



2024/2025 PAC ENGAGEMENT PLAN



Credit unions engage with elected officials in various ways to highlight their impact. One of which is providing financial contributions to candidates who support credit union policy priorities at the federal and state level. Two separate mechanisms provide financial support to elected officials and candidates who support credit unions - the America's Credit Unions Political Action Committee (ACU PAC), and state-based credit union PACs, which operate independently within each of our six states.

Contributions are used to help elect candidates who understand the credit union difference and will fight to ensure that credit unions remain the best financial services option for consumers. ACU PAC is among the most bipartisan PACs in Washington, D.C., and bases its candidate support decisions strictly on the support of credit unions without regard to party affiliation.

Members and employees of ACU-affiliated credit unions that have a current signed permission agreement with their state league/ACU, are eligible to contribute to ACU PAC.



ACU, GoWest Credit Union Association, and the state leagues work together to strategize the best allocation of funds.

ACU PAC Permission Agreements



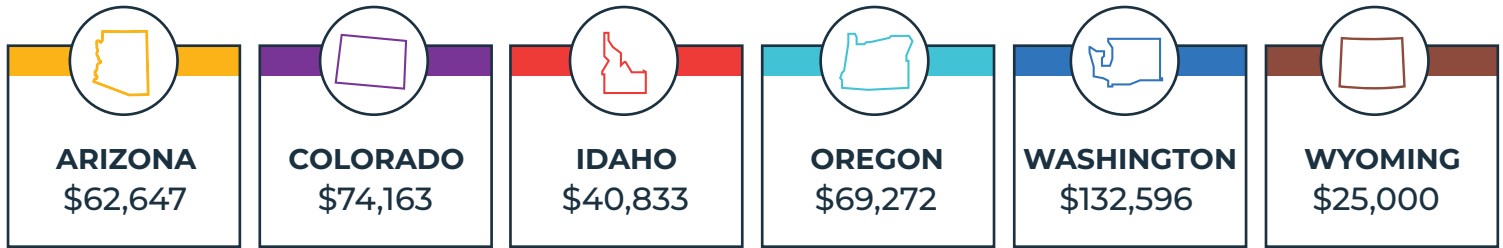
Federal law requires that your credit union grant ACU PAC 'prior approval' each calendar year by signing a permission document.

Before we talk about fundraising, there is one required step credit unions must complete. In order for GoWest or ACU to share further information about ACU PAC and how your credit union can participate in fundraising efforts, federal law requires that your credit union grant ACU PAC "prior approval" each calendar year by signing a permission document, which allows us to educate you and your team about ACU PAC, as well as help your teams voluntarily participate in ACU PAC activities. GoWest can quickly provide you with this document, assist you in completing it, and remind you each calendar year about the need to keep it current.

[PERMISSION AGREEMENT TRACKING - RENEWAL](#)

2024 Goals

Each state is given what are called their “fair share” goals. For 2024, here are the numbers outlined by ACU for each of the GoWest states



By coming together to pool resources, credit union employees across our states will be instrumental in helping make ACU PAC a strong and forceful political action committee in the nation. If every credit union employee gave \$1 per pay period or \$2 per month, on average, we would raise \$850k in a year, and \$1.7 million in an election cycle.

2024/2025 Fundraising Timelines

There are several opportunities throughout the year to raise awareness about what ACU PAC is, and why it is important. Our collective efforts to raise money for ACU PAC are essential to our efforts to help build relationships with credit union leaders to bridge the gap with decision-makers at the federal level.

We will work with ACU PAC Trustees, committee leaders, and credit union advocacy coordinators to support these programs.

Educate CUs on Payroll Deduction Program

When it comes to political action, every dollar given makes a powerful difference. Imagine the impact we could make if every credit union employee gave just \$1 to ACU PAC from each of their paychecks!



By offering a payroll deduction program to your employees called CUTS, you can help make this a reality. This is a year-round effort to target new credit unions to get payroll deduction started. This should be the first tool credit unions are using to raise monies for ACU PAC/State PAC.

DEC
JAN

ACU Governmental Affairs Conference

The first association wide targeted event to fundraise outside the normal payroll deduction. This targeted event gives us access to leaders of our credit unions to give outside their annual commitment.



FEB
MAR

General Support of Individual Credit Union ACU PAC Events

The GoWest team understands that many credit unions have successful traditional ACU PAC fundraising events, like ACU PAC Month efforts, and we look forward to continuing to support individual ACU PAC fundraising events and programs!



