



**YOUR INVOLVEMENT IN POLITICAL ADVOCACY
HELPS MOVE VIRGINIA'S CREDIT UNIONS FORWARD**

- ✓ **UNDERSTAND WHY POLITICAL ADVOCACY IS IMPORTANT**
- ✓ **DESIGNATE AN ADVOCACY AMBASSADOR AT YOUR CREDIT UNION**
- ✓ **SUPPORT VACUPAC FUNDRAISING AT YOUR CREDIT UNION**

WHY VACUPAC IS IMPORTANT

VACUPAC stands for Virginia Credit Union Political Action Committee, the state-level, non-partisan political action committee of the Virginia Credit Union League and its affiliated credit unions. The sole purpose of VACUPAC is to raise money to help elect credit union friendly political candidates.

Political decisions made in Richmond and Washington can have a significant impact on the credit union industry and your future career. Contributing to VACUPAC gives you the opportunity to help elect lawmakers who support the interests of credit unions.

More than ever we need your support to help us create and maintain strong relationships with both state and federal elected officials.

Lawmakers help shape the way credit unions do business

Credit unions need a strong voice in the political process

Pooling our contributions makes a bigger impact

An important first step in getting involved is to designate an

ADVOCACY AMBASSADOR

Coordinate VACUPAC Fundraising at your Credit Union



Encourage Participation in Grassroots Initiatives

Attend Legislative Events and Represent Your Credit Union



Meet With State and Federal Legislators and Foster Relationships



Keep Your Credit Union Informed on Key Issues

Respond to Advocacy Action Alerts



Work closely with your League's CeJae Vtipilson for tips, tools, resources and training on how to get your credit union more involved!



cvtipilson@vacul.org

434.237.9602



DESIGNATE YOUR CREDIT UNION'S ADVOCACY AMBASSADOR!

Credit Union Name: _____

Advocacy Ambassador's Name: _____

Home Address: _____

City: _____ Zip Code: _____

Cell Phone: _____ Work Phone: _____

Email Address: _____



SIGN THE FEDERAL ELECTION PERMISSION AGREEMENT

We need your permission to solicit federal contributions! Please provide the League and CUNA permission to ask your credit union for political action contributions. Feel free to sign for multiple years.

Your Name: _____

Your Title: _____

2022
Calendar
Year

Signature

Date

2023
Calendar
Year

Signature

Date

2024
Calendar
Year

Signature

Date

2025
Calendar
Year

Signature

Date

2026
Calendar
Year

Signature

Date

Federal political involvement is such a sensitive issue that the Federal Election Commission (FEC) long ago established a requirement that institutions "opt-in" to political action before being presented with actual information related to a Federal PAC. Signing the permission agreement doesn't obligate you to contribute or participate; it only allows us to send information about our activities related to the PAC and to solicit contributions.

Neither the League nor CUNA may send general solicitation mailings directly to your members, nor will we directly solicit your staff, volunteers or members. All information regarding making contributions to VACUPAC and/or CULAC will be communicated directly to the credit union CEO (or your Advocacy Ambassador) who can distribute the information accordingly.

HOW CAN WE RAISE MONEY FOR VACUPAC?

ENCOURAGE STAFF & VOLUNTEERS TO JOIN THE PIN CLUB!

No donation to VACUPAC is too small, but those who **JOIN THE PIN CLUB** receive special recognition. All PIN CLUB members receive a special lapel pin to wear proudly at credit union events and are recognized on the League's website and in our Annual Report.

We're often asked for guidance on an appropriate VACUPAC contribution for volunteers/staff at credit unions of various asset sizes. This guide was endorsed by credit union professionals/volunteer officials serving on the League's StateWide Advocacy Council (SWAC).

PIN CLUB LEVELS:

- Commonwealth Club - \$1,500
- President's Club - \$1,000
- Chairman's Club - \$500
- Capitol Club - \$250
- Cardinal Club - \$100
- 52 Club - \$52
- Executive Club - \$25

SUGGESTED GIVING LEVELS:

CU Asset Size	CEO	Senior Staff	Volunteers /Staff
\$1 Billion or more	\$1,500	\$500	\$25
\$500 Million - \$999 Million	\$1,000	\$500	\$25
\$100 Million - \$499 Million	\$500	\$250	\$25
\$50 Million - \$99 Million	\$250	\$100	\$25
Less than \$50 Million	\$100	\$25	\$25

EVERYONE WHO DONATES AT LEAST \$25 RECEIVES A LAPEL PIN



\$1,500



\$1,000



\$500



\$250



\$100



\$52



\$25

TWO EASY WAYS TO GIVE TO VACUPAC!

1. Payroll Deduction Programs

Payroll Deduction Programs offer the easiest way to give credit union employees the opportunity to support our advocacy efforts allowing them to contribute a smaller amount each pay period, and ultimately making a big difference. Please make sure you sign the Federal Election Permission Agreement before setting up payroll deduction.

>**In-house Payroll Deduction Program:** Create 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.

>**CUNA's Payroll Deduction Program:** CUNA covers the wire fees for the transactions and provides a spreadsheet for easy transaction accounting. Visit www.cuna.org/cuts to get started and if you have questions, email cuts@cuna.org.

2. Individual Contributions Form (found on the following page)



ENSURE YOUR CREDIT UNION IS RECOGNIZED

Please fill out the form below and mail it back with all contribution forms.

We recognize all credit unions who obtain a certain percentage of their VACUPAC Goal during our Annual Meeting Awards Ceremony!

We also recognize those credit unions that achieve 100% participation from any of the following groups: (please check all that apply)

- 100% Board of Directors
- 100% Supervisory Committee
- 100% Credit Union Management Team
- 100% Credit Union Staff

Credit Union Name:

Grand Total Contributions Attached:

\$

Address to Mail Your VACUPAC Lapel Pins:



LET US HELP MAKE FUNDRAISING EASY & FUN FOR YOU!

Your League's CeJae Vtipilson is here to help:

- ✓ Offer Presentations to Your Team on the Importance of Legislative Advocacy
- ✓ Coordinate VACUPAC Fundraising
- ✓ Keep You Informed on Legislative Initiatives
- ✓ Encourage Staff Involvement in League Events
- ✓ Build Relationships With Federal and State Legislators
- ✓ Find Creative Ways To Raise Money
- ✓ Help You Setup Payroll Deduction



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