

ADVOCACY 101

PART I



SHARING OUR STORIES

What does advocacy mean to you?

WHAT IS ADVOCACY?

Telling your story
and telling it well.



SHARING OUR STORIES

What are some of the ways credit unions are different?



Messaging the Credit Union Difference

STRUCTURE

As cooperatives, credit unions exist solely to serve their members.

That structure is the cornerstone.

VALUE

Direct member benefits.
No stockholders.

All earnings in excess of expenses are returned to members.

IMPACT

Direct member benefits build financial strength.

Local credit unions contribute to communities.

SHARING OUR STORIES

Identify one of your credit union stories from the pre-work

Who would be willing to briefly share the story you selected?



Breakout Groups

SHARE YOUR STORY



Advocating for Credit Unions in Six States



ARIZONA



COLORADO



IDAHO



OREGON



WASHINGTON



WYOMING

WHAT IS ADVOCACY?

Telling your story
and telling it well.



Advocacy Lifecycle



TELLING YOUR STORY WELL

Refining Your Story

TELLING YOUR STORY WELL

Bringing it all together



ADVOCACY 101

PART II



TELLING YOUR STORY WELL

Knowledge Checkpoint

Breakout Groups

DISCUSSING YOUR HOMEWORK



ADVOCACY DEEP DIVE

What Does Advocacy Look Like?

ADVOCACY DEEP DIVE

Meet a Lobbyist

WHY IS ADVOCACY IMPORTANT?

Advocacy helps to protect the credit union choice for consumers as preferred financial services partners.



POST-WORK

Advocacy Commitment