



CREDIT UNION
LEVEL 4
CERTIFICATION



On the next few pages are a series of activities to complete in order to earn your a star as a credit union advocate.

LEVEL 4

SUPPORTING MATERIAL FOR STAR DESIGNATION AT END OF MODULE

ASSIGNMENT

Coordinate volunteers from your credit union or several credit unions to provide help on one political campaign at the state or federal level (General Assembly or Congress). This volunteer corps should provide 15 hours of campaign support, minimum. Type of tasks required of volunteers was previously discussed. You can make the volunteering fun by doing it as a group. Volunteer several people to staff a phone bank for two hours. Go door knocking in a neighborhood as a group. Grab a truck and deliver campaign signs.

Go out for pizza afterwards!

ASSIGNMENT

Recruit one or more persons in your credit union or chapter to help on advocacy or VACUPAC. Can someone help you set up appointments for CU Day? Can someone help by selling raffle tickets to benefit VACUPAC? The aim of this exercise is to increase our strength with more volunteers.

Email completed Assignment to ksherbin@vacul.org



ASSIGNMENT

Mentor a credit union or one of its staff/volunteers to be the leader of advocacy or VACUPAC at his/her credit union. The aim is to increase the number of credit unions participating in advocacy and VACUPAC.

This assignment is more in-depth and long-term than #2.



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Email completed Assignment to ksherbin@vacul.org

ASSIGNMENT

Oversee your credit union reaching 100% of its VACUPAC goal, or a 10 percent increase from the year before. Use those powers of communication and leadership! The goal here is to hone your skills and increase VACUPAC giving.

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ASSIGNMENT

Use [Congress.gov](https://www.congress.gov) to look up which of our House and Senate members are sponsoring bills that relate to financial services. Report that information to the League, along with the status and summary of the legislation. The goal of this assignment is to stretch your research skills and learn more about how Congress works.

Email completed Assignment to ksherbin@vacul.org

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ASSIGNMENT

Establish a system to ensure your credit union continues as a full participant in advocacy and VACUPAC: annual Project Zip Code updates; annual VACUPAC solicitations; responds to action alerts; stays in contact with lawmakers; and compiles good news information suitable for legislative visits, and shares that information with the League. Also, participate in Reality Check, a simple way that helps the League compile an Impact Report each year showcasing our credit unions' People Helping People services. The goal of this assignment is to ensure that your good work gets institutionalized. If you win the lottery and retire, your legacy continues!

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ASSIGNMENT

The Credit Union National Association (CUNA) offers a Member Activation Program (MAP). It's really a member education program with the added benefit of allowing you to activate your members on legislative issues should you so choose.

Go to www.cuna.org and learn more about MAP and the materials the CUNA offers to support credit unions that enroll.

You will find that MAP enables you to educate your members about the CU Difference, as well as how laws and regulations affect the credit union they own.

If you decide that you want to ask your members to contact lawmakers on an issue, then they will have been educated already about what makes credit unions different from banks, and how government action ... or inaction ... affects their financial institution.

CUNA also found in its research that credit union members make better use of the services offered by their credit union if they've been exposed to the MAP materials.

Ask senior management if they wish to participate in MAP.

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CERTIFICATION PROGRAM RESOURCES



How-to videos on lobbying

Borgen Project video and links to "how-to" information:

<http://borgenproject.org/how-to-lobby/>

Visiting a lawmaker from U of MD student:

<https://www.youtube.com/watch?v=1v2Zb1OtiOs>

Amnesty International video on how to lobby your Congressman: (halfway through has a small clip of former Virginia Rep. Tom Davis)

<https://www.youtube.com/watch?v=t3thevWk2dU>

Who are the legislators, and how do they work?

Look up your state lawmakers, track state legislation, find out membership and meeting times for committees, and lots more. Can also email your lawmakers directly from their web pages on this site:

<http://viriniageneralassembly.gov/>



Look up your lawmakers, their bios, their committee assignments, their press releases. Also can send them email from their legislative web pages on this site:

[www.House.gov](http://www.house.gov) and www.senate.gov

Track federal legislation: [www.Congress.gov](http://www.congress.gov)

Track state legislation: <http://viriniageneralassembly.gov/>. Tracking function is on home page.

Leadership structure in the U.S. House of Representatives (which is the same on the state level): <http://kids.clerk.house.gov/grade-school/lesson.html?intID=39>

U.S. Senate Leadership structure (which is the same on the state level):

http://www.senate.gov/artandhistory/history/common/briefing/Majority_Minority_Leaders.htm

Tracking Political Contributions

Who gives what to your federal elected legislators: <https://www.opensecrets.org/>

Who gives what to your state elected officials. Plus, find out where you vote, who your lawmakers are, and lots of other fascinating information at the Virginia Public Access <http://www.vpap.org/>

Tour Government Buildings from Your Desk

Videos on the U.S. Capitol, White House, and U.S. Supreme Court:

<http://www.c-span.org/series/?theCapitol>

Architect of the U.S. Capitol tours:

http://www.capitol.gov/#MAP_2010061493794|TTP_2010061693558{%22stop%22:%22TTS_2010061667051%22}|BLD_2010061473455{%22tab%22:%22Overview%22,%22vignette%22:%22VGN_2010061440555%22,%22media%22:%22VID_2010102062700%22}

Virtual Tour of Virginia's Capitol: <http://viriniacapitol.gov/virtualtours/>

Tour of Virginia's Executive Mansion: <http://executivemansion.virginia.gov/>

Register to vote: <http://www.rockthevote.com/> or

<https://vote.elections.virginia.gov/VoterInformation>

EVERYONE LOBBIES!



What's the biggest mistake Bill Gates made at Microsoft?

"Top of the list for me is that Bill did not engage – either himself or the company – in the political process early enough. When Microsoft's competitors were effectively lobbying the government, Bill's attitude was the government should just go away and leave Microsoft alone," SVP Brad Silverberg wrote.

Business Insider:

<http://www.businessinsider.com/bill-gates-worst-decisions-as-ceo-2016-4>

The richest man in the world learned you avoid political involvement at your peril:

After being slammed on anti-trust issues, Gates reversed course:

Gates had little choice but to dive headlong into politics after the U.S. Justice Department brought antitrust charges against Microsoft during the Clinton administration. It was during that period that he testified before the Senate Judiciary Committee – and was soundly rebuked by Sen. Orrin Hatch (R-Utah) for his apparent disregard for the political process.

Gates learned the lesson. Microsoft dramatically increased its donations in the next election through its political action committee. The company, which at one point had just one in-house lobbyist, ramped up its Washington presence big time, bringing in big names from K Street, including taxpayer advocate Grover Norquist and former Mississippi Gov. Haley Barbour.

Last year, Microsoft's lobbying expenditures topped \$10 million. Among tech industry titans, only Google spends more.

<http://www.politico.com/story/2014/02/bill-gates-microsoft-policy-washington-103136#ixzz48YyOnF8Y>

IF CREDIT UNIONS DON'T SPEAK UP FOR THEMSELVES, THE BANKERS WILL. You will not be pleased with the results, just as Bill Gates wasn't pleased by ignoring the legislative process.

Connect to your history:

Link to web site for America's Credit Union Museum:

<http://www.acumuseum.org/homepage/>