

## ElectionWatch 2018 • Newsletter Article

### Why Should I Vote?

Many people can't imagine anything they do can fix the problems facing our country. But we all have a chance to impact our country, our state, our community and our individual households. We can voice our concerns to those in leadership positions. How can we do that? First, by being educated about the candidates running for office; and second, by voting.

Your credit union has a non partisan Web site called ElectionWatch 2018. This site is a resource to help you become familiar with the candidates, see what others are saying about the issues, and be prepared to have your voice heard at the voting booth.

You may be asking, "Why does my credit union care if I vote?" Regardless of which political party you support, or your personal political interests, elected officials can have a drastic impact (both negatively and positively) on your credit union, your finances, and your community.

#### Why should you vote?

- To be more in control of your future.
- Voting lets your voice be heard at the state capitol and in Washington, DC.
- It's a privilege, and it's the American way.

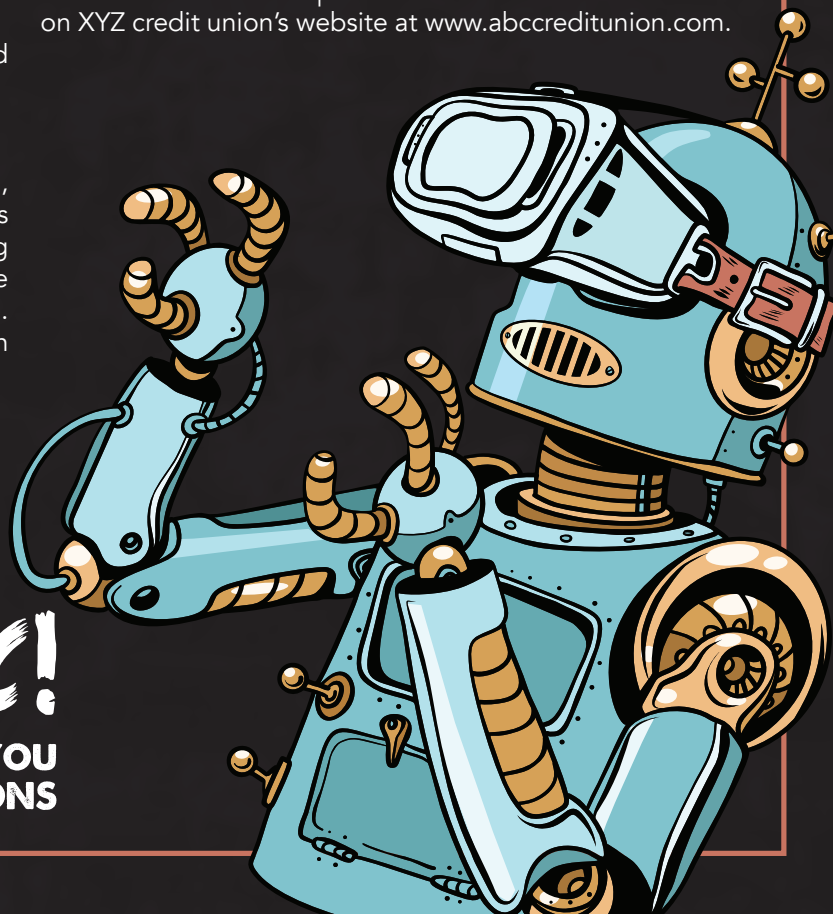
The actions that elected officials take on bills in Washington, DC and here in Georgia influence which financial products can be provided and how credit unions operate. Being aware of the issues is important, and taking the time to vote in the primary and general elections makes a difference. However, inaction has the reverse effect. If credit union members don't vote, credit union members don't count.

Why is it important to know where the candidates' stand on issues that could impact your credit union?

- Candidates who support the tax exemption of credit unions help to ensure that our cooperative structure is protected, which keeps your interest rates low and maintains a fair choice for your financial services.
- Burdensome regulations prevent your credit union from serving you better. Supporting candidates who seek to limit excessive regulations helps you and other credit union members in the long run.
- Candidates who support credit unions help ensure a broad range of services can be provided to you. Not so long ago, credit unions had to speak up in Congress for the ability to offer simple checking accounts!

Your perspective as a credit union member is important. You have to speak out for what is important to you. If you don't vote, your voice won't be heard.

If you aren't registered to vote, or for information on the candidates and issues please visit the ElectionWatch link on XYZ credit union's website at [www.abccreditunion.com](http://www.abccreditunion.com).



# DON'T PANIC!

**THERE ARE TONS OF RESOURCES FOR YOU  
TO STAY INFORMED ON THE ELECTIONS**

## ElectionWatch 2018 • Sample Newsletter Article

Build A Better Tomorrow.

### Make Your Vote Matter

The fact that you are a credit union member shows that you care – about the financial well-being of your family and about working together with others for the good of those with middle class aspirations, and that’s just about everyone! Those are also compelling reasons to exercise your right to vote.

Both on a local and national level, America faces issues that will have far-reaching effects on our lives. The officials elected in congressional, state and local elections will make decisions that will determine how we live in the years to come. Yet, only 58% of voting-age citizens in Georgia voted in the 2016 elections. Your voice will only matter if you allow it to be heard.

By going to the polls, you have a chance to shape your future and the future of those you love. When you become an informed voter who understands the issues and knows the candidates’ positions, you are taking the first step to building a better tomorrow.

“The right to vote is also one of the greatest privileges of being an American,” says NAME OF CU CEO. “Credit union members understand the value of having a voice. I encourage every member of INSERT YOUR CREDIT UNION NAME to make their voice heard by researching the candidates and the issues and voting this November (May for primary).”

Credit union members believe in “people helping people.” What better way to help your community on the local and national level than by exercising your right to vote. Credit union members comprise 42% of all registered voters nationwide. If every credit union member voted, they would have a dramatic impact on local, state and national elections. The credit union voice would be heard loud and clear. Make your vote matter – please remember to vote on November 6th (May 22nd for Primary)!

For information on candidates, issues and important dates, please visit [www.abccreditunion.org](http://www.abccreditunion.org), and click ElectionWatch 2018.

**DYING FOR MORE  
INFORMATION?**

**HERE'S SOME CREDIT UNION RESOURCES  
TO HELP GET YOUR TEAM INFORMED  
AND ENGAGED IN THE ELECTIONS**

