



# Advocacy Update

Next Generation of  
**CU SMART**  
Leaders



## Why is Advocacy Important?

- Protects our not-for-profit structure.
- Ensures access to products and services members rely on.
- Advances our legislative priorities.
- Raises our influence with state and federal lawmakers.
- Promotes financial well-being for all.





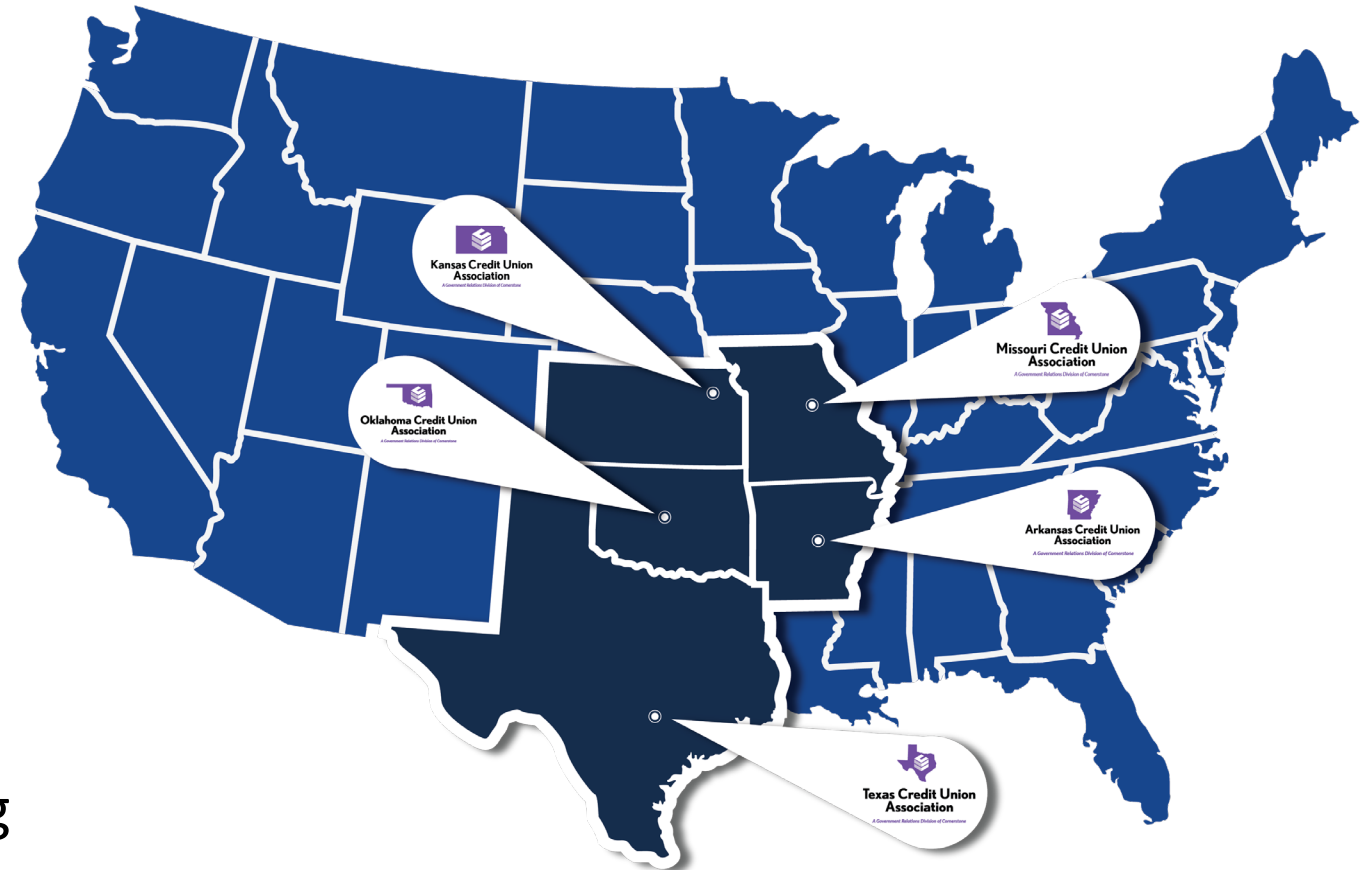
# Advocacy in 2023

- All 5 Cornerstone states in session.
- Over 12,000 bill filed.
- Record budget surpluses across the states.
- Divided government in the 118<sup>th</sup> Congress.



