

# ADVOCACY IN ACTION

Christiane Gigi Hyland, Executive Director  
*National Credit Union Foundation*

**Wednesday, January 17, 2018 – 2:15 pm – 3:30 pm**

## **Learning Objectives**

1. Hear examples of credit unions' leveraging the credit union difference in their advocacy.
2. Get concrete ideas on what your credit union can do to link your philanthropy and advocacy efforts.



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VLI Hawai'i  
January 17, 2018

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# Panelists

- Jeff Kennedy, CEO, TwinStar CU, WA
- Dave Larson, President/CEO, Affinity Plus FCU, MN
- Jim Olmstead, Vice Chair, Redwood CU, CA
- Facilitator -- Gigi Hyland, Executive Director

# Advocacy in Action

## Why Advocate?

"Unless someone like you cares  
a whole awful lot, Nothing is  
going to get better. It's not."  
- Dr. Seuss, The Lorax





# Advocacy in Action – Taking it Home

- Build relationships with local, state and federal elected officials and their staff.
- Educate them on what the credit union does in the community.
- Collaborate with them to advance an agenda that aligns with the credit union's and the official's strategic goals.
- Communicate, communicate, communicate!

# Questions & Discussion



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