

COMMITTEE ACTION REQUEST

2024 Contribution to the National Advocacy Fund (NAF)

Background

What is NAF? The National Advocacy Fund (NAF)'s mission is to fund extraordinary advocacy initiatives and campaigns on behalf of America's Credit Unions, Leagues, and credit unions in support of the America's Credit Unions/League system's advocacy agenda at the federal or state level.

What types of activity does the NAF fund? NAF funds four pillars of activity:

1. Preventing and responding to **attacks by banks** or others on the credit union tax status and model
2. **Issue advocacy** in support of federal and state advocacy initiatives
3. **Electing** pro-credit union champions to office
4. Enhancing our political **coalition** outreach throughout the country

Who may contribute to the National Advocacy Fund? Donations may come from federal and state chartered credit unions, state credit union leagues, league- or credit union-administered "defense funds," credit union service organizations (CUSOs) and vendors. In most cases league state PACs may also contribute.¹

How is NAF governed? Expenditures by the National Advocacy Fund are administered by a Steering Committee comprised of volunteer credit union and league representatives appointed by the America's Credit Unions and American Association of Credit Union Leagues (AACUL) boards.

Historical GoWest involvement: GoWest has historically used the Defense Fund Oversight Subcommittee to discuss and consider a contribution on behalf of GoWest credit unions.

Recommended Action:

That the GoWest Defense Fund Oversight Subcommittee approves a contribution of \$265,000 to the National Advocacy Fund on behalf of GoWest credit unions, representing GoWest credit unions' fair share goal.