



# STAND

FOR CREDIT UNIONS

## Take a *STAND* award checklist

Use this checklist to track your progress and move forward on STAND advocacy efforts. Credit unions that complete the checklist annually will receive the “Take a STAND” award at our Convention & Annual Meeting. The deadline to complete the checklist for the “Take a STAND” award is August 12.

### Support advocacy

- Sign up for the STAND program.**
- Sign a Credit Union Political Action Committee (CUPAC) solicitation agreement.** A signed agreement is required to inform your credit union staff and volunteers about CUPAC efforts by HCUA.
- Complete HCUA's Community Impact survey.** Real-life examples help tell the credit union story to lawmakers.\*
- Upload your information to [Project Zip Code](#).** This information shows lawmakers the strength of credit unions in their respective district.

### Target your team

- Sign up [15% of your credit union staff](#)** for the Army of Advocates or **Sign up 100% of your internal advocacy team** for the Army of Advocates (if you choose the internal advocacy team threshold, you must submit names [via email](#)).
- Engage your staff in grassroots activities.** This includes CUPAC fundraising, Calls to Action, and/or advocacy training

### Activate on critical issues

- [Attend](#) at least one advocacy event.** This includes Kansas or Missouri Day at the Capitol, GAC, and Hike the Hill.

### Notify members and lawmakers

- [Enroll](#) in our Member Activation Program (MAP).** The national MAP program provides credit union members the option to engage in credit union advocacy. With ready-made and customizable content, your credit union can share information and opportunities to take action. You can [join the MAP community](#) (username and password required).
- Run at least one MAP campaign annually.** For this to count towards your award, you must report back to CUNA or HCUA when you have run your campaign.\*\*

### Donate to the PAC

- [Contribute](#).** Give at your credit union's recommended giving level based on asset size. For more information on state/federal giving levels please visit [our CUPAC page](#) (HCUA username and password required).

\*Fall of the previous year through January of the current year to be accepted in the current year's Take a STAND award.

\*\*Runs fall of the previous year through August 12 of the current year to be accepted in the current year's Take a STAND award.

### For more information or to expand your efforts even further please contact:

Amy McLard  
Vice President of Advocacy  
amclard@heartlandcua.org  
800.392.3074 x1370