



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 II

VACUPAC FUNDRAISING SUPPORTING MATERIAL

Political campaigns are expensive. If we want to keep legislative friends in office, we need to support their campaigns through contributions. VACUPAC is an easy and effective way to make those contributions.

ASSIGNMENT

Recruit three people to contribute to VACUPAC at the pin level for the first time, or to increase their donation level.

Pin levels start at \$25 a year. That's 50 cents a week. Or, if they already are at the \$25 level, they can contribute \$1 a week to reach the next highest level. For most people who work or volunteer at a credit union, those are affordable levels. The question though is why should they support something they haven't supported before, or increase their support?

This is where you take the knowledge you have gained about credit union history and how government works to use. Persuasion points to consider:

- Career security. Credit unions required state or federal laws in order to be established. These governments can make it impossible for credit unions to continue, especially when they hear the drumbeat of opposition from the bankers.
- Demonstrates commitment to the industry and to our members. If we don't have supportive lawmakers in office, our regulatory burden could grow even worse, and government could curtail our ability to serve our members.
- Demonstrates leadership. Contributing to a PAC shows industry leadership as well as leadership as a citizen who is involved in the democratic process.
- People want to know their efforts are appreciated. This is doubly true when they are contributing their hard-earned money to any cause.

ASSIGNMENT

Hand write a thank you note to those who responded yes to your requests to donate to VACUPAC, or to increase their contribution level.

For Example:

Dear Dave,

Thank you so much for becoming a first-time contributor to VACUPAC. VACUPAC is the only political action committee representing Virginia's credit unions on the state level. It's very important that we support the candidates that in turn support our credit unions, and our members. Your leadership in the credit union is much appreciated.

Sincerely,

Your name



VACUPAC

Time for research on what your credit union does ... or doesn't do .. on VACUPAC. Check with HR. Is there a VACUPAC brochure included in each employee orientation packet? If not, request copies from the League.

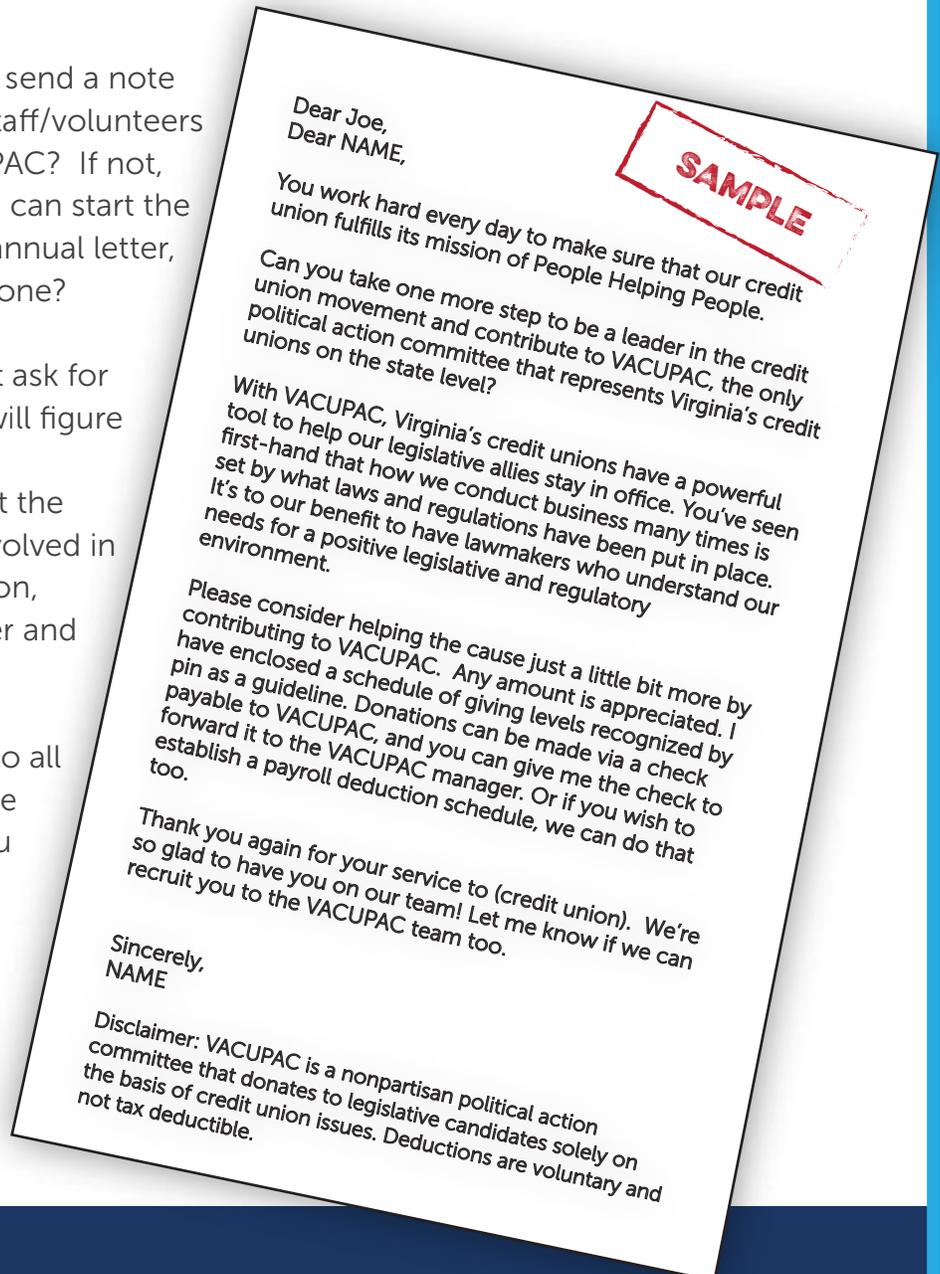
Is there an opportunity for you to explain VACUPAC during orientation? If so, please do!

Does your credit union send a note out every year asking staff/volunteers to contribute to VACUPAC? If not, ask management if you can start the tradition. If there is an annual letter, can you write the next one?

Remember, if you don't ask for contributions, people will figure none are needed!

If there is a colleague at the credit union already involved in the VACUPAC solicitation, please talk to him or her and coordinate efforts.

Write thank you notes to all contributors, even those outside of the three you personally recruited.



VACUPAC (CONT)



You should have noticed the disclaimer at the bottom of the sample VACUPAC solicitation letter. It is illegal to make contributing to VACUPAC a condition of employment. However, it is fine to make the case to employees and volunteers to support it. Everyone should realize we are a one-issue PAC ... credit unions ... and support candidates from both major parties.

Unlike charitable donations, people cannot deduct the VACUPAC contributions from their taxes.