

Credit union advocates throughout our region stepped up in 2024 to engage with the Association in grassroots and political evolution. We expanded the roles and resources available for Credit Union Advocates, Key Contacts, and for the position of Advocacy Coordinator. Your credit union's Advocacy Coordinator will work with our team to coordinate advocacy engagement and will be your point person responsible for governmental and legislative activities. We hosted training courses and supported several meetings to support individual questions. We still have work to do to ensure that every elected official has a team of key contacts. Please lean in and engage again in 2025!

Days at the Capitol

It is exciting to see so many credit union advocates registered to show up at each state's Day at the Capitol! You're invited to bring as many members of your team as possible to share the credit union message with elected officials. These days serve as a significant opportunity to connect with legislators and emphasize the Credit Union Difference. Can you bring more advocates? Registration links are included here for each state's Day at the Capitol.

[Wyoming - Jan. 16](#)

[Idaho - Jan 22](#)

[Arizona - Jan 28](#)

[Oregon - Feb 5](#)

[Washington - Feb 11](#)

[Colorado - Feb 20](#)

Grassroots Engagement Update

There are many grassroots successes to celebrate for your work in 2024. These include over 3,500 unique points of engagement with elected officials and regulators throughout the year. This includes engagement during legislative sessions, campaign events, and official meetings. These touchpoints are essential to effective advocacy, and we are looking forward to even more engagement in 2025.

We are also proud of the continued emphasis on advocacy training and preparation. More than 300 credit union advocates received training across several programs to prepare them

as advocates, advocacy coordinators, and key contacts including Advocacy 101 & 201, MAXX Training, and Key Contact Training and Advocacy Coordinator calls.

This emphasis on training carries through to the development of tools and resources for credit unions to enhance their internal advocacy efforts. This bolstered resource library includes updated expectations for Advocacy Coordinators and Key Contacts.

The Grassroots and Political Committee was essential in helping guide the work of our team this year and helped us to develop advocacy training videos and topical resources to enhance educational materials for member credit unions to use in training advocates internally.

Finally, there were over 2,500 responses to Calls to Action for both state and federal legislative priorities. These are essential opportunities to get our message out and clearly communicate credit union priorities to lawmakers.

As we prepare for 2025, we know that these successes are just the beginning of what we can accomplish, and we fully anticipate bringing even more vigor to the mobilization of GoWest region advocates.

Political Engagement Update

As We Kick Off the New Year, we are thrilled to share the strides we've made in advancing our PAC efforts over the past year. Finalized totals will be reported after January 21, but here's a snapshot of the remarkable progress we've achieved:

State Highlights ([Advocacy Toolbox - Reports](#))

- **Arizona:** Achieved **40.1%** of its fundraising goal, raising **\$25,146.50** so far.
- **Colorado:** Reached **65.5%** of its 2024 goal, raising **\$48,644.60**.
- **Idaho:** Exceeded its goal at **100.9%**, raising **\$41,267.00**.
- **Oregon:** Surpassed its goal, raising **\$115,944.30**.
- **Washington:** Reached **65.7%** of its 2024 goal, raising **\$87,161.10**.
- **Wyoming:** Exceeded its initial goal, set a stretch goal, and achieved **74.1%** of that goal by raising **\$18,517.80**.

Regional and Historical Milestones

- **Total Raised in 2024:** **\$336,681.20**, surpassing last year's total of **\$310,986**.
- **Total Raised Since 2022:** **\$904,900.17**—a clear testament to our long-term growth.
- **Contributor Growth:** **2,574 contributors** in 2024, exceeding our previous best of **2,238 contributors** in 2020.
- **Credit Union Participation:** **131 credit unions** participated in PAC fundraising in 2024, setting a new record over the previous high of **120** in 2020.

- **Affiliated Participation:** Over **55% of affiliated credit unions** across the GoWest region contributed in 2024—a record-breaking level of engagement.

With new tools on the horizon and a renewed passion for investing in our political engagement, we are energized and excited to set bold new milestones in 2025. These achievements highlight the unwavering commitment and collaboration of our credit union advocates and members. The momentum we built together in the past year sets the stage for even greater successes in the year ahead.

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.](#)

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