



Top 10 Ways to Fundraise

1. The Lapel Pin Program

The Lapel Pin Program is the cornerstone of state PAC (MCULAF) fundraising, and accounted for 53% of all money raised for MCULAF in 2011. For a credit union to be recognized as a Gold Star Credit Union, it must participate in the Lapel Pin Program. Also, the payroll deduction program helps to increase participation and help spread out the payment over a period of time.

2. The Grand Raffle Program

The Grand Raffle is the cornerstone of federal PAC (MCULLAF) fundraising, and accounted for 61% of all money raised for MCULLAF in 2011. The raffle brought in \$168,990, that is \$17,975 more than 2010 and the most in its 20 year history.

3. Candy Bar Program

Credit unions have been very successful at meeting their fundraising goals by selling candy bars in their lobbies or at the teller window to help benefit the MCUL's federal PAC. Credit unions can choose what amount to sell their candy bars for, without restriction.

4. Make a plan with realistic goals

A plan takes away the tedious and time-consuming elements of fundraising. The plan should be broken down by month, quarter, or fundraiser – how much can you realistically raise from that fundraiser and how does it fit into your overall plan?

5. Designate a Political Contact

If you haven't already designated a political contact, now is the time! Then, form a committee for PAC fundraising – having a group to brainstorm with and plan with helps to make the process easier and more fun. Including staff of different levels helps with peer-to-peer solicitation.

6. Appeal to your Audience

Remember that at the credit union you have multiple audiences – staff, board members, members – what works for one group will not always work for the other. Develop programs to target all of your solicitable classes to maximize your fundraising success.

7. Read Monitor

Monitor arrives in your inbox every Monday morning and contains news about fundraising programs, updates on the PAC/advocacy, and fundraising highlights of other CUs, in addition to important news about our industry. If you would like to receive Monitor, please email monitor@mcul.org to request it.

8. Dress Down to Watch PAC Money Rise

Casual Days are a great state PAC (MCULAF) fundraiser – they usually guarantee high participation among staff and are a fun way to raise money.

9. Charity Match Program

The Charity Match program continues on the credit union philosophy of “people helping people” while also helping to elect credit union-friendly candidates. When a person makes a direct contribution to MCULAF, the MCUL & Affiliates will match that donation to Children's Miracle Network (CMN). The Charity Match has been proven to increase participation in MCULAF fundraising events; in 2011 the MCULAF/CMN Charity Match Program raised over \$28,000 at the AC&E Silent/Live Auctions and over \$4,000 at the MCULAF Online Auction.

10. Ask for Help

Ask a credit union that makes fundraising look easy how they do it, or start a dialogue at your Chapter meeting. In most cases, the other credit unions have either been in your position before or are currently experiencing the same fundraising frustrations. Never hesitate to contact the League – Political Affairs Coordinator Jami Meyer (Jami.meyer@mcul.org) will answer your questions via phone, email, or in person and help you with a personalized fundraising plan.