



## Political Action Committees

The League of Southeastern Credit Union & Affiliates  
**ALABAMA FUNDRAISING & GRASSROOTS GUIDE 2016**

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## *What is a PAC?*

PACs, or political action committees, are used by corporations, trade associations, membership organizations, or others to solicit and contribute money to candidates on issues of importance related to their industry.

**The League of Southeastern Credit Unions Federal Political Action Committee** (LSCU FEDPAC) is Alabama's federal registered political action committee. LSCU FEDPAC makes contributions to candidates for the U.S. Senate, U.S. House of Representatives, and congressional leadership funds. Contributions made from LSCU FEDPAC are made in coordination with the Credit Union National Association's (CUNA) Credit Union Legislative Action Councils (CULAC) candidate budget recommendations.

The **Alabama Credit Union Legislative Action Council** (ACULAC) is LSCU's state registered PAC. ACULAC makes contributions to candidates for the Alabama State Legislature and other statewide elective offices.

LSCU FEDPAC and ACULAC are governed by a board of trustees who are members of the LSCU Governmental Affairs Committee (GAC). The LSCU board chair, chair-elect, and LSCU CEO also serve as trustees. The LSCU PAC Trustees decide who receives campaign contributions based on a candidate's support of credit union issues, voting record, accessibility, as well as recommendations made by credit unions and LSCU Advocacy Staff.

Additionally, LSCU PACs generally support incumbent candidates. Usually, only one candidate is supported in any given race (primary or general election).

## *What is the CU-Vote Defense Fund?*

In years past, credit unions have been subject to legislative and legal challenges to our membership, tax exemption, charter, and operational authority. In response to these threats, CU-Vote Defense Fund was established to provide education about specific credit union issues to the general public and to elected officials. Such funds will not be used for direct or indirect campaign contributions and cannot be used to subsidize the operations of the LSCU. The use of the defense fund money is limited to educating the general public or elected officials about specific legislative issues. For example, if a bill were to be introduced in one of the three legislative bodies (Alabama Legislature, Florida Legislature, U.S. Congress) which would have a significant detrimental effect on credit unions (loss of the tax exemption is a prime example), then the funds could be used to educate the public about the dangers of the bill and to educate members of the lawmaking body of the problems involved.

## Goals

By December 31 of each year, the boards of trustees shall set an annual fundraising goal for the next year. Each credit union will have both a federal and state PAC goal. When goals are set, considerations are made for the two-year election cycle, whether it is an election or non-election year, what chambers or statewide executive offices are up for election, and national goals set by the Credit Union Legislative Action Committee (CULAC). In addition, consideration shall be given to the prior amounts raised and trends in credit union contributions.

The annual fundraising goal is broken down into both individual credit union and LSCU Chapter goals. The formula for determining individual credit union goals is determined by dividing the total annual goal by the number of members as reported on the latest available call report. The total of goals for all credit unions in a chapter is added together to determine each chapter's goal. Only previous year-end LSCU-affiliated credit unions will be used to calculate goals for the upcoming year.

Credit for a contribution is given to the individual credit union and chapter that the contributor is a member of, based upon information provided by the contributor on required forms. In the event that a credit union official directly solicits an eligible contributor from a credit union or chapter that the credit union official is not affiliated with, and the credit union official informs LSCU staff that he/she is responsible for the contribution, the credit union official's credit union and chapter will be credited with that contribution. In the event that a chapter holds a fundraising event at which no personal contributor information is required, the chapter is generally provided credit for amounts raised, regardless of the affiliation of the contributors.

The annual PAC goal is reached by fundraising efforts of the chapters and individual credit unions.



## **LSCU PAC RECOGNITION PROGRAM**

### **CHAIRMAN'S AWARD**

Presented to the credit union that raised the highest percentage over their state and federal goal based on asset size.

### **PRESIDENT'S AWARD**

Presented to the credit union that raised the most money overall.

