

Credit union engagement sets the tone for all that we do at the GoWest Credit Union Association. There are several programs and advocacy opportunities that all 300 credit unions, in all six states, can tap into. We are excited to help you define and design an advocacy plan that works in your credit union!

Updates from the 2nd quarter.

Advocacy Coordinator Wrap-Up

As you know, we are working to evolve grassroots advocacy to make the Credit Union Movement's voice more effective than ever. Last fall, we introduced to you the Advocacy Coordinator role that we are requesting be selected in each credit union to support our collective grassroots and political goals. As a reminder, the Advocacy Coordinator in each credit union will work with the GoWest team to coordinate their credit union's advocacy engagement in legislative activities, political events, etc. Depending on the credit union's structure, this could be the CEO, manager, board member, or it could be a staff member involved in the community. CEOs will always be included in communications. Selecting Advocacy Coordinators in each credit union will help advance our priorities as we improve all levels of engagement in state, federal, and regulatory advocacy. Thank you to the number of credit unions who have provided information on their advocacy coordinator designee (see list attached). We held our first meeting and will provide information soon on when the next meeting will be.

Key Contacts

Key Contacts will be assigned to every member of Congress or state legislator to engage at a higher level. Credit union leaders will be specifically identified to serve as Key Contacts and build relationships with their assigned elected officials. These advocates are strategically identified from within member credit unions at every level of the organization, based on geography, previous relationships, and key priorities. Key Contacts are responsible for growing, maintaining, and deepening relationships with assigned elected officials and their staff. Each of the state lobbyists has been working with the Grassroots team to develop a draft list. We will be sharing updated information on Key Contacts and Advocacy Coordinators at all Q3 Governmental Affairs Committee meetings. This is a "working draft" and we are hopeful for feedback from the assigned key contacts.

CULAC (Credit Union Legislative Action Council) Engagement Plan and Summer Activities

We have been working hard to reintroduce CULAC (Credit Union Legislative Action Council) to GoWest Credit Unions, showcasing the extraordinary power of our collective voice in advocacy. CULAC is the credit union movement's federal PAC, supporting candidates running for office at the federal level. The GoWest team worked with the six credit union CEOs who serve as CULAC Trustees to shape a new CULAC Engagement Plan. The comprehensive 2023-2024 CULAC Engagement Plan outlines a strategic approach and initiatives for each quarter, which will help empower credit unions to engage in events and raise funds to meet our CULAC goals.

New CULAC Engagement with Credit Unions:

CULAC Re-boot efforts involve educating credit unions about the importance of CULAC, and designing ways a credit union can support the federal PAC. One of the easiest ways to support CULAC is by implementing a payroll deduction system. We are excited to report that we have made progress in this area, engaging six new credit unions in the implementation of payroll deduction systems. Another key aspect of the CULAC Re-boot plan has been to engage credit unions that have not participated in CULAC efforts in the past few years. To date, we have secured permission agreements, which are required of any credit union before staff can contribute, with 103 credit unions. Our target goal is to reach 110 credit unions by the end of the year, which will represent a strong increase from the 91 credit unions at the beginning of the year. The growing number of credit unions that have signed agreements demonstrates the recognition of the significance of CULAC and the increasing desire among credit unions to actively contribute to its success.

Special kudos to one Wyoming credit union that demonstrated exceptional commitment by enrolling 74% of its staff and effectively doubling its fair share commitment through the implementation of payroll deduction.

Successful "\$30 by the 30th" CULAC Fundraiser:

GoWest credit unions achieved great success during the recent "\$30 by the 30th" campaign, led by our GoWest CULAC trustees, raising \$6,695 across the region. This is nearly double the funds raised in previous years and exceeded the goal of \$6000.

Tracking & Accountability:

- [ARIZONA CULAC REPORT](#)
- [COLORADO CULAC REPORT](#)
- [OREGON CULAC REPORT](#)
- [IDAHO CULAC REPORT](#)
- [WASHINGTON CULAC REPORT](#)
- [WYOMING CULAC REPORT](#)
- [GOWEST CULAC REPORT 2023](#)
- [2023 PERMISSION AGREEMENTS](#)
- [2023 \\$30 by 30th](#)

Advocacy 101 and 201 Training

Advocacy 101 and 201 training courses are free, virtual courses to help credit union teams understand their role as advocates.

In Advocacy 101, new advocates will be trained on what it means to share their credit union story with elected officials. In 201, they will take an in-depth look at the legislative process and the strategy used to produce major wins for credit unions across the GoWest region.

[Advocacy 101](#) will take place July 25th and 26th and [Advocacy 201](#) will take place August 17th.

Hike the Hill and Calls to Action

In June, a group of 20 credit union leaders were on the Hill in Washington, D.C. and had meetings with 37 elected officials from across the GoWest region to discuss a variety of topics including interchange. GoWest regional advocates stepped up in a big way to deliver nearly 1,000 letters to the GoWest congressional delegation asking them to oppose the Credit Card Competition Act of 2023. We thank each and every person who took the time to get these messages sent.

In addition, we had nearly 1,100 messages sent to members of the Oregon state legislature regarding [SB 3](#), a financial education bill to require life skills and budget training in Oregon high schools. In part due to those grassroots efforts, this GoWest-backed bill passed overwhelmingly in the Oregon House and Senate. Calls to Action continue to be an excellent tool in making our voices heard. Advocacy works!

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