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 14.

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
- **Participate** in an advocacy workshop. Send at least one representative from your credit union. We are offering four opportunities (two in Kansas and two in Missouri) for advanced advocacy training.
- **Sign up** **25% of your credit union staff** for the Army of Advocates. These individuals are essential to our grassroots power.
- **Engage your staff in grassroots activities.** This includes CU at the Capitol, CUPAC fundraising events, and Calls to Action.

Activate on critical issues
- **Attend** at least one advocacy event. This includes Kansas or Missouri Day at the Capitol. Make time to meet with lawmakers, sharing key information about the credit union impact in their districts.

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](https://heartlandcua.org/STAND) (username and password required).
- **Run a MAP campaign.** Run at least one MAP campaign annually. All of the latest MAP campaign templates and resources are housed on the MAP community page.**

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](https://heartlandcua.org/STAND) (HCUA username and password required). This amount can be given through any combination of individual contributions, payroll deduction programs and/or corporate contributions.

* 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 14 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:
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