



CULAC is a political action committee that is supported by the voluntary contributions of individuals within the credit union industry. The funds are used for political advocacy efforts structured in defense of and support of the credit union movement.



Advocacy Awards Program for Mississippi Credit Unions

Individual Contributions Levels

Credit union employees and volunteers will be recognized at the MSCUA Annual Meeting by their voluntary individual contributions to CULAC:

- CULAC Ribbon – \$20 contribution
- Patriot Club - \$100 contribution
- Capitol Club - \$200 contribution
- Chairman’s Club - \$500 contribution
- Chairman’s Club Leadership Circle - \$1,000 contribution
- Presidential Club - \$2,500 contribution
- Founder - \$5,000 contribution

Credit Union Awards Program

Each year MSCUA will recognize credit unions that participate in our advocacy initiatives structured in defense of the credit union movement. These credit unions will be recognized at three levels of achievement:

Delta Award

Delta Award credit unions are building their advocacy efforts. To earn this designation, a credit union must complete **at least three of the five advocacy initiatives** of the Magnolia Advocate program below:

Magnolia Award

1. **Meet your credit union’s CULAC goal:** Your credit union can raise money for CULAC by having fundraising events to reach your credit union’s fundraising goal of \$10.00 per credit union volunteer. (Only individuals may contribute to CULAC. Contributions to CULAC are strictly voluntary and are not tax deductible for federal income tax purposes.)
2. **Payroll Deduction Program:** Your credit union participates in the payroll deduction program which is designed for credit union employees.
3. **Designate a Key Contact:** A key contact is a state or federal lawmaker with whom someone in your credit union, staff or volunteer, has a personal relationship. Perhaps they are neighbors with or in a social club with a lawmaker. Because of this relationship, this credit union person can contact that “key” lawmaker with the confidence their call or visit will be accepted. (These types of “personal” relationships can also be developed by regularly meeting with lawmakers, or by volunteering in campaigns for credit union-friendly lawmakers.)
4. **Participate in Project Zip Code:** Your credit union uploads your credit union’s zip code information into PZC at least annually. This program enables us to show lawmakers how many of their constituents belong to credit unions and is powerful information to have at hand when advocating for a credit union issue.
5. **Tell the Credit Union Story.** We have a great story to tell, but are lawmakers hearing it? It’s important that lawmakers understand how we are different from other financial institutions. This can be accomplished by visiting with lawmakers in Washington by attending the Governmental Affairs Conference. There are also ample opportunities to visit lawmakers while they are at home in their district offices and/or visit with them in Jackson when the legislative body is in session.

Capital River Award

The Capital River Award is presented to the credit unions that have gone “above and beyond” the Magnolia level. They have completed all of the Magnolia’s initiatives AND engaged in at least two of the following advocacy activities.

1. Credit union has hosted fundraisers for credit union-friendly state or federal candidates.
2. Credit union employees or officials have volunteered in the campaigns of credit union-friendly candidates.
3. Credit union employees and officials encourage their peers in their local chapter to become more involved in credit union advocacy.