

We are in the season of campaigns and elections and now is the time to meet with elected officials back home in the district. We hope that if you are a key contact, you are involved with your state lobbyist or our federal team in meeting and delivering PAC checks to credit union supporters.

Your Grassroots and Political Engagement team has been working with advocates all over our region to assist in their advocacy journey. Some of our goals and completed tasks this past quarter include:

- Finalizing the [Advocacy Toolbox](#) on our website
- Updating the PAC Engagement Plan
- Completed the 30 by the 30th ACU PAC fundraiser
- Executed the Grassroots and Political Committee in-person meeting
- Finalized dates for Advocacy 101 and 201 Training
- Set-up regional Key Contact training in Wyoming and Idaho
- Created new toolbox document “Coffee Meeting with a Legislator”
- Developed plan for video training program

Of course, your ideas and suggestions guide our team in making sure we are providing you with the tools you need to be successful. Please reach out anytime!

Grassroots Engagement Update

The Grassroots and Political Committee met for its Q2 meeting on May 7th with several committee members joining in-person in Boise, ID. During this meeting, a great deal of attention was focused on how to develop better resources for members to use in their internal advocacy efforts. Reviews of the Advocacy Coordinators and Key Contacts job duties yielded a great discussion about enhancing and supplementing these resources. Some of the ways proposed for this included short videos shot with the assistance of committee members and a call for volunteers was put out to rally around this work. We anticipate having this work scheduled and to start delivering video content by the end of Q3.

The Grassroots and Political Committee also held a workshop in mid-June to develop documents that clearly lay out the steps Advocacy Coordinators and Key Contacts can take and provide a roadmap for success. We have been impressed by the passion and skills on display out of this committee work, and can confidently say that this work will help raise the bar on advocacy engagement across our GoWest region.

We have worked closely with lobbyists in each state to deploy Advocacy Coordinators and Key Contacts training. These trainings have been offered in Wyoming and Idaho with plans to deploy training in Arizona, Colorado, Oregon, and Washington in Q3.

The Grassroots and Political team will be offering signature Advocacy 101 and 201 trainings in Q3 as well. These are great opportunities to get your teams involved to better understand their role in advocating for credit unions. Details can be found on our website.

Finally, we are improving our systems and reporting to be on the leading edge of grassroots deployment. We've worked with our advocacy networks to update Key Contact lists and ensure that our internal tracking and recording helps us to quickly find opportunities to get advocates out in front of legislators in the community, for check presentations, and for candidate interviews.

Political Engagement Update

We have made considerable progress with 135 credit unions now holding active permission agreements. The distribution is as follows: 16 in Arizona, 31 in Colorado, 13 in Idaho, 29 in Oregon, 38 in Washington, and eight in Wyoming. So far, 23 credit unions have collectively raised \$147,816 in 2024, which represents 47% of our 2023 total and puts us at 37.8% of our 2024 goal.

The recent \$30 by the 30th campaign saw participation from 39 credit unions in the GoWest region, raising \$3,830. While this is 56% of what we raised during the same campaign in 2023, Washington State achieved a new high, contributing \$1,925. As we enter a crucial period for fundraising, we will be reaching out to each credit union to provide a status report on their political engagement efforts and encourage continued support to meet our year-end goals.

We are excited to engage in developing and producing our new advocacy videos that will highlight the importance of PAC, how to raise PAC monies, and the process of setting up payroll deductions. These videos will serve as valuable resources for enhancing our collective advocacy efforts.

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.](#)