



OBTAINING LEADERSHIP BUY-IN TO IMPLEMENT A VACUPAC FUNDRAISING PROGRAM



The first step to setting up a successful program is obtaining approval and support from your CEO and senior leadership team. Your CEO may already be aware of the importance of supporting VACUPAC and may already be an individual contributor. If your credit union does not have a VACUPAC fundraising program, it might be because it is just waiting for a Champion like you to spearhead the initiative!

When you're ready to talk to your leadership team, be prepared to discuss:

■ What is VACUPAC and why is it important

A Political Action Committee (PAC) allows a group of people to pool donations to make a significant contribution to a candidate for elected office. The Virginia Credit Union Political Action Committee (VACUPAC):

- Is the only PAC that supports credit union-friendly candidates on the state level.
- Is non-partisan, meaning funds are distributed to candidates of both major parties.
- Determines donations only on the candidate's position on credit union issues.
- Sends a portion of the money to the national PAC to support our Congressional allies.

Simply put - it helps us stay in business! Laws and regulations rule our credit unions and how we serve our members. We need lawmakers who will work with us and support our mission through sensible legislation.

The VACUPAC Brochure is a great resource in helping to educate Leadership on VACUPAC.

- **Explain why.** Be prepared to explain why it is important for your credit union to support VACUPAC through an internal fundraising program? The power of a political action committee like VACUPAC is that it allows a group of individuals to contribute relatively small amounts and leverage them into a meaningful donation to lawmakers.
- **Be the Champion.** Offer To Explain that you are prepared to be the VACUPAC Champion and what responsibilities you are willing to tak on in that role.
- **Request help.** Ask your Leadership what other staff and/or resources will you need to create a fundraising plan? Can you rely on HR/Accounting to help you set up and manage a pay-roll deduction program?
- **Request time in front of staff.** Ask if your leadership team willing to allow you time to address staff and/or volunteers at meetings, new staff orientations, trainings, etc. Can you use internal communication platforms to help raise awareness of VACUPAC? For example, email, intranet, break room posters, and other avenues to access employees.
- **Ask for company-wide support.** Find our if your credit union is willing to plan company-wide events to raise awareness of and raise money for VACUPAC? For example, maybe you offer staff the option to wear jeans on occasion if they contribute to VACUPAC.
- **Ask Leadership to give.** Be prepared to ask if your leadership team is willing to donate to VACUPAC and lead by example. Others will follow!