### **LEADERSHIP AWARD**

Presented to the chapter that raised the most money over their goal for the PAC.

### **UNITY AWARD**

Presented to chapters in which every credit union in the chapter makes a contribution to the PAC.

### **HONOR ROLL CREDIT UNION**

Distinction given to a credit union in which its CEO/president/manager and the chairman of the board must become a Congressional Club member (\$100 and up) and the remaining board members and/or all senior staff must become, at the minimum, an Ambassadors Club (\$25) member.

### **CHAIRMAN'S HONOR ROLL CREDIT UNION**

Distinction given to the credit union that meets the Honor Roll requirements, but also has its credit union enrolled in a payroll deduction program for employees.

## PAC RULES AND REGULATIONS

The League of Southeastern Credit Union's Federal PAC (LSCU FEDPAC) is governed by the Federal Election Campaign Act (2U.S.C. §431) as administered by the Federal Election Commission (FEC).

The League of Southeastern Credit Union's Alabama Credit Union Legislative Action Council (ACULAC) is governed by the Fair Campaign Practices Act (FCPA) as administered by the Secretary of State's Elections Division.

### **Who is Solicitable?**

PAC contributions can only be received from the solicitable class. The solicitable class for the League of Southeastern Credit Union is:

- all non-clerical staff
- all policy-making staff
- all volunteers of LSCU-affiliated credit unions
- members of LSCU-affiliated credit unions

Note: Any non-administrative and non-policy making staff can contribute if they are a member of a credit union or a member of an LSCU-affiliated credit union, otherwise they are NOT solicitable.

If the credit union is going to solicit its eligible class of members to contribute to the LSCU FEDPAC, the credit union must have a valid permission agreement on file.

Federal law requires specific authorization from your credit union before the LSCU can solicit contributions from individuals associated with your credit union. That authorization can be provided simply by completing a permission statement. If you are not sure whether your credit union has a permission agreement on file, contact the LSCU Advocacy Staff.

Printable permission agreements are located on [www.lscu.coop](http://www.lscu.coop) in the advocacy section under Political Action Committees.

# CONTRIBUTIONS AND REPORTING REQUIREMENTS

## **Making PAC Contributions**

PACs may only accept personal funds from those who are solicitable. Federal PACs **are PROHIBITED** from accepting any corporate contributions. Under Alabama state law, a state PAC may accept personal and corporate contributions. All contributions must be sent in the form of a personal check/share draft, money order, cashiers check, or personal credit card.

It is important to designate whether the PAC contributions are being raised for LSCU FEDPAC or ACULAC prior to a fundraising event.

## **PAC Reporting Requirements**

LSCU must report information to the Federal Elections Commission (FEC) or the Secretary of State's Office. To avoid substantial fines and criminal liability for improper information filed on PAC reports, it is important that we receive the proper contribution information. Utilize the reporting requirement information and remittance forms provided by the LSCU to ensure our compliance. Below are the reporting requirements specific to each LSCU PAC.

### **LSCU FEDPAC (Federal PAC)**

There are no reporting requirements for contributions \$50.00 and under. However, any individual contribution of \$50.00 or more must include the following information: amount, name, address, and date of receipt. For any contribution to LSCU FEDPAC over \$200.00 the contributor's employer and occupation must be provided in addition to the above information.

### **ACULAC (Alabama State PAC)**

All contributions to ACULAC should include the credit unions name, address, amount, and a letter confirming that the funds are intended for ACULAC.

Printable LSCU FEDPAC and ACULAC fundraising remittance forms are located on [www.lscu.coop](http://www.lscu.coop) in the Advocacy section under Political Action Committees.

## DONOR RECOGNITION PIN PROGRAM

For a personal contribution an individual will receive the year's edition (i.e. 2016) of the LSCU FEDPAC Pin to wear to credit union functions. The lapel pin will designate a person's total individual contribution to LSCU FEDPAC. To order a pin please fill out a pin contribution form and remit your contribution and form to the address listed.