# Advocacy in the Cornerstone Region

- 639 State Representatives;
- 188 State Senators;
- 69 Members of Congress;
- 4 Credit Union State Regulators;
  - Kansas Department of Credit Unions
  - Missouri Division of Credit Unions
  - Credit Union Board (OK Banking Department)
  - Texas Credit Union Department





# Advocacy Facts

- Texas is the only state in the Cornerstone region that conducts a biennial session.
- Arkansas, Missouri, and Oklahoma have term-limits for State Representatives and Senators.
- There are 12 freshmen from the Cornerstone region in the 118<sup>th</sup> Congress.





# Arkansas Legislative Session

- The 2023 Arkansas Legislature concluded on April 7 after a 12-week session that began on Jan. 9.
- Over 1,400 bills filed during the session.
- New Gov. Sarah Huckabee Sanders' legislative priorities included increased funding for education, stronger public safety laws, and major tax cuts.



# KANSAS

## Kansas Legislative Session

- Session concluded 4/28; nearly 800 bills filed.
- Priority legislation was ESG (Environmental, Social and Governance).
- ESG passed minus language punitive to credit unions; the Governor let it become law without her signature.

# Missouri Legislative Session



- Over 2,000 bills filed.
- Priority issue was Field of Membership (FOM) Expansion – seeking federal parity for MO state charters.
- Last day of the Missouri session was May 12.

