



November 13, 2017

<CEO Full Name>  
< Street Address>  
<City, State, Zip>

Greeting <CEO FirstName>,

As we approach the last quarter of 2017, I want to thank you for your continued support of the Michigan credit union movement and all you do to make our members and communities stronger. We've had a busy year here in Michigan, and while we're looking ahead to next year, I've also been reflecting on just how far we've come through our partnership over the past 20 years.

In the year 2000, MCUL collected \$3.1 million in affiliation fees. Last year, the league collected just over \$500,000 — a dues reduction of more than 80 percent. While Michigan credit unions pay the lowest dues in the country, they undoubtedly enjoy the highest level of service. From vigilant representation in Lansing and Washington, D.C., to dedicated compliance support, to the highest quality, most sophisticated cooperative advertising campaign in the nation, we are producing strong, positive results.

I'm reaching out today, as I do at this time every year, to seek your continued support and to ask you to join both MCUL and CUNA. Through our partnership, we're committed to helping credit unions serve, grow and remain strong for the financial betterment of their members' lives. We do this by staying true to our four service pillars: removing barriers, promoting the credit union difference, providing solutions for service excellence and delivering a total regulatory compliance solution.

In the coming year, we'll stand united as we work with CUNA to pass federal data breach standards that will protect credit unions. We'll continue to combat the expansion efforts of payday lenders. We'll continue to communicate the value of the credit union not-for-profit tax status to lawmakers and we'll continue to fight — not only for regulatory relief — but for outright CFPB exemption.

While credit unions can quickly and easily affiliate through our secure online portal at <WebAddress>, I have also included a copy of your invoice should you choose to affiliate through mail. I ask you to please consider completing this process at your earliest convenience, but no later than January 31, 2018.

If you have any comments, questions or feedback, please don't hesitate to contact me. Thank you once again for your continued commitment to the credit union movement and the members that we serve.

Sincerely,

Dave Adams  
CEO, Michigan Credit Union League and Affiliates