

General Description

Key Contacts are advocates who have taken further initiative by graduating from advocacy training and are regularly attending advocacy events. Key Contacts will be assigned to a member of Congress or a state legislator to engage at a higher level. Credit union leaders will be specifically identified to build relationships with strategically assigned elected officials in geographic districts. These advocates are identified from within member credit unions at every level of the organization. Key Contacts are responsible for growing, maintaining, and deepening relationships with assigned elected officials and their staff.

Duties of a Key Contact

Key Contacts will be the group of individuals assigned specifically to a legislator or member of Congress. Key contacts could be 3-5, or more individuals and could be from several credit unions in the district.

- Develop a list of the elected officials who are members of your credit union and represent in your credit union's branch network.
- Work with GoWest Credit Union Association and other Key Contacts to set goals for engagement with those you are assigned.
- Set internal goals to invite legislators to your credit union for important events, ribbon cuttings, community meetings, and annual meetings. Introduce them to key staff who are constituents.
- Educate legislators about credit unions by emphasizing credit unions' not-for-profit, cooperative structure and how that delivers value to members and drives positive community impact.
- Staying in-the-know by signing up to receive legislator's newsletters, following their social media accounts, and attending their town halls, community events, or presentations (Kiwanis, Lions, Chamber, etc.).
- Help to guide dialogue at Credit Union Day at the Capitol and Hike the Hill meetings, and any other strategic meetings as needed with key legislators.
- Key Contacts are the primary source to assist the Association in delivering America's Credit Unions/State PAC checks to the legislator.
- Continue outreach during legislative session and support the state/federal legislative agenda.
- Meet with and get to know your state and federal representatives; meet with them at their office in the State Capitol during legislative year, or attend political functions during the campaign season.
- Deliver credit union community engagement materials and annual meeting documents to legislators who are members of your credit union.

Position Qualifications

Be an employee of a member credit union in good standing with the GoWest Credit Union Association. Key Contacts will be willing to be involved in legislative and political affairs on the credit unions' behalf. Must have expressed consent by CEO/President or designee of the credit union to participate in our advocacy program as a Key Contact. Must attend one Advocacy training per calendar year.