



**2021**  
**Virginia Credit Union**  
**Political Action Committee**  
**VACUPAC**  
**FUNDRAISING**  
**& GRASSROOTS**  
**GUIDE**



# VACUPAC

VIRGINIA CREDIT UNION POLITICAL ACTION COMMITTEE

## ABOUT VACUPAC

The Virginia Credit Union Political Action Committee (VACUPAC) is the state-level, non-profit, non-partisan political action committee of the Virginia Credit Union League and its affiliated credit unions.

Political action committees (PACs) are used by trade associations, membership organizations, corporations and others to solicit political contributions from those affiliated with the sponsoring organization or those with a shared interest in a given industry or cause.

In our case, funds raised through VACUPAC are distributed to political candidates for the Virginia General Assembly or other statewide political offices who are supportive of credit unions.

VACUPAC also works hand-in-hand with its federal counterpart, the Credit Union Legislative Action Council (CULAC) — the federal PAC of the Credit Union National Association (CUNA)— to contribute funds to members of the U.S. Senate, U.S. House of Representatives and various congressional leadership funds.

In today's political environment, PACs play a critical role in the political process and are a necessary advocacy tool.

VACUPAC is driven by the political fundraising might of member credit unions and is focused solely on the political and advocacy interests of Virginia-based credit unions.

## HOW YOUR CONTRIBUTIONS ARE SPENT

VACUPAC and its federal counterpart, the Credit Union Legislative Action Council (CULAC) — the federal PAC of the Credit Union National Association (CUNA):

- Support pro-credit union political candidates,
- Promote good government and the strengthening of the credit union charter,
- Advocate for a fair, flexible regulatory environment,
- Champion pro-credit union legislation, and
- Work to defeat measures that would harm credit unions.

## WHO CONTRIBUTES TO VACUPAC?

The personal contributions of individuals like you are the chief source of “revenue” for the PAC, meaning our success in fundraising is dependent on all of us working together to educate our staffs and volunteer officials about the importance of contributing.

VACUPAC participation is reflective of the League's general membership, counting among its contributors credit union volunteer officials; CEOs and senior management; front-line, operations and back-office staff; and young professionals.

As a non-partisan PAC, our participants include credit union champions of every political persuasion — Democrats, Republicans and independents.

# FEDERAL ELECTION PERMISSION AGREEMENT

## ABOUT THIS PERMISSION AGREEMENT

Federal political involvement is such a sensitive issue that the Federal Election Commission (FEC) long ago established a requirement that institutions “opt-in” to political action before being presented with actual information related to a Federal PAC. Signing the permission agreement below doesn’t obligate you to contribute or participate; it only allows us to send information about our activities related to the PAC and to solicit contributions.

## WHAT THIS AGREEMENT DOES

Your League asks that you complete the following permission agreement(s), which gives the League and CUNA permission to ask your credit union for political action contributions.

**Neither the League nor CUNA may send general solicitation mailings directly to your members, nor will we directly solicit your staff, volunteers or members.** All information regarding making contributions to VACUPAC and/or CULAC will be communicated directly to the credit union CEO (or your Legislative Representative) who can distribute the information accordingly.

## AGREEMENT COVERS LEAGUE & CUNA

Federal Election Commission law permits credit unions to grant this permission to only one trade association per calendar year and by signing this form, your credit union grants permission to CUNA and the Virginia Credit Union League to send you information for the year(s) indicated.

Please Print Your Name: \_\_\_\_\_ Your Title: \_\_\_\_\_

Credit Union: \_\_\_\_\_

## AUTHORIZATION (YOU CAN SIGN FOR MULTIPLE YEARS)

2021 Calendar Year	_____ Signature	_____ Date
2022 Calendar Year	_____ Signature	_____ Date
2023 Calendar Year	_____ Signature	_____ Date
2024 Calendar Year	_____ Signature	_____ Date
2025 Calendar Year	_____ Signature	_____ Date

## CHECKLIST

Complete this form to allow us to send you information related to the PAC and solicit contributions.

When completed, please return the signed form to:

Virginia Credit Union League  
Governmental Affairs  
P.O. Box 11469  
Lynchburg, VA 24506-1469

Fax: 434.237.5068

## QUESTIONS?

Contact your League’s David Miles at 800.768.3344, ext. 608 or [dmiles@vacul.org](mailto:dmiles@vacul.org)

# UPDATE YOUR PROJECT ZIP CODE NUMBERS!

## WHAT IS PROJECT ZIP CODE?

Project Zip Code (PZC) is a powerful tool for credit unions to match their membership with their state and federal lawmakers. This aids our local and national grassroots advocacy by showing exactly how many credit union members are in each legislative district. Lawmakers respond better to our issues when they understand how many credit union members in their district will be affected by legislation.

