**2020 State PAC—Holiday Plush Program**

**About the Holiday Plush Program**

For a personal contribution of $10 to the MCUL’s State PAC (MCULAF), a credit union member or qualified employee will receive one of the 2020 State PAC Holiday Plush animals. The plush program generally kicks off in November and can be run through the end of the year or until animals sell out. Running the Holiday Plush program is a great way to raise State PAC (MCULAF) funds from your credit union members and employees. This program has more than tripled in size since its pilot in 2017. In 2019, more than $60,000 in plush were sold by Michigan’s credit unions.

**Running a Holiday Plush Program**

To participate in this program start by reaching out to Haleigh Krombeen at Haleigh.Krombeen@mcul.org. She will talk you through plush quantity, marketing materials, contributions forms and remittance information. Plush will be mailed or dropped off to your credit union in the fall. Reminder plush program participation is solicited ahead of the State PAC (MCULAF) purchasing the plush from the supplier. There will be a lag time in signing up to participate and receiving your supplies for this program.

When running this program please make sure that you are only soliciting the State PAC’s (MCULAF) solicitable class. Our solicitable class includes executive, managerial, and administrative (non-clerical) personnel of MCUL and its affiliated credit unions, their families, and the individual members of MCUL-affiliated credit unions. Note, any non-administrative and non-policy making staff can contribute if they are a member of the credit union or a member of a Michigan Credit Union League affiliated credit union. As a reminder, the State PAC (MCULAF) can only accept contributions from individual donors (no corporate contributions from credit unions can be accepted).

**State PAC Fundraising Disclaimer**

When you are doing any State PAC (MCULAF) fundraising please include the following disclaimer: “The MCUL State PAC is a state-registered political action committee that makes campaign contributions to candidates for elective office in Michigan. Contributions to the MCUL State PAC are not tax deductible. Contributions to the MCUL State PAC are completely voluntary and will be used for political purposes. You have the right to refuse without reprisal. Must be 18 years or older to contribute. Must be a member or a qualified employee of an affiliated Michigan credit union.”

**Reporting Requirements**

There are strict guidelines from Michigan’s Bureau of Elections (BOE) that everyone must follow. Michigan law requires that our State PAC collect the name, address, date and amount of any money donated to the State PAC. Any amount over a penny must be reported to BOE. For contributions that total more than $100.00 annually, additional information about your employer and title is required. This is a requirement placed on state PAC fundraising by the BOE. To streamline this process, these fields are included as required information on the plush contribution forms.

**Remitting Contributions**

PAC fundraising contribution remittance forms will be sent to you with your supply of fliers. Contributions from this program and the forms collected should be mailed to MCULAF, Attn: Nancy Scarantino, 38695 W. Seven Mile Road, Suite 200, Livonia, MI 48152. All remaining unsold plush should be sent to MCULAF, 110 W. Michigan Ave., Suite 400, Lansing, MI 48933. For any questions about the plush program please contact Haleigh Krombeen at Haleigh.Krombeen@mcul.org or (800) 262-6285 ext. 459.