

GRASSROOTS EVOLUTION

The Purpose

For more than a century, policymakers in most states and in Congress have empowered member-owned financial cooperatives tools they need to be competitive in providing financial services. Today, as legislatures are constantly changing, and credit unions continue to face increasingly complex issues in the policy environment, these conditions can easily change overnight.

As a result, **it is time to evolve grassroots advocacy.** This will be accomplished by building upon the strong foundation established by credit union advocates in deepening relationships with regulators and elected officials, strategically advancing their roles as advocates, and providing tools and resources to engage advocates from deep and wide within credit unions to become more involved.

Grassroots evolution is a dedicated effort to increase the influence and targeted engagement with policymakers.

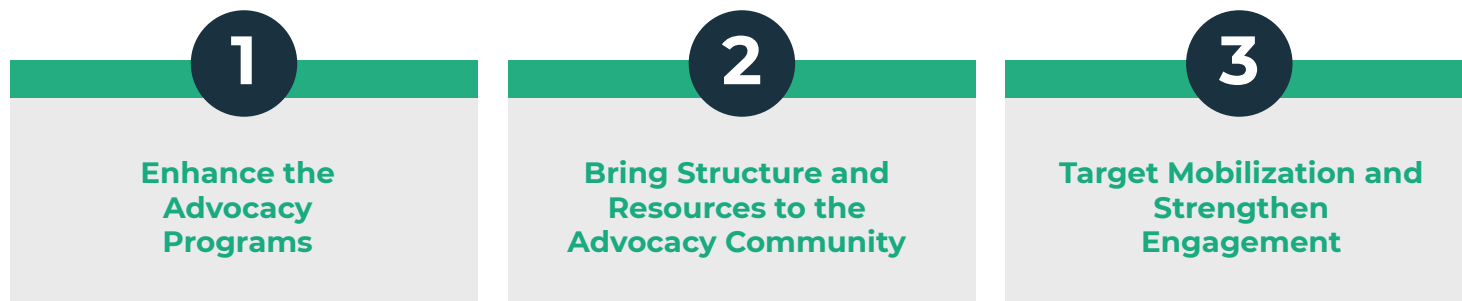
The Goal

Our collective goal is to better equip and empower credit union advocates to participate in effective, focused grassroots (and grass tops) advocacy through strategic advocacy engagement, Key Contact training and development, targeted mobilization, and community leadership.



3 Key Strategies

Grassroots evolution will focus on three key strategies:



Key Terms

CREDIT UNION ADVOCATES

This means all credit union employees, volunteers, and members engaging in advocacy.

We want everyone to be an advocate for credit unions.

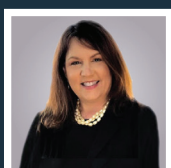
KEY CONTACTS

Advocates who have taken further initiative by graduating advocacy training and regularly attending advocacy events. Key Contacts will be assigned to a member of Congress or a state legislator to engage at a higher level. Credit union leaders will be specifically identified to build relationships with strategically assigned elected officials in geographic districts. These advocates are identified from within member credit unions at every level of the organization. Key Contacts are responsible for growing, maintaining, and deepening relationships with assigned elected officials and their staff.

ADVOCACY COORDINATOR

The Advocacy Coordinator will be an individual in each credit union (with appropriate back-up) to coordinate credit union advocacy engagement. We will ask each credit union to designate at least one person who will be responsible for governmental and legislative activities. In some credit unions this could be the CEO, manager, board member, or it could be a staff member involved in the community.

Next Steps Ready to go? Here are recommended next steps.



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