

## **Q4 2023 Update**

Your GoWest Team has been working this year to build upon the strong foundation established by credit union advocates. We have provided tools and resources to help deepen relationships with elected officials and strategically advance the role of advocates at all levels within credit unions. Throughout 2023, our collective goal has been to better equip and empower advocates to participate in effective, focused grassroots and political advocacy through our Advocacy Coordinator (AC) and Key Contact (KC) programs. We have held Advocacy Coordinator training courses and rolled out job duties for both ACs and KCs. We are working hard to complete key contact designations by the end of 2023.

### **Grassroots Engagement Update**

In July and August, the Advocacy 101 training had 90 attendees and the Advocacy 201 training had 57 attendees. These sessions are offered to meet our commitment of expanding the grassroots advocacy network and developing the next generation of credit union advocates.

Advocacy Coordinator Information Sessions were held early in 2023, and again in late July. The Grassroots and Political Programs Committee team will be hosting Key Contacts training in late October. This training will ensure Key Contacts are prepared and equipped for the next steps as we head into the 2024 legislative session and the 2024 elections. More information will be available soon on how to sign up for these training sessions.

Additionally, work has been done in all six state GACs to finalize Key Contact assignments for each state legislature. Partnerships with credit unions across the GoWest region have been vital to accomplish this important work.

### **Political Engagement Update**

In political engagement, we have surpassed our 2023 goal, securing permission agreements from 115 credit unions, exceeding our target of 112. The new Advocacy Toolbox offers an expanded set of tools and resources available to our lead advocates, including CULAC fair share goals, permission agreements, website access, calls to action, grassroots strategies, CULAC engagement reports, candidate contributions forms, an advocacy blog, and social media assets. We've also deployed a self-reporting tool for credit unions to transparently report political contributions. These improvements empower our advocates and solidify our role as a leader for credit unions in the political arena. Our commitment to advancing credit unions' interests remains steadfast as we continue to strengthen these essential partnerships.

We refreshed state specific CULAC reports to transform them into interactive tools with access to our grassroots and political programs toolbox that provides comprehensive insights and helps our lead advocates raise awareness in their credit unions. The primary objective is to facilitate a deeper understanding of the status of our Political Action Committees (PACs) and to bolster awareness within our movement.

Specifically, we made strategic modifications in the states of Arizona, Colorado, and Wyoming. These are aimed at fostering sustainable long-term growth in these regions. The key adjustment involves a shift in the allocation of payroll deduction contributions. Going forward, 50% of the funds generated through payroll deductions will be directed towards our federal PAC, while the remaining 50% will be channeled into the state-specific PACs in the three states.

Furthermore, we have improved all six state reports, enhancing them with valuable content and providing access to useful tools. This will both support the growth of our PACs and empower our grassroots and political programs. Accessibility to our toolbox has been simplified, it is now available with a simple scan of a mobile device or the click of a [link](#).

As part of our ongoing expansion efforts in state PAC fundraising in Arizona, Colorado, and Wyoming, we intend to incorporate these essential tools into our arsenal. Additionally, we plan to integrate state PAC numerical data into these reports, which will eventually be rebranded as our PAC reports, thereby aligning them seamlessly with our evolving strategic vision.

Please don't forget to review the specific state CULAC Report in your packet!

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