

Our Story

We started with the idea that volunteers have a very important story to tell. We serve without pay because we care about the movement and about *People Helping People*. That is a very powerful message for elected officials to hear.

When I met other volunteers at credit union events, most of them said they would like to help in the political arena but did not know how to get started. There wasn't a group that spoke to them as volunteers. A group of us decided to create a peer-to-peer organization geared toward volunteers.

I called a few politically active volunteers from other credit unions in Southern, Central, and Northern California. After several conversations, we decided to meet at the League offices in Sacramento, California. We included the lobbyists from the League and the League's VP of Regulatory Advocacy. Between us, we crafted a peer-to-peer organization sponsored by the League.

We drafted letters explaining what the organization was and what membership would entail. (See attached letters.) We also came up with a skills inventory so that we could better match the individual volunteer's skills with the task needed.

We drew up a letter to CEOs that explained what we were doing and asked for their help in recruiting their volunteers. This step was vital. We did not want the CEOs to think we were going behind their backs.

What were the results? We started with about ten volunteers. These were people who were already politically involved in Hike the Hill, Governmental Affairs Conference (GAC), etc. Then, as people began talking to other people, it grew. At every credit union gathering, we picked up a few more volunteers. We

now have about 40 members throughout the state and we continue to grow.

When we have letter writing campaigns, Connect for the Cause, or Hike the Hill events, we have increased participation beyond the size of our group. Why is that? One of our members will call five or six other volunteers in their area and ask them to participate. We also challenge each other to keep growing the membership. All of us are looking for new members at every event we attend.

Some things we have learned.

In the beginning, most members will participate in Connect for the Cause or letter writing campaigns. As time goes on, they will attend the in-district meetings and GAC, or the state equivalent.

It is important to keep them active and involved. We send emails asking for their support in Connect for the Cause, letter writing, and visits to State and DC offices. These emails are not from the League but from the committee members. (Peer to Peer.)

We also hold League-sponsored training for Congressional visits. This makes them more comfortable in their role.

We try to have a breakfast or breakout for the group at credit union events. We use the time to share what we are doing and to recruit new members.

Finally, we learned that some CEOs are helpful and others are not. Some CEOs who are politically active and value the story volunteers have to tell, are very supportive. Others, for a variety of reasons, do not encourage their board's participation.

VOLUNTEER ADVOCACY COMMITTEE

Making a Difference

We are excited to announce that the California Credit Union League is supporting a new committee to help credit union volunteers become more engaged in the legislative and regulatory process.

The **Volunteer Advocacy Committee** is led volunteers because we believe your story can be very compelling. State and federal legislators are often surprised and impressed when they learn of the volunteer nature of credit unions. You can help make a difference by telling the credit union story to elected officials!

Committee members and participants will provide vital support to the League's legislative and regulatory advocacy efforts, such as:

- Increasing attendance at the annual California Government Relations Rally (GRR) and the national Governmental Affairs Conference (GAC)
- Attending in-district meetings, local events hosted by legislators, and other politically important events
- Using and encouraging broader use of Connect for the Cause
- Writing regulatory comment letters
- Encouraging employee automatic payroll deductions for the League's Political Action Committee (PAC)
- Delivering PAC checks to legislators
- Building relationships and networks

Are you interested in advocacy and are you willing to join us in this important venture? If so, please respond to Sharon Lindeman, the League's Vice President of Regulatory Advocacy, with the following information:

I'm interested in:

- Being a committee member; or
- Participating in advocacy activities

Name _____

Address _____

Phone number _____

Email _____

Credit union name

Your affiliation with the credit union (e.g., board member, board chair, supervisory committee member, etc.)

If you have questions, please contact:

Sharon Lindeman
VP of Regulatory Advocacy
909.212.6063
SharonL@ccul.org



VOLUNTEER ADVOCACY COMMITTEE

Thank you for responding with your interest in participating with or on the California Credit Union League's Volunteer Advocacy Committee.

We are excited about the development of this committee as it will be led by volunteers. And, we know that this group of dedicated volunteers represents a vast untapped pool of experience and knowledge within their local communities.

The League is developing a roster of interested volunteers. To help build that roster and ensure participants are deployed in activities where they are most comfortable and can be the most effective, we'd like to get to know you and your experience a little better.

If you are interested in advocacy and willing to participate, please provide the following information. Click "reply" to send your responses to the League's Vice President of Regulatory Advocacy, Sharon Lindeman.

Name _____

Credit Union _____

Volunteer in what capacity? _____

Your zip code _____

Your credit union's zip code _____

- ① Do you have political activity experience related to another organization (board member on labor unions, political action committees, etc.)? Yes No

If yes, please describe: _____

- ② Have you ever served in local city, county, or state government? Yes No

If yes, please describe: _____

- ③ Do you have any relationships with elected officials or staff in a local city, county, or state government? Yes No

If yes, please describe, including names and political offices: _____

- ④ Are you a member of a chamber of commerce? Yes No

If yes, which chamber? Dates of membership? _____

- ⑤ Are you involved in other community or business associations (local service clubs, Rotary Club, Kiwanis, etc.) Yes No

If yes, please describe, including organization name and dates of service: _____

- ⑥ Are you comfortable speaking in front of a large group? Yes No

- ⑦ Are you comfortable contacting your peers to encourage involvement in certain activities? Yes No

⑧ Please describe other experience that may be helpful in your role as an advocate for credit unions. _____

If you have questions, please contact:

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