### Donor Recognition Pin Contribution Levels:

Chairman's Club:	\$500.00 or more
President's Club:	\$250.00
Capitol Club:	\$100.00
Congressional Club:	\$50.00
Ambassador's Club:	\$25.00



A printable LSCU FEDPAC Pin contribution form is located on [www.lscu.coop](http://www.lscu.coop) in the advocacy section under Political Action Committees.

## PAYROLL DEDUCTION

The LSCU Payroll Deduction program is designed to be a simple and convenient way for credit union employees to contribute to the LSCU FEDPAC.

### **Step 1: Recruit Employees to join LSCU Payroll Deduction**

- Introduce the program at employee meetings, annual meetings, the credit union's holiday party, or other events where most staff is present.
- Offer incentives for signing up (staff pizza party, a special outing, Casual Day).
- Introduce new employees to the LSCU Payroll Deduction Program at point of hire.

### **Step 2: Create Payroll Deduction Accounts**

- Create a separate account at the credit union for contributions to the LSCU FEDPAC.
- Mail contributions via check made out to LSCU FEDPAC or wire funds to the LSCU via Legacy Federal Credit Union transfer within ten (10) days of the withholding point.
- Track each employee's contribution to the new account using the spreadsheet provided by the LSCU

Wire instructions are available on [www.lscu.coop](http://www.lscu.coop) in the advocacy section under Political Action Committees.

Federal law requires the LSCU FEDPAC to use our best efforts to collect and report the name, mailing address, occupation, and name of employer of individuals whose contributions exceed \$200 in a calendar year. Contributions are not deductible for federal tax purposes. Contributions are strictly voluntary. You have the right to refuse to contribute without any reprisal.



## **CONSIGNMENT TICKET SALES**

This program is designed for the direct solicitation of credit union members by the credit union for the purpose of obtaining contributions for ACULAC. Members can purchase Six Flags/White Water theme park tickets in their credit unions or online with this program. From each consignment ticket sold, a specified fund amount will go to the state PAC fund. Fundraising with consignment theme park tickets is enjoyable for members and their families as well as an efficient way to get members into their credit union branches.

The LSCU will provide any interested Alabama credit unions with appropriate order forms and remittance documents.

## **DEDUCT-A-BUCK**

This program asks members of your credit union to consider a voluntary contribution of \$1 or more from their checking or savings account to benefit the LSCU FEDPAC. The Deduct-a-buck guide and form are located on [www.lscu.coop](http://www.lscu.coop) in the Governmental Affairs Section under LSCU PACs.

## **CASUAL DAYS**

For a contribution (\$1-5 suggested) credit union staff may dress casual for a day. Money is collected, made into a credit union check or money order, and remitted to the LSCU along with a Fundraising Remittance form. This is a great way to build political awareness and an easy way to raise money.

Use the LSCU Fed PAC Fundraising Remittance Form to collect this information or send it to us in a format you already have available. A printable version is located on [www.lscu.coop](http://www.lscu.coop) in the Governmental Affairs section under LSCU PACs.

## GOLF OUTING MULLIGANS

Chapter golf outings are a great opportunity to raise money for the PACs. The most popular and easiest way to raise money for the LSCU FEDPAC is selling mulligans. For a small contribution golfers can take a "mulligan" (an extra turn or "do-over" shot) out on the course. Remember to work with chapter leaders well in advance of your chapter's next annual golf outing to incorporate PAC fundraising activities into the outing.

Mulligans can be sold for any amount, but are often sold for \$5.00 each or five for \$20.00.

Use the appropriate remittance forms and have the LSCU Advocacy Staff review your chapter event notice if it includes fundraising for LSCU FEDPAC or ACULAC. There are many rules and regulations we must adhere to and this will help to ensure compliance with state and federal law.

Signage, printable mulligans, and remittance forms are located on [www.lscu.coop](http://www.lscu.coop) in the advocacy section under Political Action Committees.

