

Credit Unions in the GoWest region hear us talk about Q1 being “Advocacy Season.” To date we have collectively completed six Day at the Capitol events, the America’s Credit Unions’ GAC in Washington, D.C. and four out of six state legislative sessions. Hundreds of advocates all over our region have engaged with elected officials at the highest levels sharing the credit union difference and messaging our structure, value and impact.

Your GoWest team will continue our work to build upon the strong foundation established by credit union advocates. We plan to strengthen the tools and resources to help deepen relationships with elected officials and strategically advance the role of advocates at all levels within credit unions. Throughout 2024, our goal is to better equip and empower advocates to participate in effective, focused grassroots and political advocacy by strengthening our Advocacy Coordinator (AC) and Key Contact (KC) programs.

Grassroots Engagement Update

The Grassroots and Political Committee convened in Q1 to lay the groundwork for this year’s priorities which closely align to organizational goals that expand training opportunities and enhance resources for advocates, advocacy coordinators, and key contacts. There are many returning members and several newer members, and we are pleased with the engagement so far. This year’s co-chairs Chris Chippindale, Ent CU and Jen McMurray, Advantis CU have challenged this committee to be better at sharing resources and working together to improve our collective grassroots and political engagement. The committee will meet for an in-person workshop on May 7, 2024, in Boise, ID to more deeply strategize the work outlined in the beginning of the year.

Grassroots engagement throughout the Days at the Capitol and America’s Credit Unions Governmental Affairs Conference made all the difference. The GoWest team worked to improve the preparation advocates receive before and during these signature events for maximum impact. This includes better empowering advocacy coordinators to drive excitement in their respective credit unions and continuing to build out key contact relationships by connecting constituents and credit union leaders in legislators’ districts. In Q2, we will update resources for advocacy coordinators and key contacts to prepare folks for post-session, election year engagement.

Grassroots engagement is never finished and with an election approaching, the GoWest team is committed to improved strategic training for our advocate communities to be well-positioned to engage legislators in the coming months.

Q1 wraps with a multi-tiered plan for enhancing grassroots resources including an overhaul of the grassroots-specific section of the GoWest website to allow advocates to quickly identify and access resources to be successful. We look forward to having this work completed in Q2 with a roll-out of multimedia training resources road-mapped for year end.

Credit unions continue to push our grassroots evolution forward and we are excited to see so many advocacy coordinators and key contacts help shape credit unions' success in the future. It's no secret, with the complexity of issues across the GoWest region and nationally, now more than ever we need credit union advocates who are equipped and engaged. From successful Call to Action campaigns in Q1 to robust planning for signature advocacy events, we continue to see positive results.

Political Engagement Update

We're pleased to share the progress made during the 1st quarter of 2024 in our political engagement efforts.

In Wyoming, a shot-in-the-arm campaign while gathered for CU Day at the Capitol garnered significant support. In just one afternoon, credit unions raised an impressive \$7,500, and by the week's end, total contributions had surged to \$8,175, setting a promising tone for our advocacy initiatives.

At the America's Credit Unions Government Affairs Conference (ACU GAC), a significant transformation occurred within CULAC, now rebranded as Americas Credit Union PAC (ACUPAC). GoWest credit unions' collective efforts yielded outstanding results, rallying to raise a record-breaking \$26,212, marking a 42.6% increase from the previous year.

In March, we began the PAC'em Challenge, infusing the excitement of the NCAA Men's and Women's Basketball Tournaments into our PAC fundraising initiatives. With 34 participating credit unions and over 100 staff members joining the fray, we raised an additional \$5,500, to support GoWest credit union PACs.

In summary, the 1st quarter was marked by resounding success, with \$39,887 raised across three specific events tied to our PAC engagement strategy. The cumulative total with payroll deduction soared to \$61,825.

Updated PAC reports will be available in the advocacy toolbox once all donations are reported to the FEC (Federal Election Commission) and state divisions of finance.

[Please see our Advocacy Toolbox here for live report.](#)