**We need your help today.**

The purpose of CUPAC is to provide the opportunity for individuals interested in the future of the credit union movement to contribute to the support of worthy candidates for state office who believe and have demonstrated their belief in the principles to which the credit union movement is dedicated.

Supporting candidates with CUPAC dollars, allows our credit union movement to open the door to creating long term relationships with candidates or elected officials who have decision making authority over policy that affects credit union’s ability to better serve the credit union members we represent.

We are asking staff and board members to make contributions so we may support candidates running for state office (State Senate and State House of Representatives) who support credit unions.

Engaging in political races has always been a challenging message to navigate. We value individual opinions and personal engagement, but CUPAC must maintain our focus on electing credit union champions.

**If credit unions don’t invest in the future of the credit union movement, nobody else will.**

CUPAC identifies candidates throughout your state who have a proven record of supporting credit unions and will work to promote our legislative priorities. Every candidate we support has made a commitment to fight - for your credit union, for your members, for your employees - and for YOU.

***In your State House***

**Q:**How does CUPAC determine when to endorse a candidate?

**A: CUPAC is a bi-partisan committee, which endorses candidates of both parties who support credit union issues.**Candidates are interviewed by the CUPAC committee, which is comprised of credit union employees and Government Affairs staff to determine electability and position on credit union issues. Candidates who are proven supporters of credit unions, and our legislative priorities, are given contributions. Many of the legislators we support are longtime members of credit unions and have been involved in the movement for many years.

**Q:**How does payroll deduction work?

**A:**By coming together to pool resources, credit union employees across our state can create one of the largest political action committees in the state. If every credit union employee gave $2 per month, on average, CULAC/CUPAC would have over xxx pick your state AZ $142,800, CO $151,200, ID $88,000, OR$158,400, WA $288,000, WY $24,600 every year to help elect legislators who will fight to protect and advance the credit union movement. By asking employees for nominal amounts each paycheck, your credit union can help advance the legislative priorities of credit unions across the state.

There has never been a more crucial time for you to make a direct investment in your credit union’s future and become politically involved.

As you may be aware, banks have been actively attacking credit unions in an intense battle and are employing vigorous political and legislative tactics in efforts to limit how you serve your members.

By investing in credit union advocacy through a nominal donation every month, your credit union association can stand up to bank attacks and promote a positive legislative and regulatory environment where credit unions can thrive and grow.

I urge you to donate or enroll your credit union in a payroll deduction plan ***today***, so we can better serve our members tomorrow.

Sincerely,

XXXX

President/CEO

XXX Credit Union

All contributions are voluntary and will be used for political purposes. You have the right to refuse to contribute without any reprisal. Guidelines contained herein are merely suggestions. You may contribute more or less than the guidelines suggest, and your Credit Union, GoWest or CUNA will not favor nor disadvantage you by reason of the amount of your contribution or a decision not to contribute.