

ADVOCACY

AACUC	DCUC
AACUL — 33 State and Regional CU Leagues	Inclusiv
America’s Credit Unions	NACUSO
Coopera	NASCUS
CUPride	TruStage
Credit Union House	WOCCU

REGULATORY

CFPB
NCUA
50 State DFIs

GIVING & MORE

America’s Credit Union Museum	The Foundation
CU4Kids	Worldwide Foundation for Credit Unions
CU DEI Collective	

DATA + OPERATIONS

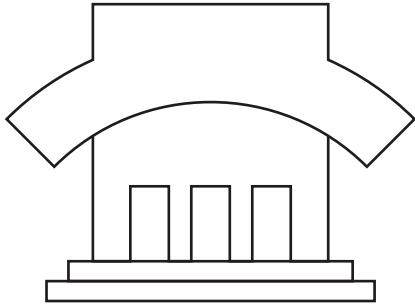
ALM First	CSSI
Callahan & Associates	Jack Henry™ – Symitar®
Corelation	Origence
Cornerstone Advisors	Plexity
11 Corporate CUs, including Alloya, Catalyst, Corporate Central, and Vizo Financial	SRM
CUProdigy	Trellance (CUDX)
CU Student Choice	TruStage
	Velera

RESEARCH

America’s Credit Unions	Raddon
Filene Research Institute	TruStage
MDC	

CREDIT UNION SYSTEM CANVAS

A BRIEF OUTLINE OF THE RESOURCES & SUPPORT THAT BIND OUR INDUSTRY TOGETHER



WHAT IS A CREDIT UNION?

- Member-owned
- Not-for-profit
- Cooperative
- Community-focused
- Member-elected boards
- Fewer and lower fees
- Lower interest rates on loans & credit cards
- Higher interest rates on deposits
- Mission-oriented to enable economic inclusivity, mobility, and financial well-being

ADVOCACY

Advocacy groups influence opinion, policy, and legislation for credit unions, strengthening their mission of providing financial well-being for all.

REGULATORY

Regulatory agencies establish and enforce laws for credit unions.

GIVING & MORE

Enhances credit unions’ ability to thrive and provide needed services to members.

DATA + OPERATIONS

Data + Operations support day-to-day credit union activities—marketing, payment processing, insurance, data security, analytics, etc.

FINTECH

FinTech organizations provide technological solutions for credit union efficiency and consumer desirability.

TALENT DEVELOPMENT

Talent Development helps to grow and evolve emerging leaders within credit unions.

RESEARCH

Research explores issues vital to the future of credit unions and is crucial to maintaining relevance and supporting members as the financial landscape evolves.

INNOVATION

Innovation promotes ideas, methods and cultures that enable CU growth aligned with emerging consumer trends and preferences.

MEDIA

Media outlets educate, inform, and shape opinions about the credit union industry.

TALENT DEVELOPMENT

AACUC	Humanidei
CUES	i3 (Filene)
4 CUNA Management Schools, including WCMS + 8 CUNA Councils	NLCUP
CUWLA	The Cooperative Trust/Crashers (Filene)
	The Foundation

INNOVATION

MDC
FiLab
TruStage Technology

FINTECH

SOFTWARE	Conductiv	APPS	Debbie
	Constellation		GreenPath
	CUNextGen		Financial Coach
	Flow Networks		Pocketnest
	Ignite Sales		Steady
	Larky	CUSOS	Zogo
	Nickels		CUProdigy
	Origence		Reseda Group
	SavvyMoney		
	Tandem		CurqI Collective
	Trellance	COLLECTIVES	TruStage Ventures
	VerticeAI		
	Zelle		

MEDIA

Callahan & Associates	CU Management
Coop News	CU Today
Credit Union Business	NAFCU Today
Credit Union Journal (American Banker)	NCUA News
Credit Union Times	The Financial Brand
CUBroadcast	
CUInsight	
CUNA News	

