

LEVEL III

VACUPAC FUNDRAISING SUPPORTING MATERIAL

Now that you have some experience, sign up to be the VACUPAC ambassador at your credit union. Or if there is already an ambassador who doesn't want to relinquish the role, serve as the assistant.

Either way, ask the League to send you the VACUPAC toolkit. It contains everything you need to know to be an ambassador for the PAC.

Set an annual goal for your credit union's VACUPAC program for the year. What are the benchmarks you wish to use?

- Number of dollars collected
- Number of participants
- Number of new donors
- Number of donors increasing their contribution
- Having 100% participation of staff/board members. 100% participation at the pin level.

Does your credit union have a payroll deduction program for VACUPAC? If not, ask management about starting one. If yes, develop a promotional campaign to increase participation.

CASUAL FOR A CAUSE

Check the toolkit for information on payroll deduction.

Whether or not management nixes payroll deduction, develop a year-long campaign for VACUPAC.

Let people know the goal for the year, and keep them updated at staff meetings or through staff communications.

Share news of legislators helping credit unions. Keep them educated about what is happening in the state and federal Capitols.

Make the campaign fun!

- Jeans days
- Pizza lunches
- Raffles
- Create a theme for the year

Persuade another three people to donate to VACUPAC or increase their giving level. This can be done within the chapter too, not just your credit union.

Write thank you notes to your personal recruits as well to the others who give during the year.

Create or coordinate a chapter VACUPAC fundraiser. Examples:

- White House Christmas tree ornaments.
- Candy sales.
- Make use of the Casual for a Cause campaign created by the Richmond Chapter to run on International Credit Union Day. People who contribute at a minimum level for the event can wear jeans to work.
- Laser tag, or some other fun activity.