

Credit Union Whole Enterprise Approach

The following are some of the resources and assets which credit unions can use to advance their CSR and social purpose.

<input checked="" type="checkbox"/> Banking products & services	<input checked="" type="checkbox"/> Employee skills & expertise
<input checked="" type="checkbox"/> Convening power	<input checked="" type="checkbox"/> Branches
<input checked="" type="checkbox"/> Community relationships	<input checked="" type="checkbox"/> Buying power; supplier relations
<input checked="" type="checkbox"/> Member relationships	<input checked="" type="checkbox"/> Community donations
<input checked="" type="checkbox"/> Credit unions partnerships	<input checked="" type="checkbox"/> Physical assets
<input checked="" type="checkbox"/> Marketing channels	<input checked="" type="checkbox"/> Hiring process
<input checked="" type="checkbox"/> Member dividends	<input checked="" type="checkbox"/> Other?