Subject: Get in the Game - GoWest PAC'em Challenge 2025!

Dear XXXXXX,

With the arrival of March Madness, we are excited to announce the annual GoWest PAC’em Challenge – a fantastic opportunity to blend fun with fundraising in support of credit unions’ state and federal political action committees (PACs). All GoWest credit union advocates are invited to join in this exciting event.

[What is the GoWest PAC'em Challenge](https://infogram.com/1p671q9nq2r2dec5gp15l25336f3dpp90zm?live)?

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 of $25 to support credit unions’ political action committees. They then create and submit a bracket for the tournament, where they’ll compete against other credit union staff across the GoWest region.

Participants will choose to submit their bracket for the Men’s Tournament Challenge or the Women’s Tournament Challenge. They can enter as many times as they like by making a $25 donation for each bracket.

Because this event centers around the March Madness basketball tournaments, there is a strict deadline to enter prior to the start of the first official tournament game (Men’s - March 20th prior to start of first game. Women’s - March 21st prior to start of first game). Once the tournaments start, participants can track their entries on the PAC’em page.

Participation is encouraged throughout your credit union – it’s a fun way to energize and engage your teams. Credit unions are free to incentivize participation at your discretion. It’s fun and friendly competition at its finest.

**And, for the Winner:**

The winners of the GoWest PAC'em Challenge will receive a prestigious trophy signifying their win for this year’s tournament. One winner will be named from the Men’s Tournament and one winner from the Women’s Tournament.

And just for fun, the winners will get possession of a traveling trophy for the year – bragging rights!

**How You Can Donate and Participate in PAC’em Challenge**

1. **Visit the PAC’em Tracker** – Click on your state to donate and join the PAC’em Challenge.
2. **Enter the PAC’em Challenge Bracket** – After donating, secure your spot in the competition.
3. **Pick Your Bracket** – Choose between the **Men’s or Women’s** Bracket Challenge. (or both based on donation amount)
   * Compete in the **March Madness PAC’em Challenge** and enjoy the tournament while supporting the credit union movement!
4. **Bracket names must identify users**. I.E CoachKemm’s Picks 1 or “UConn Do it’ Jay Curtis.

**Important:** An **ESPN account** is required. If you don’t have one, click **SIGN UP** on the sign-in page.

**Rules of the Game**

* Contributions are **voluntary** and used for **political purposes**.
* **$25 per bracket entry** (must be made via online contribution).
* **Submission Deadlines:**
  + **Men’s Bracket** – **March 20** (before tip-off of the first game).
  + **Women’s Bracket** – **March 21** (before tip-off of the first game).
* **Brackets will be deleted** if a donation is not received by the deadline.

*Note: Contributions are not tax-deductible, but the impact on our credit union movement is priceless!*

For questions or additional participation opportunities, contact **Chris Kemm** at [ckemm@gowest.org](mailto:ckemm@gowest.org).

Let’s **show our team spirit, have fun**, and make a difference together!

Thank you,

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Disclaimer - Contributions are not tax deductible. Contributions to PAC-ACU PAC are strictly voluntary and will be used for political purposes. There are no prizes beyond the winner’s trophy. You have the right to refuse to contribute without reprisal. Guidelines contained herein are merely suggestions. You may contribute more or less than the guidelines.