Subject: Get in the Game - GoWest PAC'em Challenge 2024!

Dear XXXXXX,

With the arrival of March Madness, we are excited to announce the annual GoWest PAC’em Challenge – a fantastic opportunity to blend fun with fundraising in support of credit unions’ state and federal political action committees (PACs). All GoWest credit union advocates are invited to join in this exciting event.

[What is the GoWest PAC'em Challenge](https://infogram.com/1p671q9nq2r2dec5gp15l25336f3dpp90zm?live)?

The PAC'em Challenge is a PAC fundraising event built around the energy and excitement of the NCAA Men’s and Women’s Basketball Tournaments. Participants make a donation of $25 to support credit unions’ political action committees. They then create and submit a bracket for the tournament, where they’ll compete against other credit union staff across the GoWest region.

Participants will choose to submit their bracket for the Men’s Tournament Challenge or the Women’s Tournament Challenge. They can enter as many times as they like by making a $25 donation for each bracket.

Because this event centers around the March Madness basketball tournaments, there is a strict deadline to enter prior to the start of the first official tournament game (Men’s - March 21 @ 12:15 p.m. ET, Women’s - March 22 @ 11:30 a.m. ET). Once the tournaments start, participants can track their entries on the PAC’em page.

Participation is encouraged throughout your credit union – it’s a fun way to energize and engage your teams. Credit unions are free to incentivize participation at your discretion. It’s fun and friendly competition at its finest.

**And, for the Winner:**

The winners of the GoWest PAC'em Challenge will receive a prestigious trophy signifying their win for this year’s tournament. One winner will be named from the Men’s Tournament and one winner from the Women’s Tournament.

And just for fun, the winners will get possession of a traveling trophy for the year – bragging rights!

 **How You Can Personally Donate and Participate:**

1. [Visit our dedicated PAC'em Tracker page](https://infogram.com/1p671q9nq2r2dec5gp15l25336f3dpp90zm?live) and click your state to donate and enter the PAC’em Challenge.

2. Contribute $25 to support our political action committees.

3. Upon donation, enter our PAC'em Challenge bracket (limited to 10 brackets per user).

4. Choose either the Men’s or Women’s Bracket challenge based on donations for entry.

 - Gain entry into our March Madness PAC'em Challenge bracket for a chance to enjoy the excitement of March Madness while actively contributing to the credit union movement.

**Note:** An ESPN account is required. If you don't have one, click SIGN UP on the sign-in page.

 **Rules of the Game:**

- Must be a credit union member with a [signed permission agreement](https://www.cuna.org/advocacy/culac-login/permission-agreement-for-solicitation.html).

- Understand that contributions are voluntary and will be used for political purposes.

- $25 per bracket entry (made by online contribution).

- Deadline to submit: Men’s – 3/21 @ 12:15 p.m. ET, Women’s – 3/22 @ 11:30 a.m. ET.

- All brackets will be DELETED for those that do not donate by the deadline.

Contributions are not tax-deductible, but the satisfaction of supporting our credit union movement is priceless!

For any questions or additional participation opportunities, feel free to reach out to Chris Kemm at ckemm@gowest.org

Let's show our team spirit, have some fun, and contribute to a cause we're passionate about. Your involvement makes a difference!

Thank you,

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Disclaimer - Contributions are not tax deductible. Contributions to PAC-CULAC are strictly voluntary and will be used for political purposes. There are no prizes beyond the winner’s trophy. You have the right to refuse to contribute without reprisal. Guidelines contained herein are merely suggestions. You may contribute more or less than the guidelines.