

Key Contacts

Each state has worked to identify Key Contacts in legislative districts over the past year.

As a reminder, Key Contacts are advocates who are specifically assigned to develop a relationship with a legislator or member of Congress to engage at a higher level. Key contacts will collaborate with other key contacts, in some cases from other credit unions, as a “team” to develop an engagement plan for that elected official. 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.

This document will outline the recommended duties at an entry-level (Silver) and expert-level (Platinum) Key Contact.

Silver:

- Attend Advocacy 101 and 201 training.
- Work with GoWest Credit Union Association and other Key Contacts to set goals for engagement with those you are assigned.
- Develop a list of the elected officials who are members of your credit union and in your credit union’s branch reach. Staying in-the-know by signing up to receive legislators’ newsletters, following their social media accounts, and attending their town halls, community events, or presentations (Kiwanis, Lions, etc.).

Gold:

- Set a goal of inviting 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.
- Key Contacts are the primary source to aid the Association in delivering PAC checks to the legislator.
- Deliver credit union community engagement materials and annual meeting documents to legislators who are members of your credit union.

Platinum:

- Attend your local Credit Union Day at the Capitol.
- 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.
- 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.