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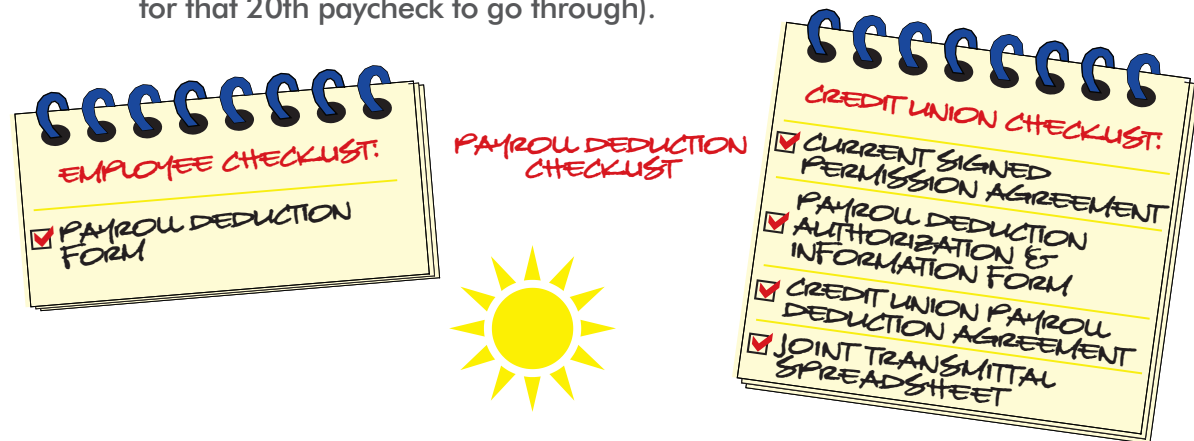
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TOP 6 reasons Payroll Deduction is the Best Way to Raise PAC Funds

- 6. It's easy.** No complicated forms, nothing to order, just sign up and go.
- 5. It's painless.** Instead of asking for \$50 at one time, it's less than a cup of Starbucks every pay period.
- 4. It really adds up.** No one really misses a few dollars a pay period, but in no time at all, you've made a significant contribution to the movement.
- 3. It protects your credit union.** The PAC does more to ensure the ongoing health of credit unions in Texas and in the nation.
- 2. It provides a steady stream into our PAC funds.** Instead of reinventing the wheel every year, Payroll Deduction makes for a steady flow of contributions – making it easier for us to pledge our support to candidates through the year.
- 1. You are in the Club from day one!** All year you are a member of the Capitol Club because your yearlong contribution is counted immediately (we don't wait for that 20th paycheck to go through).



Contributions to CULAC and TCUL PAC are NOT tax deductible. Contributions received are split equally between the TCUL Political Action Committee (TCUL PAC) and the Credit Union National Association Legislative Action Council (CULAC). Contributions are voluntary and will be used for political purposes. You have the right to refuse to contribute without any reprisal. Corporate contributions are not allowed.

Federal law requires political action committees to report the following information for individuals whose aggregate contribution exceeds \$100 in a calendar year; name, address, occupation and employer. All information you provide will be kept confidential unless required by law.

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Report

A quarterly newsletter of the Texas Credit Union League Political Action Committee



Texas Credit Union League

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From an Ironman & a Payroll expert: Just do it.

"If you're going to support anything, you should support your industry."
-Kyle Ashley, Alliance CU, Lubbock

Kyle Ashley, who's training for his next marathon, has one suggestion for credit unions: Just do it. Fortunately, he's not suggesting that we all start running 36 miles a week. He has a much easier goal in mind—payroll deduction.

"It just makes sense," said Ashley, CEO with Alliance FCU in Lubbock. He has 90% of his employees participating. "It's really painless. People give two to three dollars twice a month, and it really adds up." It does add up. In fact, Alliance raises 98% of the PAC goal for South Plains Chapter - all through payroll deduction.

Betty DeWeese of Telco Plus CU in Longview has 79% Capital Club participation in her credit union's PAC efforts. She used the lure of denim. "Our employees like to wear jeans, so we started a campaign last year that if they make a donation to PAC on Friday's they could wear jeans," said DeWeese. "If they signed up for payroll deduction it would count for their donation to wear jeans. Nearly everyone signed up that night."

"Payroll deduction has the greatest potential for our PAC of any single fundraising program," notes Buddy Gill, TCUL Chief Advocacy Officer. "And, consider this, with just 10% of full time CU employees giving \$10 a pay check across the state, we'd raise nearly \$400,000."

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5 key points to making payroll deduction successful in your credit union

- 1.** Communicate the importance of the PAC at the employee level and make it relevant. Contributing to the PAC is one of the most important ways employee-members can fight for their industry.
- 2.** Your credit union must have a current signed permission agreement on file for you to participate.
- 3.** Fill out three simple forms for your credit union. Employees only fill out the one page authorization form.
- 4.** Keep communicating. Don't expect people to sign up because they get a single email or call.
- 5.** Make payroll deduction part of new employee orientation for those employees who are also members of the credit union. From day one, engage employees in the movement by giving them an opportunity to be part of the ground troops.

2007 TCUL PAC GOAL

