

BACK YOUR PAC

Imagine if all of us joined forces in support of our respective state PAC's what a difference we could make in helping to elect pro credit union candidates for office; not to mention the political capital we could generate on behalf of ALL credit unions!

What is a PAC?

- PAC stands for Political Action Committee.
- PACs are organized for the express purpose of raising and spending money to help elect or defeat political candidates, depending on whether they support our cause.

Why is a PAC important?

- A PAC is the legal mechanism that allows like-minded individuals (credit union employees, members, and volunteers) to pool their money to show their support of candidates at the state and federal level who are friendly to credit unions.
- Your PAC contributions allow us to have a greater impact with candidates than you could make as an individual.
- Contributing to PAC is not only a contribution but an investment--an investment in your credit union AND an investment in your future.

Why should credit unions care about getting involved in the process?

- Credit unions were created by the stroke of a pen and can just as easily be dissolved by the stroke of a pen...it is that simple.
- Either we are involved in the legislative process and help shape our own destiny or we sit by and let others (likely with competing interests) do it for us.

Who receives PAC contributions?

- Candidates who show an understanding of the value credit unions provide to their members and also the unique challenges we face.
- Candidates who have a proven voting record and position on issues impacting credit unions.
- Candidates who sit on committees of jurisdiction or who serve in leadership positions.

How can I afford to make a difference?

- It's not how much each person gives that counts, it's that we **all** give some.
- How can you afford NOT to?

