

QUARTERLY ACTION PLAN

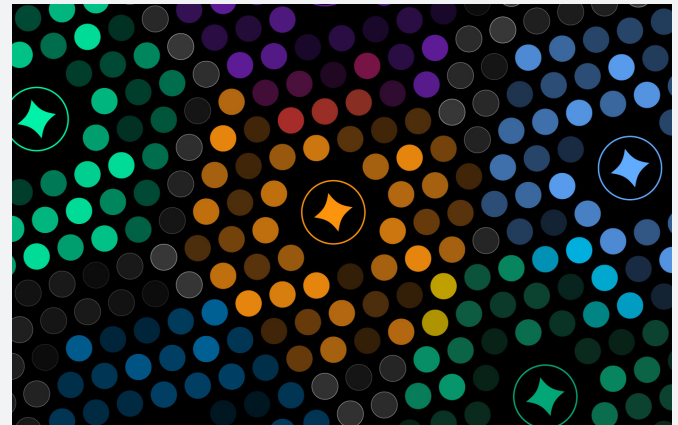
SPOTLIGHT

FILENE'S CHAIR BREAKFAST AT GAC

MARCH 2, 2026 | WASHINGTON D.C.




Kick off your GAC week with Filene! This year, we're diving into our 2026 theme, **Remarkable**, and what it really takes for credit unions to stand out in an increasingly crowded and competitive landscape. You'll celebrate our progress and momentum, strengthen connections with peers and fellow Filene members and step into GAC energized for what is next.

[Register](#)








EVENTS & WEBINARS





Connect with industry leaders and thousands of your credit union peers, while exploring the hottest topics impacting the industry.

 IN-PERSON EVENT
 CRASH®
 WEBINAR

THIS QUARTER

- 2/24
Helping Credit Unions Navigate Payments Disruption: Introducing Filene's New Research Center

- 2/28-3/5
Crash the GAC 2026
Washington D.C.

- 3/2
Filene's Chair Breakfast at GAC
Washington D.C.

- 3/10
i3 Wave 21 Prototypes

- 3/26
Can an Influencer Strategy Help You Reach Gen Z? Short Answer: Yes. Tune in to Find out How.


NEXT QUARTER

- 4/7-4/9
Filene's 2026 Inner Circle Symposium
Scottsdale, AZ

- 5/12-5/14
EDGE 2026
Dallas, TX

- 5/12-5/14
Crash EDGE 2026
Dallas, TX

- 6/9-6/11
Crash Visa Payments Forum
San Francisco, CA


[Email the Membership Team](#)

Want to bring a friend to an event? Need a review of your organization's current benefits? Contact us!

All events and webinars are subject to change. Register at filene.org/events and get the most up-to-date information.



QUARTERLY INSIGHTS

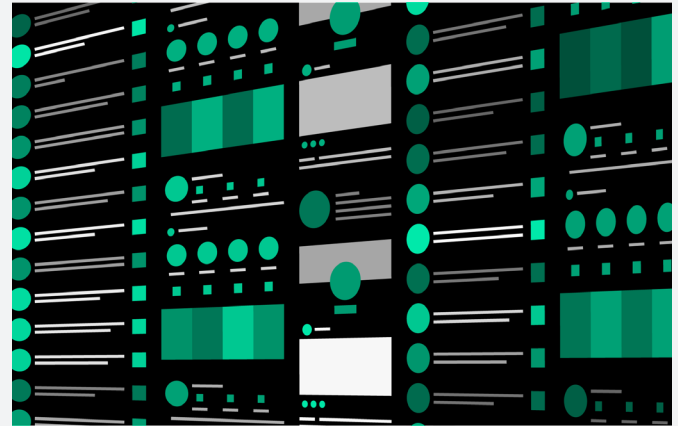
SPOTLIGHT

FINFLUENCER CAMPAIGN PLAYBOOK

REPORT NO. 659









Launching a finfluencer campaign no longer requires starting from scratch. This Finfluencer Campaign Playbook provides ready-to-use templates and tools that significantly reduce execution risk, eliminate the guesswork, and provide credit unions with field-tested frameworks developed through cohort collaboration with 13 credit unions.

[Download the Research](#)










RESEARCH OUTPUTS

Increase learning and transform your organization with cutting-edge research addressing the credit union industry's most pressing challenges.

-  FILAB TEST RESULT
-  COMMUNITY SOCIAL IMPACT
-  CREDIT UNION OF THE FUTURE
-  LEADERSHIP, STRATEGY & GOVERNANCE
-  NEXT GENERATION OF MEMBER GROWTH
-  DESIGN FOR DIGITAL
-  MEMBER WELL-BEING
-  ALL THINGS PAYMENTS

RECENTLY PUBLISHED

-  **The Role of Credit Unions in Affordable Housing Innovations: A Five-Part Series**
 - Part 1: Meeting the Moment: How Credit Unions Are Tackling the Housing Shortage in Their Communities
 - Part 2: Another Housing Future is Possible: How Credit Unions Can Support Shared Equity Models
 - Part 3: From Land to Homes: Credit Unions' Role in Affordable Housing
 - Part 4: Leading the Way: Credit Union Strategy for Affordable Housing Investment Funds
 - Part 5: Innovations in Affordable Mortgages
-  **Mergers: Lessons from Success & Failure**
-  **Engaging the Next Generation: A Strategic Imperative for Credit Unions in the Social Media Era**

-  **2025 FiLab Results: Finfluencer— Testing Social Media Strategies**
-  **2025 FiLab Results: Casap—Enhancing Fraud Dispute Resolution Through Automation**
-  **Podcast— Being Remarkable with Mark Meyer**
-  **Podcast— Succession is Strategy with Dr. Amy Hillman**
-  **Podcast— Clear, Kind, and Ready: Inviting the Next Voice In**
-  **Stablecoins and Credit Unions: Five Strategic Questions Leaders Should Be Debating Now**

[Email the Membership Team](#)

Want to send your team the latest insights? Need a review of your organization's current benefits? Contact us!

Subscribe to our newsletter for the latest research!

