



STAND

FOR CREDIT UNIONS

With more than 2.2 million members across Kansas and Missouri, credit unions have the power to significantly influence the future of their credit unions and their communities. To leverage that power, we need your help to engage and activate more credit union voices in our advocacy efforts. Join us and STAND for credit unions.

What Is STAND?

It's our initiative to engage Kansas and Missouri credit unions on a grassroots level in credit union advocacy and political action efforts. The STAND initiative empowers credit union employees, volunteers and members to sign up and make a meaningful credit union connection with their lawmakers.

What Does STAND Mean?

STAND stands for the five critical ways you can engage your team and your members in credit union advocacy:

- S**upport advocacy
- T**arget your team
- A**ctivate on critical issues
- N**otify members and lawmakers
- D**onate to the PAC

Participate in STAND Now!

Here are three easy steps to becoming a STAND credit union:

- Sign up your credit union
- Have staff and volunteers sign up to be a member of the Army of Advocates
- Take action on a minimum of two other advocacy efforts on the checklist

Credit unions that complete these three steps by August 15 will be recognized as STAND credit unions during our Convention & Annual Meeting in September.

Take a STAND Award

Want to go above and beyond and take a STAND for our industry? Credit unions that complete all of the items in the following checklist by August 15 each year will receive the Take a STAND award at our Convention & Annual Meeting in September.

- Sign up your credit union for the STAND program
- Have a signed CUPAC Solicitation Agreement on file
- Complete our Community Impact Survey for the current calendar year
- Upload your information to Project Zip Code annually
- Participate in or host an advocacy training for your employees
- Attend at least one HCUA advocacy event (Day at the Capitol, Hike the Hill, Governmental Affairs Conference)
- Enroll in our Member Activation Program (MAP)
- Raise \$1,000+ for the Credit Union Political Action Committee (CUPAC) through individual, payroll deduction or corporation contributions

More Ways to Incorporate STAND at Your Credit Union

Beyond the checklist, here are some additional ideas and suggestions that can help your credit union start taking a STAND.

Support advocacy at your credit union by making it part of your day-to-day operations and staying informed on political issues that affect your credit union.

- Give your team the option to sign up for credit union advocacy news (our newsletter, Facebook & Twitter)
- Share advocacy information at your staff meetings (we can provide you with the info)
- Incorporate advocacy into your job descriptions

Target your team by identifying staff, board members and members willing to take political action.

- Engage your staff in grassroots activities, such as Pints & Politics
- Start an internal legislative action team of interested credit union employees
- Involve your board and volunteers in advocacy efforts

Activate when HCUA alerts you to take action on a critical issue or participate in a key event. This includes submitting comment letters on key regulatory issues.

- Participate in Calls to Action by calling, emailing or writing your lawmakers when HCUA/CUNA alert you of key issues
- Provide feedback to HCUA on legislative/regulatory issues or offer an example of how the issue impacts your credit union
- Write a comment letter about a regulation that impacts your credit union

Notify your members and lawmakers about key credit union issues.

- Send at least one MAP message each year to your members to keep them informed of key issues
- Work with HCUA to submit an op-ed or letter to the editor to your local newspaper in support of a credit union issue
- Share newsletters about your credit union's work in the community with your local lawmakers
- Tag your local lawmakers on your credit union's Facebook & Twitter posts about key issues or your community work

Donate to credit union political action and encourage participation from your staff and volunteers.

- Include CUPAC as a payroll deduction option for your employees
- Support fundraising events with credit union-friendly candidates with your attendance and contribution
- Help deliver PAC checks to state and federal candidates that support credit unions

For more information:

Visit our website: <https://heartlandcua.org/STAND>

Contact Morgan Householder, Grassroots & PAC Coordinator

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