Take a STAND award checklist
Revised 5.27.20

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. Have at least one representative from your credit union attend. We are offering two virtual opportunities 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, and Calls to Action.**

Activate on critical issues
- Attend at least one advocacy event. This includes Kansas or Missouri Day at the Capitol, GAC, and Pints and Politics. 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 (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). 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.
**In addition to email outreach to lawmakers, Calls to Action this year include: attending Kansas tax battle hearings, responding to COVID-19 survey, and sharing COVID-19 personal stories/examples with HCUA. Send these examples to pr@heartlandcua.org.
***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:
Morgan Householder
Grassroots & PAC Coordinator
mhouseholder@heartlandcua.org
800.392.3074 x1355

heartlandcua.org/STAND