

The first quarter of 2023 was filled with six successful Credit Union Days at the Capitol, CUNA GAC and the planning and preparation of each Q1 Governmental Affairs Committee meeting.

### **Credit Union Days at the Capitol**

Each Credit Union Day at the Capitol looks a little different, but the goal of each is the same – educate elected officials on the Credit Union Difference. Credit union advocates turned out in record numbers for the six Credit Union Day at the Capitol events, delivered fresh, relevant data showing credit unions are essential to the economy, and advocated for priority issues. In addition, we had a large showing at CUNA (Credit Union National Association) GAC (Governmental Affairs Conference) in Washington, D.C. (District of Columbia). With these events, we had over 1,000 Credit Union Advocates engaged in the Q1 advocacy outreach events!

With nearly 400 meetings or touchpoints with legislators and regulators during these events, the credit union message is getting out throughout the GoWest region.

### **Advocacy Evolution**

At the end of last year, we asked credit unions to select an Advocacy Coordinator for their credit union. The Advocacy Coordinator will be an individual in each credit union (with appropriate back-up) to coordinate credit union advocacy engagement. We will ask each credit union to designate at least one person who will be responsible for governmental and legislative activities. In some credit unions this could be the CEO, manager, board member, or it could be a staff member involved in the community. Your credit union's Advocacy Coordinator will work with our team to coordinate advocacy engagement and will be your point person responsible for governmental and legislative activities.

On March 21st, we held our first Advocacy Coordinator Information session to begin outlining the role's responsibilities. We had over 70 participants. We are committed to continue to engage this group while we begin to hold up the process of selecting key contacts for elected officials.

A link to the recording is available [here](#).

Key contacts will be selected from advocates who have taken further initiative by graduating advocacy training and regularly attending advocacy events. Key Contacts will be assigned to members of Congress or a state legislators to engage at a higher level. Credit union leaders will be specifically identified to build relationships with strategically assigned elected officials in geographic districts. These advocates are identified from within member credit unions at every level of the organization. Key Contacts are responsible for growing, maintaining, and deepening relationships with assigned elected officials and their staff.

Key Contacts Information Session  
April 26, 2023, at 1:00 p.m. PT

Register [here](#).

## **2023/2024 CULAC (Credit Union Legislative Action Council) Engagement Plan**

As we re-introduce CULAC and the importance of CULAC engagement to credit unions, we worked to finalize an engagement plan to provide our advocates with clear and direct goals. The plan will highlight our political engagement programs for fundraising by raising awareness and mobilizing targeted credit union leadership at all levels of leadership in the Credit Union Movement. Having strong participation is essential to running a successful CULAC program. The plan was reviewed by our six-state CULAC Trustees and will be shared with Advocacy Coordinators in April.

We would like to challenge our state Governmental Affairs Committee members to be 100% committed to CULAC, even if it is a dollar per pay period to begin to help drive the importance of unity as we move into the next 18-month election cycle.

We will work with our advocacy coordinators and grassroots and political committee members to help kick off the drive to help our credit unions raise more awareness within our credit unions to help mobilize around the plan.

### **Tracking & Accountability**

With our CULAC engagement plan now being finalized, we will use our GAC quarterly meetings to visually track our CULAC progress with upcoming opportunities.

#### **2023 PERMISSION AGREEMENTS**

- [GoWest CULAC Report 2023](#)
- [ARIZONA CULAC REPORT](#)
- [COLORADO CULAC REPORT](#)
- [IDAHO CULAC REPORT](#)
- [OREGON CULAC REPORT](#)
- [WASHINGTON CULAC REPORT](#)
- [WYOMING CULAC REPORT](#)