

SO, DOES A CONTRIBUTION  
TO THE PAC REALLY  
MAKE A DIFFERENCE?

Yes! Consider it an investment in your credit union's future. Your participation in the PAC produces real political power. Protecting credit unions and the members we serve can't be done without people just like you. When you and your colleagues contribute to the PAC, it serves as a constant reminder to elected officials of the importance of the credit union community. Our fight to protect credit unions continues today.

TO PUT IT IN PERSPECTIVE...

If Georgia CUPAC/CULAC offered the maximum contribution allowed by law to each and every Georgia congressional and state legislator each election cycle, we would have to raise over \$1.3 million. And although we are nowhere near this mark...

EVERY LITTLE BIT HELPS!

The staff at Georgia Credit Union Affiliates is available to answer questions about federal and state PAC laws. They can offer ideas for fundraising events and help make sure events are in compliance with state and federal guidelines. To contact GCUA, please call (800) 768-4282 or (770) 476-9625.



On behalf of all credit unions, we thank you for your commitment to political action.



Contributing to  
GA CUPAC/CULAC

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Why Fundraising  
is Important

## FUNDRAISING

More than 8,000 people contribute to GA CUPAC/ CULAC each year to help deliver the credit union message to our elected officials. That is an average donation of less than \$27.00. Just imagine the message credit unions could send if the 4,600 plus credit union employees, over 1,500 volunteers and more than 2 million credit union members participated!

Regardless of personal political views, government activity at both the state and federal level has a direct impact on credit unions, and a strong political action committee is integral to an effective advocacy program. Your support of the PACs works to shape public policy so it reflects the needs of credit unions and their members.

Here in Georgia, we donate to two PACs: GA CUPAC to fund Georgia activities and CULAC to fund federal activities. The PACs send a powerful message of unity on behalf of credit unions by allowing contributors to pool their donations with those of thousands of their peers in Georgia and across the nation. By helping to elect people who care about credit unions, our message is clearly heard by elected officials, their staff and political leaders in both Georgia and Washington D.C. These dollars are combined to create one single powerful voice.

## WHY CONTRIBUTE TO GA CUPAC/CULAC?

Credit unions have to fight to protect the interests of our members so that credit unions aren't legislated into becoming for-profit institutions or crippled by stifling legislation. Credit unions are the only ones that speak out for the industry, and for the members you serve. For this reason, we must present a strong unified voice in the halls of Congress and the Georgia General Assembly, and this is accomplished through contributions in support of GA CUPAC/CULAC.

Our efforts are concentrated on raising money for GA CUPAC/CULAC to establish valuable relationships with legislators who support issues important to our industry.

## WHO CAN CONTRIBUTE?

Affiliated credit union executives, administrative personnel, volunteers, the board of directors, committee members, their families, members and anyone who supports your credit union.

## FUNDRAISING EVENTS AND ACTIVITIES

There are many simple and popular ways to enact a successful fundraising campaign for GA CUPAC/CULAC:

- **PAC Donor Recognition**  
Hand out small tokens (stickers, pins, etc.) of your appreciation for contributions.
- **Chocolate/Candy Sales**  
An effortless way to raise money that has proven quite successful. Just purchase the candy and have your tellers sell it at the counter!
- **Deduct-A-Buck**  
Allows members to authorize their credit union to deduct a minimum of \$1 from their account every week, month or year for PAC contributions.



- **Dress Down Day Campaign**  
For a donation to the PAC, staff members can wear casual apparel to work for the day.
- **Charitable Matching Gift Program**  
Allows credit unions to match PAC contributions from individuals, dollar for dollar, to the charity of their choice. This benefits both the PAC and worthy charities.
- **Payroll Deduction**  
Credit union employees may contribute through payroll deduction. It's an easy and automatic way to make continuous donations.
- **Raffles**  
Prizes can be donated by credit unions or by outside sponsors. Members fill out tickets and return to tellers with their donation amount. The drawing itself could be used as a social event to educate members about GA CUPAC/ CULAC and to promote the Deduct-A-Buck program.
- **Silent Auctions**  
Individual credit unions or chapters may hold silent auctions at monthly meetings. Individuals, vendors and CUSOs can participate by donating a gift to be held for auction.
- **Golf Tournaments**  
A great way to network with colleagues and raise funds for political action. Your credit union can obtain sponsorships, offer lunch and have prizes—it's a fun event for all!
- **Various Tournaments**  
Some credit unions and chapters coordinate bowling, softball, paintball, Texas Hold'em tournaments, clay shoots and quail hunts to raise funds.

Contact GCUA for other fundraising ideas, the options can be endless!

Any fundraiser communication is required by law to include the following disclosure:

Contributions to GA CUPAC/CULAC are strictly voluntary and are not tax deductible. You have the right to refuse to contribute without reprisal.