

Fly-ins that Yield Year Round Impact

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Two Types of Fly-Ins at CUNA

- The Governmental Affairs Conference (GAC)
 - 4 Day Conference
 - 5,000 Attendees
- Hike the Hill
 - State Targeted Fly-ins
 - 25 – 30 Each Year

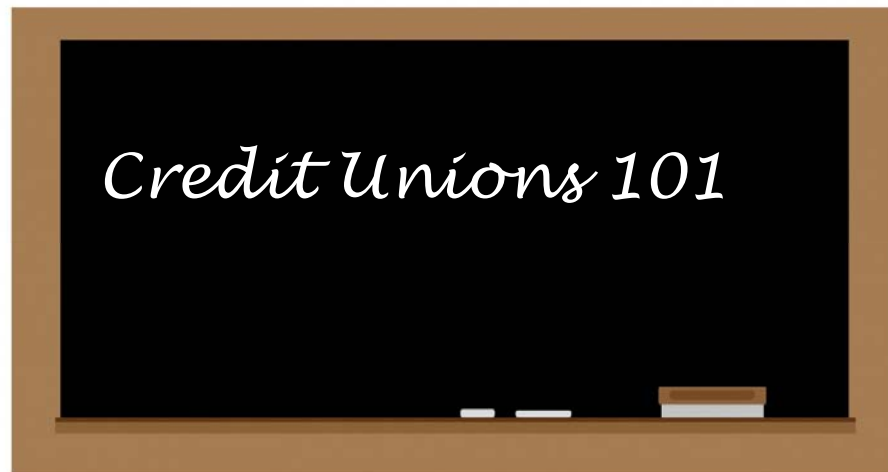
CUNA Governmental Affairs Conference

- How do you schedule meetings for 5,000 GAC Attendees?

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	15	16	17	18	19	20
8 ^{AM}			GAPS Meeting & Briefing WCC		State Coffee Reception with Senators Hart Building	
9		CUNA GAC Briefing WCC	General Session Washington Convention Center (WCC)	Sen. Smith Russell	Rep. Engel	
10				Rep. Kenner	State Financial Cannon Cal	Rep. Jones;
11		Colin Powell Speech WCC		Sen. Hawkins Hart Buildin	Rep. Kessler; Cannon	
12 ^{PM}		Grassroots Lunch Marriott Marquis	PAC High Dollar Donor Lunch WCC	Rep. Benton; Rayburn	Rep. Anders	Rep. Cirrelli;
1				Rep. Michaels; Longworth	Rep. Patters	
2		Breakout Session on Fundraising WCC		Rep. Medina; Longworth	Rep. Sander	Rep. Jeffers
3		Networking Break	Grassroots in the Digital Age Breakout Session WCC	Rep. Bloom; Rep. Cline; f	Rep. Saunde	Rep. Alexan
4		FEC Training WCC		Rep. Wheeler; Cannon		
5			Rep. Tucker; Cannon Build	Rep. Hank; f	Rep. Gabe; i	
6			Rep. Schmitz ; Longworth	Rep. Sims; C		
7		GAPS Dinner Rosa Mexicano	League Dinner and Briefing Clyde's	Bus to Dinner Departs; Ray		
8				Dinner at Credit Union House Credit Union House		
9						

CUNA Governmental Affairs Conference

- How do you educate the GAC attendees on the important issues?



CUNA Governmental Affairs Conference

- How do you educate the GAC attendees on the important issues?
 - Briefing from the main stage close to the time of a keynote speaker
 - Provide a 30,000 foot view of the issues
 - Specialized briefing for state level staff
 - Work with states to have state-specific briefings at breakfasts, dinners, and receptions prior to Hill visits
 - Have talking points easily accessible
 - Mobile
 - Hardcopy

CUNA Governmental Affairs Conference

- Follow-up to attendees with surveys about the GAC
 - Provide easy ways to send feedback on legislator meetings
- Talk to state-level staff
 - How did the legislator meetings go?
 - Are there attendees that want to get more involved?



HIKE THE HILL

Hike the Hill

- State or League-specific fly-ins throughout the year
 - 25 – 30 each calendar year
 - Groups as small as 3 and as large as 50+
- Leagues schedule days for Hike the Hill and Legislator meetings
- CUNA schedules meetings with Regulators

Hike the Hill

- Education is first with a Briefing
 - Legislative, Political, and Regulatory outlook
 - Political Action Committee Role
 - State-specific focus on individual legislators
 - Lots of time for Q & A
- CUNA Lobbying Staff Role
- CUNA Hospitality

My Advocates are back Home, Now What?

- Follow-up with the advocates
 - What has happened since they were in town?
 - Have they sent meeting feedback?
- How can advocates get more involved?
 - Sign Up for the Member Activation Plan (MAP)
 - Encourage them to invite a legislator to their credit union for a visit
 - Participate in a town hall meeting or tele-town hall
 - Use technology to keep advocates engaged

Key to Success

- Make sure your advocates are educated on the issues
- Follow up, follow up, follow up – effective advocacy is a two-way street
- Use every tool in the toolbox
 - In-person
 - Digital
 - Social
- Don't limit fly-ins to just Capitol Hill, meet with regulators too.

Thank You

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