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 by the start of the first game. Women’s - March 21st by the start of the first game.) When 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 after the Men’s Tournament and one winner after 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:**

- Must be a credit union member with a [signed permission agreement](https://www.cuna.org/advocacy/culac-login/permission-agreement-for-solicitation.html).

- Understand that contributions are voluntary and will be used for political purposes.

- $25 per bracket entry (made by online contribution).

- Deadline to submit: Men’s – 3/20 by the start of the first game, Women’s – 3/21 by the start of the first game.

- All brackets will be DELETED for those that do not donate by the deadline.

Contributions are not tax-deductible, but the satisfaction of supporting our credit union movement is priceless!

For any questions or additional participation opportunities, feel free to reach out to Chris Kemm at [ckemm@gowest.org](mailto:ckemm@gowest.org?subject=PAC'em%20Question)

Let's show our team spirit, have some fun, and contribute to a cause we're passionate about. Your involvement makes a difference!

Thank you,

XXXXXXXXXXXXXX

Disclaimer - Contributions are not tax deductible. Contributions to 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. The guidelines contained herein are merely suggestions. You may contribute more or less than the guidelines.