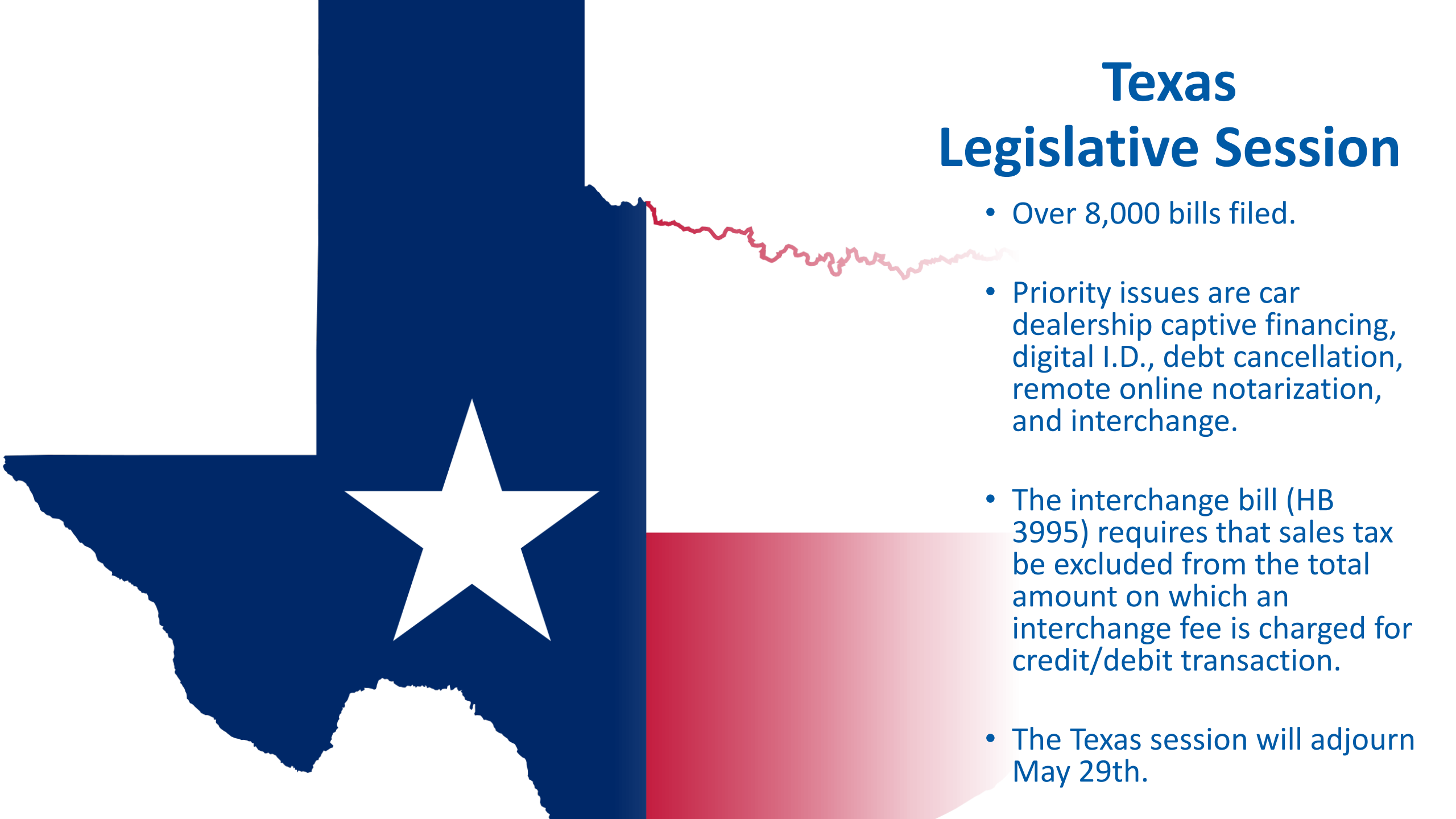




# OKLAHOMA

## Oklahoma Legislative Session

- Over 3,000 bills filed.
- Issues of focus include liens on personal property, data privacy, and firearms.
- Sine die adjournment is May 26th.



# Texas Legislative Session

- Over 8,000 bills filed.
- Priority issues are car dealership captive financing, digital I.D., debt cancellation, remote online notarization, and interchange.
- The interchange bill (HB 3995) requires that sales tax be excluded from the total amount on which an interchange fee is charged for credit/debit transaction.
- The Texas session will adjourn May 29th.



# 118<sup>th</sup> Congress

- Cornerstone League's primary objective is to prevent our U.S. Senators and Representatives from endorsing a new interchange bill.
- The CFPB released its credit card penalty fees proposed rule in February - the comment deadline was May 3rd.
- The U.S. House Financial Services Committee recently marked up CFPB reform legislation- H.R. 2879, the CFPB Transparency and Accountability Reform Act.
- The ICBA (Independent Community Bankers of America) have called for the U.S. House Financial Services committee to hold an oversight hearing on the NCUA.



# YPs and Advocacy

- Know who represents you.
- Get to know your state and federal representatives.
- Participate in Advocacy 101 training.
- Take action on legislative alerts.
- Attend advocacy events.



# Essential Advocacy Programs

- Run Project Zip Code.
- Join Member Activation Program (MAP).
- Support the Political Action Committee (PAC).
- Form an Advocacy Team / Committee



## PAC – What is it and Why is it Important?

- A political action committee, or PAC, is the popular name for a committee organized for the express purpose of electing or defeating a candidate for office.
- PACs are INDEPENDENT of any political party or specific candidate.
- PACs have become an important element in financing the political campaigns of congressional, state and local candidates.





## PAC – What is it and Why is it Important?

- Each Cornerstone state has its own PAC and specific ethics rules governing them. The 5 state PACs are:
  - ARCUPAC
  - CU PAC of Kansas
  - CU PAC of Missouri
  - OCUPAC
  - TCCUL PAC
- Credit unions who would like to support CULAC, the federal PAC of CUNA, must sign a ‘participation agreement’ which allows their contributions to be split between their respective state PAC and CULAC.





# The Mission – Raise Money to Spend Money

- FUNDRAISING IDEAS

- Payroll Deduction
- Chapter Events
- Credit Union fundraisers
- Direct contributions

- DISBURSEMENT GUIDELINES

- Non-partisan
- Transparent
- Support candidates/lawmakers who support our issues
- Refrain from issues not related to financial services





