



## Checklist: *STAND* for Your Credit Union

Use this checklist to help track your progress as a STAND credit union each year. Credit unions that complete the checklist annually will be recognized with the Take a STAND award at our Convention & Annual Meeting. The deadline for consideration to receive the Take a STAND award is August 15.

### 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 the Heartland Credit Union Association. A signature does NOT mean you are required to donate or support events in your state.
- Complete HCUA's Community Impact Survey.** Real-life examples help tell the credit union story to lawmakers. We ask you to fill out the survey once a year for use at Day at the Capitol and GAC.
- 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 or host an advocacy training for your employees.** We are offering six opportunities for regional training in 2019. If you can't make a scheduled time, contact our staff.
- Engage your staff in grassroots activities.** Have your staff sign up for our Army of Advocates. These individuals are essential to our grassroots power. Those who sign up will be part of our Army of Advocates, with opportunities to take part in key advocacy efforts that help us take a STAND for credit unions.

### Activate on Critical Issues

- Attend at least one Advocacy event.** This includes Day at the Capitol, Hike the Hill or the Governmental Affairs Conference. More than 2.2 million people in Kansas and Missouri belong to a credit union. (Maybe even your legislator!) 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).** CUNA's MAP gets credit union members engaged in credit union advocacy. MAP provides ready-made and customizable content to members that provides opportunities to learn about and take action regarding the future of their credit unions.

### Donate to the PAC

- Contribute.** Give \$1000 or more to CUPAC and support credit union-friendly candidates. This amount can be given through any combination of individual contributions, payroll deduction programs and/or corporate contributions.

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

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