

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 (you will need a CUNA password, which you can sign up for at the home page, 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.

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

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 Karin Sherbin at 800.768.3344, ext. 626 or ksherbin@vacul.org