



IDEAS FOR ACCESSING YOUR EMPLOYEES

- **New Staff Orientation:** Integrate VACUPAC into staff orientation is an effective way to recruit newcomers to the VACUPAC team. Talk to your HR department to see if you can pitch VACUPAC at orientation, or at least provide material for inclusion in packet.
- **Staff Meetings:** Ask for time during an all staff meeting to distribute VACUPAC brochures and payroll deduction authorization forms and ask for contributions.
- **Communication Tactics:** May include a Power Point presentation, letter, email, credit union intranet (or other internal communication platform), posters or brochures in your break room, or a packet of information that includes the VACUPAC brochure and payroll authorization form.
- **Visit Your Coworkers:** If your credit union has multiple branches and/or departments, ask to visit each branch so you can discuss the importance of VACUPAC one-on-one.

TALKING POINTS TO CONSIDER USING

- Credit unions are unique financial institutions because they are member-owned and follow the creed of “people helping people.” VACUPAC helps protect this proud tradition by supporting lawmakers who will work to keep our future bright. We’re an “association of people, not dollars.” Be part of a proud and meaningful history.
- We need credit union-friendly lawmakers to stay in business, and for employees to keep their positions! We need people in office who will support a legislative environment that allows credit unions to thrive into the future. Your contributions to VACUPAC go directly to lawmakers that are friends of credit unions.
- Participating in VACUPAC shows you are willing to go above and beyond to support your employer, and industry. This is an important attribute even if you are planning on moving outside the credit union system as you advance your career.
- Be part of the team! All it takes is kicking in 50 cents or \$1 a week and you will be in the Pin Club!
- The power of the PAC is that people can make small donations and they are pooled together to make a significant contribution to a campaign.
- Cite the good things your credit union does for its members and communities. Remember the principles of cooperation, including that credit unions are democratically controlled.
How Does The League Determine What Lawmakers Receive Money?



HOW DOES THE LEAGUE DETERMINE WHO RECEIVES VACUPAC DOLLARS?

Assure your coworkers that their contributions are well-spent. Criteria are used in distributing the contributions to the candidates. These include:

- Candidates who have introduced legislation on the behalf of credit unions.
- Lawmakers who have voted yes on our bills.
- Lawmakers who have changed language in their bills, or killed their bills, upon the request of credit unions.
- Lawmakers who have voted against legislation that would hurt credit unions.
- Lawmakers who sit on our key committees: The Senate and House Commerce and Labor committees.
- Lawmakers who are leaders in their chambers, such as the House Majority Leader or Senate Minority Leader.
- Note that VACUPAC is bipartisan and makes contributions ONLY on the basis of a candidate's position on credit union issues.
- New legislators need a lot of education about, and relationship building with, credit unions. It's like getting a new hire. Labor and time consuming in the short-term, and in our case, we aren't sure of their credit union stance.
- If it's an open seat in the General Assembly, we usually don't support a candidate because we haven't had the experience/information needed to make that decision. (On the federal and statewide levels, we sometimes interview the candidates for an open seat and decide from there. Usually the candidates for those positions are people we have worked with in the General Assembly.)