your credit union's next board planning session, staff retreat, or other event. If you find yourself in Washington, D.C., be sure to stop by or contact events@cuhouse.com or (202) 548-3131 for booking information.



In Case You Missed it!

- CUNA State Government Affairs is currently tracking more than 1,300 bills.
- More than 11,600 credit union staff completed nearly 125,000 courses and exams on CUNA Professional Development Online (CPD Online) in the first half of 2016.
- Nearly 750 credit union staff from 315 credit unions registered for 2,233 webinars or eSchools in Q2 2016.
- Credit Union House has welcomed more than 1,200 visitors in 2016.
- Nearly 4,000 CUNA Councils members have joined the Councils Communities to network, share information and ideas, and assist one another.
- The American Society for Association Executives (ASAE) awarded CUNA a Gold Circle Award for the CUNA Councils ALL IN membership recruitment campaign (one of only 10 associations nationwide to win a Gold Circle Award!)

CUNA COUNCILS MOVERS & SHAKERS!

CUNA Councils is excited to announce it has added a 7th Council to its already impressive lineup! CUNA CEO Council held its inaugural sneak-peek event at the National Credit Union Roundtable held in May. The new Council will focus on the issues that fall squarely on the shoulders of CEOs. Learn more and join at www.cunacouncils.org



For more information on CUNA/League Membership, please contact Jeff Olson, Credit Union Association of the Dakotas CEO/President at jolson@cuad.coop or 701-250-3940 or you can contact Greg Michlig, CUNA Deputy Chief Engagement Officer, at GMichlig@cuna.coop or 608-231-4090.

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