



Political Endorsements

Why Endorsements Matter and How We Endorse Candidates

Our legislative and regulatory agenda is straightforward: to ensure that credit unions can continue improving the financial lives of all members. Our advocacy efforts cover evolving issues like workforce development, cybersecurity, cannabis banking, lending, financial literacy, and the foreclosure process. Decisions in Augusta and Washington affect the way credit unions serve members every day, and by supporting credit union friendly candidates, we ensure that credit unions will be treated fairly. Endorsements are a key tool the League uses to ensure that the credit union movement has friends and a voice among those who set policies for our state.

What is a Strong Credit Union Candidate?

A strong credit union candidate has a strong understanding of the issues faced by credit unions. They listen and advocate for credit unions when policies are being considered. Some might have a direct connection to a credit union by being a credit union board member, staffer, or member themselves. Incumbents often have a proven track record of supporting the credit union position on matters impacting our movement. Additionally, endorsements are a way to also encourage public service by credit union members, employees, and volunteers.

Partisan Politics

The Maine Credit Union League prides itself in supporting candidates that support the credit union movement, regardless of their political party. The League is very balanced in its approach to partisan endorsements, often the League endorses a similar number of candidates from each party. For us it isn't about the Democratic Party or the Republican Party, it is about the Credit Union Party!

Endorsement Process

Candidates are considered for endorsement on several factors. The endorsement process is nonpartisan and focuses on the following criteria:

- The candidate is an incumbent or has a proven legislative track record of supporting credit union issues;
- The candidate has a strong affiliation to a credit union or CUSO, including but not limited to an employee or member of the board of directors;
- A letter of support from a credit union's President/CEO;
- Results of the League's endorsement survey;
- Other political considerations including potential for success and potential leadership position.

Not all races will have an endorsed candidate, particularly when both candidates are strong credit union supporters. The Maine Credit Union League has a track record of supporting Democratic, Republican, and unenrolled candidates.

To discuss the League's positions, please reach out directly to Vice President - Advocacy & Outreach Robert Caverly at rcaverly@mainecul.org.



Endorsement FAQs

- **Who makes the endorsements? Did my credit union make these decisions?**
 - The Maine Credit Union League is the trade association that represents credit union interests and advocates on behalf of credit unions. The Governmental Affairs Committee has meaningful discourse to vet, select, and recommend candidates for endorsement. These recommendations are then reviewed and considered by the League Board as a final check.
- **Credit unions aren't political, why are they making endorsements?**
 - Decisions in Augusta and Washington affect the way credit unions serve members every day, and by supporting credit union friendly candidates, we ensure that credit unions will be treated fairly. Endorsements are a key tool the League uses to ensure that the credit union movement has friends and a voice among those who set policies for our state.
- **Does an endorsement mean credit unions support all the positions a candidate may have?**
 - No. The League focuses on credit union issues, there are many issues that don't have an impact on credit unions and we do not presume to make evaluations on issues outside of the credit union world of expertise.
- **Politics are dirty, would it not be better just to stay out of them?**
 - Unfortunately, credit unions and our members are impacted by political decisions in everyday life and it is important for us to be aware of the impact that those decisions have.
- **I am adamantly opposed to any candidate that's not part of my political party. Are you telling me I should vote against my beliefs?**
 - Voting is a private decision, but we believe we can provide an additional perspective based on credit union issues.
- **What happens if an endorsed candidate loses? Is it worth the risk?**
 - We have endorsed candidates who have lost in the past and we pride ourselves on being able to work well with our elected officials no matter who they are. Candidates seek out our endorsement because they know the credibility and strength we carry. They also know our endorsements, whether they get one or not, are principle-based and not influenced by political affiliation.
- **Are endorsements just about winning elections?**
 - Credit unions act as trusted advisors and member advocates for our elected officials. In this role, we provide the best information possible to help them understand the credit union difference and the impact their policy decisions have on our members and us. Our knowledge, credibility, and expertise help ensure credit union interests are represented when it matters most.