## PROJECT ZIP CODE COMPLIES WITH PRIVACY LAWS

PZC is a secure program that matches credit union members by legislative district and county based upon their zip code. No personally identifiable data or individual information leaves your credit union's information systems, so all of your data remains confidential and secure with Project Zip Code. Project Zip Code receives only the counts of records successfully matched by the program. What's more, Project Zip Code is also compliant with the privacy laws created in Gramm Leach Bliley.

More than 100 million credit union members have already been identified through PZC. It is important we continue to build on that success by updating your numbers regularly. We strongly encourage credit unions to update their numbers at least annually.

## PROJECT ZIP CODE IS EASY TO USE

Go to [www.pzconline.com](http://www.pzconline.com) to download the program. This is a member-only site associated with [cuna.org](http://cuna.org).

If you are not registered with CUNA.org, follow the steps below:

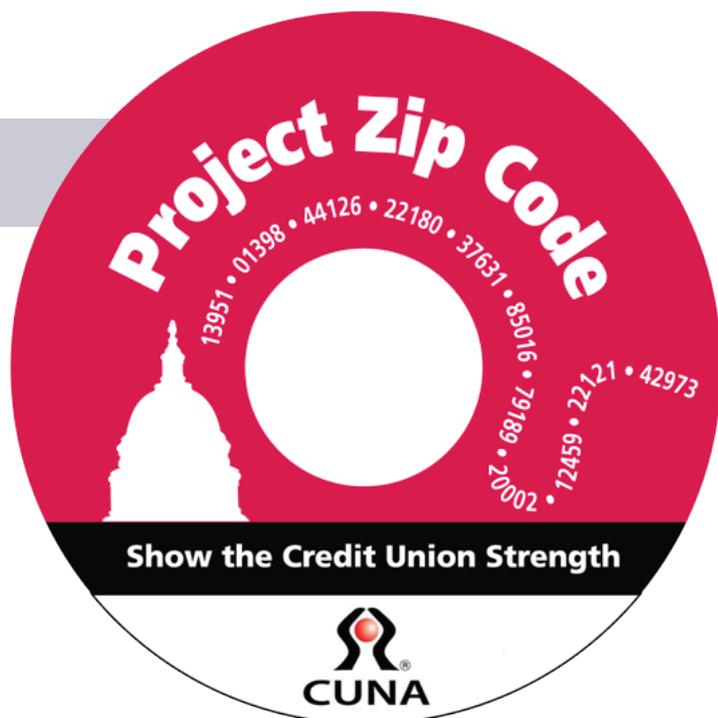
1. Go to [www.CUNA.org](http://www.CUNA.org) and click register (below the picture of the Capitol). Be sure to fill out all the information.
2. After registering, go to [www.pzconline.com](http://www.pzconline.com) and login using your newly created username and password.
3. Under the PZC tab to the left, click the link that says Install PZC.

## CHECKLIST

- Download and install Project Zip Code at [www.pzconline.com](http://www.pzconline.com).
- Run Project Zip Code data at least annually to ensure we have the most complete and up-to-date information on the number of credit union members in each state and federal legislative district.

## QUESTIONS?

Contact your League's David Miles at 800.768.3344, ext. 608 or [dmiles@vacul.org](mailto:dmiles@vacul.org)



# FOR STATE-CHARTERED CREDIT UNIONS ONLY: CORPORATE SUPPORT OF VACUPAC

## STATE CHARTERS: MAKE A CORPORATE-LEVEL CONTRIBUTION TO VACUPAC TO SUPPORT STATE-LEVEL POLITICAL CANDIDATES

Virginia's state-chartered credit unions are authorized by law to make corporate-level political contributions to political action committees (PACs). Federal law prohibits federally chartered credit unions from making such contributions to either political action committee or candidates for state-wide/federal office.

Corporate-level contributions from Virginia-based, state-chartered credit unions will be used exclusively to help state legislators/candidates who have demonstrated that they understand credit unions and that they support our ability to provide the services our members want and need. Under our current system the majority of our PAC dollars are distributed to federal-level political candidates, owed to the fact that most credit union legislative and regulatory issues are federal-level matters.