# Forgo one of these weekly to support your PAC! A little goes a long way...





# UNBELIEVABLE POTENTIAL!

41,000 CU Employees

X

\$2.00 pay period

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**\$2,132,000**

\*assumes 26 pay periods

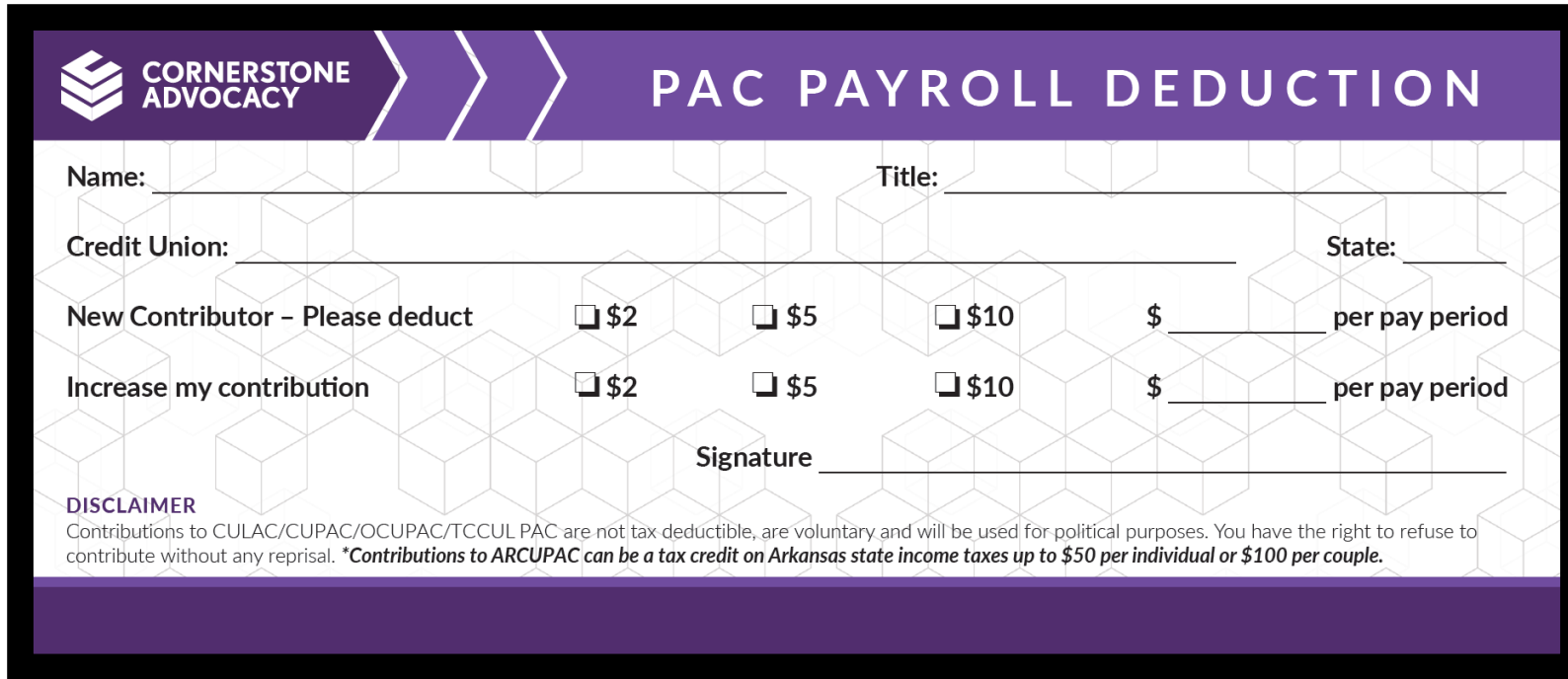


## A few reasons why you should support your state's PAC:

- If you receive a paycheck from a credit union;
- If you believe you have a profession and not just a job;
- If you want to help us articulate our message and not let our competitors do so;
- If you've never given because you think you can't afford it (\$2/paycheck goes a long way when combined with your peers);
- If you'd like credit unions to have a seat at the table when decisions are being made that impact our industry...



# Start Contributing Today?



The image shows a purple-themed "PAC PAYROLL DEDUCTION" card from Cornerstone Advocacy. It includes fields for Name, Title, Credit Union, and State. There are two rows of checkboxes for contribution amounts: \$2, \$5, and \$10, with a blank space for a custom amount and "per pay period". A signature line is also present. A disclaimer at the bottom states that contributions are voluntary and not tax deductible, except for ARCUPAC which is a tax credit.

**CORNERSTONE ADVOCACY** PAC PAYROLL DEDUCTION

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Credit Union: \_\_\_\_\_ State: \_\_\_\_\_

New Contributor - Please deduct  \$2  \$5  \$10 \$ \_\_\_\_\_ per pay period

Increase my contribution  \$2  \$5  \$10 \$ \_\_\_\_\_ per pay period

Signature \_\_\_\_\_

**DISCLAIMER**  
Contributions to CULAC/CUPAC/OCUPAC/TCCUL PAC are not tax deductible, are voluntary and will be used for political purposes. You have the right to refuse to contribute without any reprisal. \*Contributions to ARCUPAC can be a tax credit on Arkansas state income taxes up to \$50 per individual or \$100 per couple.

- On every table there are Payroll Deduction Cards
- If you'd like to "Raise your Influence" or start contributing, you can fill out a card and give it to a YP Advisor or April Krause.



## **The Bottom Line**

**WE WOULD RATHER  
HAVE A SEAT AT THE  
TABLE THAN BE ON  
THE MENU!**



CORNERSTONE DEVELOPMENT

**Young Professionals  
Conference**

# Thank You!

For questions, contact  
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[www.cornerstoneleague.coop/advocacy](http://www.cornerstoneleague.coop/advocacy)

