

Credit Unions UNITE!

Understand, Notify, Invest, Target, Engage! That's the power of UNITE credit unions, Cornerstone League's premier initiative for grassroots activism and PAC support. UNITE connects credit unions with lawmakers to amplify credit union voices, enhance engagement, and advance the causes and concerns of credit unions.

Become a UNITE credit union

We ask that you commit to the following eight UNITE essentials:

UNDERSTAND

- ☐ Attend or host annual advocacy training.

NOTIFY

- ☐ Enroll in CUNA's Member Activation Program (MAP). Activate your members as needed for state and federal response.
- ☐ Encourage staff to enroll in Action Alerts (text or email). Respond to Action Alerts as needed for state and federal causes.

INVEST

- ☐ Reach the recommended PAC goal, as set by Cornerstone League annually.
- ☐ Participate in a PAC campaign or host a PAC event at your credit union to promote payroll deduction, merchandise sales (candy sales in Texas), dress-down days, etc.

TARGET

- ☐ Run Project Zip Code annually.

ENGAGE

- ☐ Establish a legislative champion at your credit union.
- ☐ Have credit union representation in at least one of the following advocacy events: CUNA GAC, Hike the Hill, Arkansas Legislative Luncheon, Kansas/Missouri Day at the Capitol, or Oklahoma/Texas GAC.

Printed Name of CEO

Credit Union Name

Signature of CEO

Date

*Please email your completed commitment form to April Mobley,
amobley@cornerstoneleague.coop.*