For that reason, corporate-level contributions by state-chartered credit unions are a powerful advocacy tool for us, enabling our PAC to more easily support candidates for state offices.

**NOTE:** State-chartered credit unions' direct contributions to the Virginia Credit Union Political Action Committee (VACUPAC) are subject to an additional tax liability. The credit union will be required to file IRS form 1120 POL per Internal Revenue Code Section 527, in addition to form 990. Please consult your tax professional for additional guidance. Please contact David Miles or Rick Pillow to further discuss this important consideration.

## CHECKLIST

As a state-chartered credit union, you have a unique opportunity to support candidates for state-level offices by making a corporate-level contribution to VACUPAC.

When completed, please return this signed form to:  
Virginia Credit Union League  
Governmental Affairs  
P.O. Box 11469  
Lynchburg, VA 24506-1469  
Fax: 434.237.5068

Share drafts/Checks can be made payable to  
**VACUPAC**

## QUESTIONS?

Contact your League's David Miles at 800.768.3344, ext. 608 or [dmiles@vacul.org](mailto:dmiles@vacul.org)

## STATE-CHARTERED CREDIT UNION CONTRIBUTION FORM

Credit Union Name: \_\_\_\_\_

Credit Union Address: \_\_\_\_\_

Credit Union Phone: \_\_\_\_\_ President/Chairman Name: \_\_\_\_\_

To the trustees of our designated state candidate PAC-VACUPAC:

Our state-chartered credit union is attaching a contribution in the amount of \$ \_\_\_\_\_ .  
These funds are authorized by the Board of Directors of our credit union.

Signed: \_\_\_\_\_

Printed Signature: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

# PAYROLL DEDUCTION: THE SIMPLEST WAY TO ENCOURAGE ADVOCACY AT YOUR CREDIT UNION

## GIVE STAFF OPPORTUNITY TO INVEST IN THE MOVEMENT ... AND THEIR FUTURE

The complex state and federal regulations that govern credit unions have a direct impact on our ability to serve our members and remain competitive in the financial services marketplace.

Regulation has a significant impact on the day-to-day work of the vast majority of credit union employees. Many of our employees will jump at the opportunity to fight for member-friendly regulation. Payroll Deduction Programs offer credit union employees a simple and convenient way to support our state and federal advocacy efforts.

## WE'VE MADE PAYROLL DEDUCTION EASY!

There are two ways you can set up a payroll deduction program:

1. In-house by creating a general ledger account to handle VACUPAC contributions. Then your credit union wires or mails in checks to the League. We request that the contributions be sent in at least twice a year.
2. Through the Credit Union National Association (CUNA). CUNA covers the wire fees for the transactions and provides a spreadsheet for easy transaction accounting. NOTE: This option is available only if your credit union has signed a permission agreement (See Page 3 of this Guide.)

To get started with the CUNA system:

- Go to [www.cuna.org/cuts](http://www.cuna.org/cuts) (you will need a CUNA password, which you can sign up for at the home page, [www.cuna.org](http://www.cuna.org)).
- Download the Contributor Information Template
- Enter all of the contributor information into the Template
- Click on Upload Spreadsheet and follow instructions
- Get more information by emailing CUNA at [cuts@cuna.org](mailto:cuts@cuna.org).

## CHECKLIST

Set up a Payroll Deduction Program at your credit union, if one isn't already in place. It's the most cost-effective method for credit unions and your League to conduct solicitations.

**TIP:** See the VACUPAC Toolkit for more information on approaching staff and co-workers about contributing to our PAC. Visit [www.vacul.org/vacupactoolkit](http://www.vacul.org/vacupactoolkit)

Payroll Deduction Programs have a host of benefits:

- There's no need for individuals to write a check.
- There's no large, one-time contribution.
- Donors can easily give at higher level because contributions are made each pay period. For example, the \$52 pin level costs the equivalent of \$1 per week.