### MULLIGANS GUIDELINES

- Mulligans can be used to re-take a bad shot
- Each mulligan can be used once by one player
- Participants must indicate on their scorecard when they use a mulligan
- Once the game is over you may not use your mulligan(s)

## CANDY BAR SALES

Chapters and individual credit unions have had great success meeting fundraising goals by selling candy bars in their lobbies and to employees. When submitting proceeds from this fundraising program remember to fill out an LSCU FEDPAC Remittance Form, found on the LSCU Website.

When selling candy (or other items) credit unions must post a sign indicating that a part of the money goes to a PAC. **An example of a sign you can use is located on [www.lscu.coop](http://www.lscu.coop) in the advocacy section under Political Action Committees. For any question regarding this language, contact LSCU Advocacy Staff.**

Federal law requires that items provided in return for a political contribution meet the 1/3 Rule. For Example, Candy bar cost the credit union \$0.50. The candy bar must be sold for \$1.50 to comply.

## CHARITY MATCH PROGRAM

The Charity Match Program allows for your credit union or chapter to match state PAC contributions, dollar for dollar, to any accredited charity(s) of your choice. Contributions made through the Charity Match Program come from your corporate funds, not from PAC funds, so the program in no way diminishes the funds available for contribution to political candidates. By participating in this program, you not only support the credit union movement and help meet your state PAC goals, but also support worthy charitable organizations.

For example, if your credit union regularly holds a Casual Day fundraiser for the Children's Miracle Network (CMN), you can now have that same fundraiser benefit the state PAC and CMN. Simply have the participants make their donations directly to an LSCU State PAC – ACULAC. Let's say for the purpose of this example that the total amount raised is \$100. Use the remittance forms shown previously for Casual Days and send that \$100 directly to an LSCU State PAC. Then your credit union can, in turn, use corporate funds to donate the matching amount to CMN in your employees' name.

Any promotions for this program should clearly state that this program benefits the LSCU PAC and the chosen charity. Individuals, who donate money, should be aware that their funds go directly to LSCU PACs, and the credit union will match the donation with a contribution to the chosen charity.

## A PLAN TO WIN

The LSCU has worked with other leagues as well as CUNA to develop an advocacy strategy called "A Plan to Win." The plan lays out steps that the LSCU and affiliated credit unions will be taking to garner legislative success for our industry. Our lobbying teams have significant expertise, contacts, and know-how to successfully represent credit unions. Nevertheless, what is needed is an organized political and grassroots effort, between the League and credit unions, in which everyone knows the parts they need to play and how the parts work together to take the credit union movement to the next higher level of advocacy success.

There are three main parts of the plan:

- **Grassroots**

- Commit to attend meetings with elected officials
- Run Project Zip Code regularly
- ID one grassroots and political liaison for your credit union

- **Political Action**

- Sign your PAC Permission Agreement
- Know your PAC goal and implement a program to meet it
- Tell the League if you are willing to go to your membership on political issues
- Become a key contact and get involved individually

- **Communications**

- Distribute regular communications on issues and advocacy to members
- Engage in social media
- Find earned media opportunities
- Identify positive stories about your credit union

A full copy of A Plan to Win is located on [www.lscu.coop](http://www.lscu.coop) in the Advocacy section under Political Action Committees.

## LSCU ACTION CENTER

The online LSCU Action Center allows credit union members and supporters to contact their lawmakers about important legislation affecting credit unions.

When marketing the LSCU Action Center to staff, mention the website below:

**[www.LSCUactioncenter.com](http://www.LSCUactioncenter.com)**

Legislative Action Alerts will move through the action center on the website.

Here is how it works:

1. Go on [www.lscuactioncenter.com](http://www.lscuactioncenter.com)
2. Click on the My Advocacy Tab
3. Click on advocacy campaigns
4. Fill out the form and click on submit

In a further attempt to make taking action easier for all, individuals can now forward action alerts to other credit union staff so that they can take action.

