**The Deduct-a-Buck Guide**

This guide documents the process used for the League of Southeastern Credit Unions (LSCU) and its Political Action Committee (PAC), the LSCU FedPAC (League of Southeastern Credit Unions Federal PAC) to solicit affiliated credit union members for contributions to LSCU FedPAC through the Deduct-a-Buck program.

**Getting Started:**

**Solicitations:**

If you are planning to solicit your members for LSCU FedPAC, the Federal Elections Commission (FEC) requires that the CEO or designated official at the credit union sign a permission statement allowing LSCU FedPAC to solicit your members. If you are not sure if your credit union has signed a permission statement, please contact LSCU Advocacy staff at 866.231.0545.

**Approval:**

A credit union’s Board of Directors must approve the Deduct-A-Buck automatic withdrawal program. The LSCU requests, in writing, that the credit union will participate in the Deduct-a-Buck program and maintains a copy of the written request on file at the LSCU office. A sample letter from the League president to credit union CEOs will be provided by LSCU.

**Sign the Credit union Authorization and Information Sheet:**

The credit union should then complete the Credit Union Authorization and Information Sheet designating a contact at the credit union that will handle the Deduct-a-Buck program and will outline a schedule and other relevant information.

**Contributions:**

Federal law requires us to collect and report the name, address, occupation, employer and credit union of each individual whose contribution(s) exceeds the current reporting threshold of $50.00. All credit union(s) must have a signed Permission Statement on file at the LSCU. (Note: If contribution is to be disbursed to LSCU FedPAC, Federal law requires authorization for solicitation from all participating credit unions. To inquire, please call LSCU Advocacy staff at 866.231.0545 LSCU will remain responsible for filing all necessary reports with the FEC.

**Credit union’s role as a collecting agent:**

It is very important to keep individual contributions to the PAC separate from other credit union corporate accounts. Therefore, credit unions must set up a sub-account or some form of segregation for the funds that will be received from the Deduct-a-Buck program.

**Promotion:**

Credit unions can develop their own Deduct-a-Buck marketing program. Past experience suggests it is more effective to promote the program in newsletters and through the use of promotional materials such as brochures and advertisements. LSCU can always help you create personalized credit union materials.

• Set a goal for your credit union’s Deduct-a-Buck program, both in terms of participation and actual dollar amount and be sure to set a deadline for turning in authorization forms.

• Offer prizes, both for the entire board of directors and credit union-wide. If your credit union has multiple branches, hold a competition between branches to encourage a higher percentage of participation. Prizes must be in accord with federal law so check with LSCU before offering prizes.

• Include Statement Stuffers into credit union member’s monthly statements. Incorporate a Deduct-a-Buck solicitation and authorization forms into new member packets.

• Advertise Deduct-a-Buck through articles in credit union newsletter and in branches (note that only those employees who are also members of the credit union are solicitable, so be careful to only use this tact if all or at least 97% of employees are members).

• Recognize and thank members who contribute.

**Disclaimers and Other FEC Requirements:**

The following disclaimers must appear on all Deduct-a-Buck promotions: Contributions to LSCU FedPAC are not deductible for federal tax purposes. You have the right to refuse to contribute without reprisal. This deduction is not tax-deductible and this contribution is strictly voluntary and will be used for political purposes. The amounts listed above are merely suggestions, and you may contribute more or less than the guidelines suggest. In addition, the League of Southeastern Credit Unions (LSCU) and CREDIT UNION NAME will not favor or disadvantage anyone by reason of the amount of their contribution or their decision not to contribute.