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**For Immediate Release**

**Collaboration means more dreams come true:  
Credit unions unite to share story of impact**

**DENVER—(SEPTEMBER 19, 2024)**—A coalition of leading credit unions across the United States has launched a public relations initiative aimed at defending and promoting the unique advantages of credit unions in today's financial landscape on behalf of members across America. This group, known as Collaborative Public Relations Action (COPRA), will use the campaign to highlight how credit unions are providing innovative financial solutions, fostering community-driven economic growth, and empowering underserved populations.

The participating credit unions include:

- Bethpage Federal Credit Union (NY)
- Community Financial Credit Union (MI)
- Credit Union 1 (AK)
- Ent Credit Union (CO)
- Everwise Credit Union (IN)
- Marine Credit Union (WI)
- OneAZ Credit Union (AZ)
- Vantage West Credit Union (AZ)
- Verity Credit Union (WA)
- WEOKIE Credit Union (OK)

Tansley Stearns, President and CEO of Community Financial Credit Union, said she wants Americans to understand how their lives are positively impacted every day by their local credit union.

“In countless communities across the country, it’s the credit unions that have stepped up to help support a variety of needs in their local communities,” she said. “No matter what your age or background, there is a credit union advocating for your financial success.”

COPRA’s goal is to educate the public about the vital role that credit unions play in supporting local communities and small businesses. Key points will include:



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- **Community-First Focus:** Credit unions are rooted in their communities, reinvesting in local economies and supporting local causes.
- **Solving Real Problems:** Each local branch offers tailored banking solutions for their specific geographic and demographical regions, including underserved populations.
- **More Than Money:** Credit unions support community and local educational institutions, recreational programs, civic initiatives, philanthropic support of local non-profits and emergency causes.
- **Transparency:** Credit unions don't rely on hidden fees or complex terms, offering practical financial solutions and consultation opportunities to best identify which products and tools best fit a member's needs.

“Not all financial institutions center their value proposition to be ingrained into their communities as we are,” Stearns said. “Our purpose isn’t driven by profit; it’s driven by people. When you trust a credit union, your dreams are our dreams. Our structure demands we lead with heart. As a movement, we’ve long talked about collaboration. This is an opportune time for this coalition to prove collaboration can be much more than talk. When we come together, more lives can be impacted positively. There’s never been a better time to be a credit union acting on behalf of the people who need us most. This group aims to ensure we are no longer the best-kept secret in North America.”

The initiative will include local and national media outreach, social media insights, thought leadership content, and community events. Additionally, more credit unions have declared their intentions to join COPRA’s campaign in the coming months.

COPRA (Collaborative Public Relations Action) is a collaboration of credit unions from around the country, fighting for the financial futures of everyday Americans and the Main Streets where they live. The cooperative finance model, which was founded in the era of the Great Depression, elevates the voices of members as owners. When credit unions are successful, that success directly translates to benefits for its membership. Credit Unions interested in joining COPRA should reach out to Tansley Stearns, President & CEO, Community Financial Credit Union, at [tansley@cfcu.org](mailto:tansley@cfcu.org).

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