## QUESTIONS?

Contact your League's David Miles at 800.768.3344, ext. 608 or [dmiles@vacul.org](mailto:dmiles@vacul.org)

# VACUPAC INDIVIDUAL CONTRIBUTION FORM

Name of Credit Union: \_\_\_\_\_

Date: \_\_\_\_\_ CU Phone: \_\_\_\_\_

Address of Credit Union: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

**Note: Need additional space? Feel free to copy this form or attach an additional list.**

CHAIRMAN (NAME) \_\_\_\_\_ Contribution Amount \_\_\_\_\_

Home Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

1ST VICE CHAIRMAN (NAME) \_\_\_\_\_ Contribution Amount \_\_\_\_\_

Home Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

2ND VICE CHAIRMAN (NAME) \_\_\_\_\_ Contribution Amount \_\_\_\_\_

Home Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

3RD VICE CHAIRMAN (NAME) \_\_\_\_\_ Contribution Amount \_\_\_\_\_

Home Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

SECRETARY (NAME) \_\_\_\_\_ Contribution Amount \_\_\_\_\_

Home Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

TREASURER (NAME) \_\_\_\_\_ Contribution Amount \_\_\_\_\_

Home Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

DIRECTOR (NAME) \_\_\_\_\_ Contribution Amount \_\_\_\_\_

Home Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

DIRECTOR (NAME) \_\_\_\_\_ Contribution Amount \_\_\_\_\_

Home Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

## CHECKLIST

Use this form to report VACUPAC contributions by individuals at your credit union to your League.

Please return this completed form to:  
Virginia Credit Union League  
Governmental Affairs  
P.O. Box 11469  
Lynchburg, VA 24506-1469

Share drafts/Checks should be made payable to **VACUPAC**

## QUESTIONS?

Contact your League's David Miles at 800.768.3344, ext. 608 or [dmiles@vacul.org](mailto:dmiles@vacul.org)

# VACUPAC INDIVIDUAL CONTRIBUTION FORM

\_\_\_\_\_  
**DIRECTOR (NAME)**

\_\_\_\_\_  
Contribution Amount

\_\_\_\_\_  
Home Address

\_\_\_\_\_  
City

\_\_\_\_\_  
Zip

\_\_\_\_\_  
**DIRECTOR (NAME)**

\_\_\_\_\_  
Contribution Amount

\_\_\_\_\_  
Home Address

\_\_\_\_\_  
City

\_\_\_\_\_  
Zip

\_\_\_\_\_  
**PRESIDENT/CEO/MANAGER (NAME)**

\_\_\_\_\_  
Contribution Amount

\_\_\_\_\_  
Home Address

\_\_\_\_\_  
City

\_\_\_\_\_  
Zip

\_\_\_\_\_  
**SENIOR STAFF (NAME & TITLE)**

\_\_\_\_\_  
Contribution Amount

\_\_\_\_\_  
Home Address

\_\_\_\_\_  
City

\_\_\_\_\_  
Zip

\_\_\_\_\_  
**SENIOR STAFF (NAME & TITLE)**

\_\_\_\_\_  
Contribution Amount

\_\_\_\_\_  
Home Address

\_\_\_\_\_  
City

\_\_\_\_\_  
Zip

\_\_\_\_\_  
**SENIOR STAFF (NAME & TITLE)**

\_\_\_\_\_  
Contribution Amount

\_\_\_\_\_  
Home Address

\_\_\_\_\_  
City

\_\_\_\_\_  
Zip

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**SENIOR STAFF (NAME & TITLE)**

\_\_\_\_\_  
Contribution Amount

\_\_\_\_\_  
Home Address

\_\_\_\_\_  
City

\_\_\_\_\_  
Zip

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**SENIOR STAFF (NAME & TITLE)**

\_\_\_\_\_  
Contribution Amount

\_\_\_\_\_  
Home Address

\_\_\_\_\_  
City

\_\_\_\_\_  
Zip

\_\_\_\_\_  
**SENIOR STAFF (NAME & TITLE)**

\_\_\_\_\_  
Contribution Amount

\_\_\_\_\_  
Home Address

\_\_\_\_\_  
City

\_\_\_\_\_  
Zip

\_\_\_\_\_  
**LEGISLATIVE REPRESENTATIVE (NAME & TITLE)**

\_\_\_\_\_  
Contribution Amount

\_\_\_\_\_  
Home Address

\_\_\_\_\_  
City

\_\_\_\_\_  
Zip

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**CREDIT COMMITTEE MEMBER (NAME)**

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Contribution Amount

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Home Address

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City

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Zip

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**CREDIT COMMITTEE MEMBER (NAME)**

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Contribution Amount

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Home Address

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City

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**CREDIT COMMITTEE MEMBER (NAME)**

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Home Address

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City

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Zip

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**SUPERVISORY COMMITTEE MEMBER (NAME)**

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Contribution Amount

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Home Address

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City

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Zip

# VACUPAC INDIVIDUAL CONTRIBUTION FORM

## REPORT THESE ADDITIONAL DETAILS

Grand Total of Contributions Attached with This Report: \$ \_\_\_\_\_

Date of Contribution (date you submitted/mailed this contribution): \_\_\_\_\_

If applicable, please mark the following. These contributions represent:

- 100% participation of our credit union's Board of Directors.
- 100% participation of our credit union's Credit Committee.
- 100% participation of our credit union's Supervisory Committee.
- 100% participation of our credit union's staff.