## SOCIAL MEDIA

It has become more apparent that engaging credit unions and their members through the use of social media is vital in an ever-changing digital landscape. As millions of individuals have come to realize, social media/networking is a tool that for any other reason, gives individuals an opportunity to connect with one another on the most personal level. With this, we're allowed the ability to offer news, advocacy updates, and mobilize members in real-time. For the League, and for the Governmental Affairs team, utilizing social media will connect numerous stakeholders within the credit union movement to deliver a concise message, and allow access to evolving topics and issues.

**Be sure to “Like” and “Follow” the LSCU Governmental Affairs team on Facebook and Twitter at:**

**[Facebook.com/LSCUActionCenter](https://www.facebook.com/LSCUActionCenter)**

**[Twitter.com/ALCreditUnions](https://twitter.com/ALCreditUnions)**

## PROJECT ZIP CODE

Project Zip Code (PZC) is a powerful tool for credit unions to match their membership with their state and federal lawmakers. This helps with local and national grassroots advocacy showing exactly how many credit union members are in each district. Lawmakers respond better to our issues when they understand how many credit union members in their district will be affected by legislation.

PZC is a secure program that matches credit union members by legislative district and county based upon their zip code. More than 78 million credit union members have already been identified through PZC. It is important we continue the success of PZC by updating your numbers regularly.



Go to [www.pzconline.com](http://www.pzconline.com) to download the program. This is a member-only site associated with [cuna.org](http://cuna.org). **If you are not registered with CUNA.org, follow the steps below:**

1. Go to [www.CUNA.org](http://www.CUNA.org) and click login (top right). Click create account and be sure to fill out all the information.
2. After registering, go to [www.pzconline.com](http://www.pzconline.com) and login using your newly created username and password.
3. Under the PZC tab to the left, click the link that says Install PZC.

## CHAPTER LEGISLATIVE MEET & GREETINGS

Chapter legislative events are an essential part of the LSCU's grassroots advocacy program designed to build and maintain personal relationships between state and federal lawmakers and their local credit union officials.

In an era of term limits, knowing your lawmakers and educating them on the credit union difference is crucial to the success of our lobbying efforts in Montgomery and Washington, D.C. Chapter legislative events provide an excellent opportunity for lawmakers to interact with their credit union constituents back in the district.

To better assist chapter leaders in arranging these events, the LSCU Advocacy Staff has developed general guidelines concerning the duties and responsibilities of both the League and chapters associated with conducting these events.

The full Chapter Legislative Event Policy is located on [www.lscu.coop](http://www.lscu.coop) in the Advocacy section under Political Action Committees.

## MAP: Member Activation Program

CUNA has partnered with credit unions on an extensive research project to better understand the impact of advocacy-related communications. Surveying over 70,000 credit union members in 2014, the study found that advocacy communications not only succeed in activating Credit Union members but also increase members' loyalty bond with their credit union.



**Power of Membership** – People who consider themselves “members” are 89% more favorable toward credit unions over banks. However, people who view themselves as “customers” are only 67% more favorable.

**Credit Union Brand** – Nothing is more powerful than your credit union's brand to deliver advocacy and political action messages to members.

**Strong Bond** – Members who receive advocacy outreach have a stronger bond to their credit union.

**Expand Wallet Share** – 82% of members who receive advocacy outreach from their credit union want to do more business with their credit union.

### How does MAP work?

Participating in MAP is easy. First, log on to [CUNA.org/MAP](http://CUNA.org/MAP) to sign your credit union up for the Member Activation Program. Once you participating in MAP, CUNA will provide plug and play content and tools to deliver advocacy messages to your members on key issues.

Your credit union can now send advocacy messages to your members using your credit union's brand. As your members learn about the issues and take action, their connection with their credit union grows stronger. As CUNA's study has shown, not only will members have a stronger bond, the vast majority of them will want to do more business with the credit union.

If you would like more information about MAP Program please contact LSCU Advocacy staff or visit [CUNA.org/MAP](http://CUNA.org/MAP).

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