

Credit union advocates throughout our region stepped up in 2023 to engage with the Association in grassroots and political evolution. We expanded the roles and resources available for Credit Union Advocates, Key Contacts, and for the new position of Advocacy Coordinator. 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. We hosted training courses and supported several meetings to support individual questions. We still have a long way to go to ensure that every elected official has a team of key contacts. We hope you will lean in and engage again in 2024!

Days at the Capitol

We are thrilled to see so many credit union advocates registered to show up at their state's Day at the Capitol! These days serve as a significant opportunity to connect with legislators and emphasize the Credit Union Difference. Registration links are included here for each state's Day at the Capitol.

[Arizona](#) · [Colorado](#) · [Idaho](#) · [Oregon](#) · [Washington](#) · [Wyoming](#)

Grassroots Engagement Update

In wrapping up 2023, the Grassroots and Political team placed emphasis on preparing Key Contacts for the 2024 legislative session by providing training and resources for success. This includes the emphasis on the Advocacy Toolbox resource developed to provide a one-stop resource center for advocates.

As the 2023 Grassroots and Political Committee completed its service, committee nominations were launched for the 2024 Grassroots and Political Committee. With several new committee members and a number of longtime committee members returning, GoWest member credit unions will be well served by this committee's future focused approach to improving credit union advocacy efforts. We are grateful for Dolores Broeske's (President/CEO, HAPO Community Credit Union) and Chris Chippindale's (SVP Northern Operation, Ent Credit Union) leadership on this year's committee and are pleased to have Chris returning as Co-Chair alongside Jen McMurray (VP Strategy + Advocacy, Advantis CU).

As we closed out 2023, the Grassroots and Political team convened on goals for 2024 including expanding Advocacy Coordinators and Key Contacts programs and expanded training opportunities.

Political Engagement Update

We are excited to share the very positive news in the progress made in our political engagement efforts as we wrapped up 2023 and stepped into the new year. Our fundraising events, particularly the MAXX and CULAC Holiday Giveaway, were huge successes, adding \$27,000 to our PAC funds.

Moreover, our engagement with credit unions has been headed in the right direction. We've surpassed our 2023 goal by securing permission agreements from 123 credit unions, exceeding our initial target of 112. This signifies a substantial increase in participation compared to previous years, with 112 credit unions contributing to PAC fundraising, up from 102 in the previous year. It's inspiring to see the growing support from within our community.

The preliminary figures for 2023 PAC fundraising are already promising. Although we're still awaiting the finalized December numbers, we've surpassed the PAC fundraising from 2022. By the year's end, we had raised \$282,762, nearly reaching our goal, and marking an a very modest increase from the \$257,232.07 raised in 2022.

Our success isn't just limited to overall figures; it's spread across states too. Four out of six states saw increased participation from credit unions in PAC fundraising, a significant achievement that bodes well for our collective efforts. Additionally, fundraising in these states, especially Arizona, Colorado, and Wyoming, had substantial growth. The \$17,450 raised in these states for the upcoming 2024 election cycle marks a dramatic increase compared to previous years and indicates a positive momentum as we prepare for the future.

The detailed state CULAC Reports included in your packet will provide deeper insights into each state's contributions and growth. As we await the complete report at the end of January, let's celebrate these achievements and continue our momentum into 2024. Thank you for your ongoing dedication and support in advancing our political engagement goals.