



Political Advocate Program

Next Level Engagement

Luminate works around the clock to advance the credit union mission through grassroots advocacy efforts, CULAC fundraising, and community involvement. Through our network of legislative coordinators, participation in special events with lawmakers, and strategic activities designed to strengthen our political influence, we strive to positively impact the current financial climate and the future health of Louisiana credit unions.

As our advocacy efforts grow, we recognize that there is a need to ensure that our communications are effectively delivered to the proper audience so Louisiana credit unions can activate quickly on key issues impacting credit unions. Our **Political Advocate Program**, identifies one advocacy point person at each member credit union that is ready to be and Advocacy Champion for Luminate.

Expectations of a Political Advocate

Selected by the credit union CEO, the primary role for the credit union's political advocate is to:

- Stay informed on political issues affecting credit unions
- Identify credit union staff and board members who are willing to become politically active when alerted by Luminate on a critical legislative or regulatory issue
- Respond to Luminate Action Alerts or forward to the appropriate person
- Participation in one advocacy alliance call per year

For questions, please contact Mary DeLuca, Political Advocacy Coordinator, mary@luminate.coop.

Credit Union: _____

Name of Political Advocate: _____

Title: _____

Email: _____

President/CEO Signature: _____