



STEPS TO TAKE TO MONITOR PROGRESS:

1. Establish a spreadsheet listing all potential donors, date of contact, response.
2. Assess status against your goal. Do you need further action? For instance, if someone has not responded at all, consider sending out a friendly reminder requesting a yes or no. Sometimes the initial request falls through the cracks.
3. Are you receiving feedback on your plan? Do you need to make a course correction?
4. Has everyone who donated at the pin level received their pins? Remember, even if you are doing payroll deduction, the League will send the pins out at the start of the year if you provide information on names and pledged amounts.
5. Are the collected contributions being sent to the League in a timely manner?
6. If you have offered incentives, such as lunch on the company if there is 100% participation, follow through!

KEEP EVERYONE INFORMED:

1. Let people know the campaign's progress. Can you post a graphic on the intranet or staff mailing showing progress toward the goal? Can updates be part of staff meetings periodically?
2. Report if anyone from your credit union or chapter visited with the lawmakers from your area.
3. Sometimes people from the district can attend fundraisers for area lawmakers who receive a VAUPAC contribution. Report on that if it happens.
4. Is it election season? Update your credit union on what offices are up for election and who is running.
5. Report legislative victories. Report election victories of candidates backed by VACUPAC funds.
6. Invite your lawmakers to your credit union to meet staff/volunteers/members (but do not make this part of a fundraising event).
7. Thank you notes to all donors ASAP! Do not wait months to recognize the contribution.

KEEP IT GOING:

1. Being the VACUPAC ambassador is an investment in your personal and professional development. You are honing your leadership, communication and social skills.
2. Remember, you are part of an historic social movement that is more than a century old. The original founders of the American credit union movement engaged in politics. Political engagement is the only way to influence the political process. If we don't educate lawmakers about credit unions and ask for what we need, bankers will.
3. Educate staff/volunteers on credit union history. The League is offering a free, online certification program on VACUPAC and advocacy. Take Level I, and learn about the proud history of credit unions. People who understand the social good mission of credit unions are more likely to support VACUPAC as a way to keep the People Helping People mission alive.
4. Always ask people if they want the opportunity to participate in VACUPAC. If you are in a large credit union, recruit helpers from different departments.
5. Change out your goals. Even if you have 100% participation at the pin level among staff and board members, maybe you could set a goal of having a set number of donors increase their donation level.
6. Mix it up and make it fun. Do you want to issue a challenge to another credit union? Do you want to suggest a chapter-wide fundraiser, for example a bowl a thon or laser tag tournament?
7. Reach out to members through fundraisers that benefit VACUPAC. Can you sell candy, White House Christmas ornaments, commemorative coins or other items that appeal to your membership?
9. Credit unions can legally solicit their members for PAC donations. If you're interested in soliciting your member, contact the League and we can help!