PAC'EM

MAR

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 to support credit unions' political action committees. They then create and submit a bracket for the tournament, where they'll compete for bragging rights against other credit union staff across the GoWest region.

30/30 (Partner with ACU)

Targeted ACU PAC campaign that is meant to get current contributors or past contributors to give \$30 within the 30 days of June. This would just be a coordinated communication with our members to help raise more awareness of ACU PAC.

PAC the Pub @ MAXX

"PAC THE PUB at Maxx" to support the Political Action Committee (PAC) and strengthen our community engagement! Enjoy heavy appetizers, beverages, and great company while contributing to a meaningful cause. Choose from three participation levels: General Admission (\$25) with two drink tickets, Rainier Level Sponsor (\$100) with three drink tickets and sponsor recognition or Tap Level Sponsor (\$250) with VIP early access, three drink tickets, and sponsor recognition. Let's come together for a night of fun, networking, and impactful support for our advocacy efforts. Your participation makes a difference!

Also deploy credit union team state of PAC status reports for credit unions in effort to raise awareness of where each credit unions stands in political engagement.

NOV/DEC

Permission Agreement Focus in November, we will deploy a month-long awareness campaign to renew our expiring or sign-up new permission agreements. This would be a GoWest wide push, using our committee leaders, and advocacy coordinator to help meet our objectives.

Work with regional Young Professionals for Y PAC the PUBs program.



Engaging Credit Union Boards

Our commitment is to raise funds for ACU PAC through political engagement programs, targeting credit union leadership at all levels. Strong board participation is crucial for success, and without their support, raising sufficient funds is almost impossible. It is important to ask each board member to contribute a baseline amount annually to demonstrate their commitment. Board members can also be key advocates for ACU PAC, encouraging contributions from their credit union and the movement.










Strong board participation is essential to running a successful ACU PAC program.

Tracking & Accountability

To better track and stay true to our overall goals, we have created a state-by-state report, which is a live link and updated on a regular basis. Our goal in 2024 is to complete a tracking process for individual donations to Members of Congress. We will ask credit unions to self-report their individual contributions to Congressional candidates, and we will include these in future political engagement reports to our state GAC's.

[Advocacy Toolbox](#)

GoWest PAC Report 2024 	
Arizona ACU PAC Report 	Oregon ACU PAC Report 
Colorado ACU PAC Report 	Washington ACU PAC Report 
Idaho ACU PAC Report 	Wyoming ACU PAC Report 

Overview of State PACs

As important as ACU PAC, we have strong state Political Action Committees (PACs). Credit Unions' individual state PACs support state-level candidates who support credit unions. Below is a brief description of each state PAC and its funding structure.

ARIZONA CUPAC, the Credit Union Political Action Committee, is exclusively funded by individual donations. Donations to ACU PAC via payroll deduction are divided equally, with 50% allocated to ACU PAC for federal candidates in your state and the remaining 50% to CUPAC for state candidates.	COLORADO CUPAC, the Credit Union Political Action Committee, is exclusively funded by individual donations. Donations to ACU PAC via payroll deduction are divided equally, with 50% allocated to ACU PAC for federal candidates in your state and the remaining 50% to CUPAC for state candidates.	IDAHO The Idaho Credit Union Legislative Action Fund (CULAF) allows state-chartered credit unions to contribute to the State PAC (CULAF) through option contributions on their GoWest dues statement. Corporate and individual contributions are allowed in CULAF, although individual donations are historically ACU PAC focused. Federal credit unions are not allowed to contribute to CULAF.
OREGON Credit Union Legislative Action Fund (CULAF) State Chartered Credit Unions contribute to the State PAC with contributions listed on their dues statement. Corporate contributions are allowed, and their contribution is based on years past. All individuals' donations are focused on ACU PAC. Federal CUs (Credit Union) cannot contribute to CULAF.	WASHINGTON Washington Credit Union Legislative Action Fund (CULAF) – State chartered credit unions make contributions to the state PAC via their annual dues statement. Corporate contributions are allowed to fund state PACs in Washington and are used specifically to support statewide and legislative candidates both directly and through caucus PACs. No personal contributions are solicited for the state PAC and federally chartered credit unions cannot contribute.	WYOMING CUPAC, the Credit Union Political Action Committee, is exclusively funded by individual donations. Donations to ACU PAC via payroll deduction are divided equally, with 50% allocated to ACU PAC for federal candidates in your state and the remaining 50% to CUPAC for state candidates.