## NEED VACUPAC PINS?

Yes, we need VACUPAC pins! Remember, any contribution from an individual totaling more than \$25 qualifies that individual for one of the VACUPAC pin clubs (see info below).

Please send the appropriate number to

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

(if different from the address you previously reported):

## SUGGESTED GIVING LEVELS

CU Asset Size	CEO	Senior Staff	Volunteers /Staff
\$1 Billion or more	\$1,500	\$500	\$25
\$500 Million - \$999 Million	\$1,000	\$500	\$25
\$100 Million - \$499 Million	\$500	\$250	\$25
\$50 Million - \$99 Million	\$250	\$100	\$25
Less than \$50 Million	\$100	\$25	\$25

We're often asked for guidance on an appropriate PAC contribution for volunteers/staff at credit unions of various asset sizes. This guide was endorsed by credit union professionals/volunteer officials serving on the League's StateWide Advocacy Council (SWAC).

## JOIN THE CLUB!

Personal contributions to VACUPAC of more than \$25 in a calendar year earn the contributor a spot in one of our VACUPAC pin clubs based on the following minimum giving levels.

- Commonwealth Club - \$1,500
- President's Club - \$1,000
- Chairman's Club - \$500
- Capitol Club - \$250
- Cardinal Club - \$100
- 52 Club - \$52
- Executive Club - \$25



Members of the various VACUPAC pin clubs are recognized on the League website and in our Annual Report!  
[www.vacul.org](http://www.vacul.org)



# DESIGNATE A LEGISLATIVE REPRESENTATIVE FOR YOUR CREDIT UNION

The League asks that each credit union name a board or staff member as your credit union's legislative representative. Think of your legislative representative as your designated point-of-contact for all things related to advocacy, VACUPAC and regulatory affairs.

This representative plays a crucial role as liaison between your credit union and the League on advocacy activities and fundraising for the Virginia Credit Union Political Action Committee.

Name of Credit Union: \_\_\_\_\_

Legislative Representative: \_\_\_\_\_

Home Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Business Phone: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

## LEGISLATIVE REPRESENTATIVE: HERE'S HOW YOU CAN CONTRIBUTE

- Inform the credit union's board of state and national legislative issues. One way for the representative to stay informed is to register with the League ([www.vacul.org](http://www.vacul.org)) and CUNA ([www.cuna.org](http://www.cuna.org)) websites for daily informational updates.
- Inform the regional/StateWide Advocacy Council (SWAC) and League of the position of the board on legislative proposals.
- Attend Chapter, League, and CUNA meetings on legislative issues:
  - CUNA's Governmental Affairs Conference: (Feb./March), Washington, D.C.
  - League's Hike The Hill: during CUNA's GAC, Washington, D.C.
  - League's Legislative Forum: Sept./Oct.)
- Respond to Calls-to-Action when necessary to initiate grassroots response to legislation.
- Periodically write or visit lawmakers or their aides.
- Be involved in the campaigns of credit union supporters seeking political office.
- Coordinate fundraising for VACUPAC in his/her credit union. Examples of activities: pin donations, Payroll Deduction Programs and the sale of goods such as White House ornaments or candy.
- Enlist the support of fellow credit union members to respond to Calls-to-Action, fundraising appeals, and legislative campaigns.

## CHECKLIST

- Appoint a Legislative Representative at your credit union to serve as liaison between your credit union and your League.

**NOTE:** Legislative representatives don't need to be experts in all components of advocacy or on the legislative process. We can teach them the ropes and offer assistance. We're looking first and foremost for passionate champions of member-owned, not-for-profit credit unions and our "People Helping People" philosophy!

## QUESTIONS?

Contact your League's David Miles at 800.768.3344, ext. 608 or [dmiles@vacul.org](mailto:dmiles@vacul.org)