

Exhibit A: Chapter Recognition

Each chapter completes the following activities

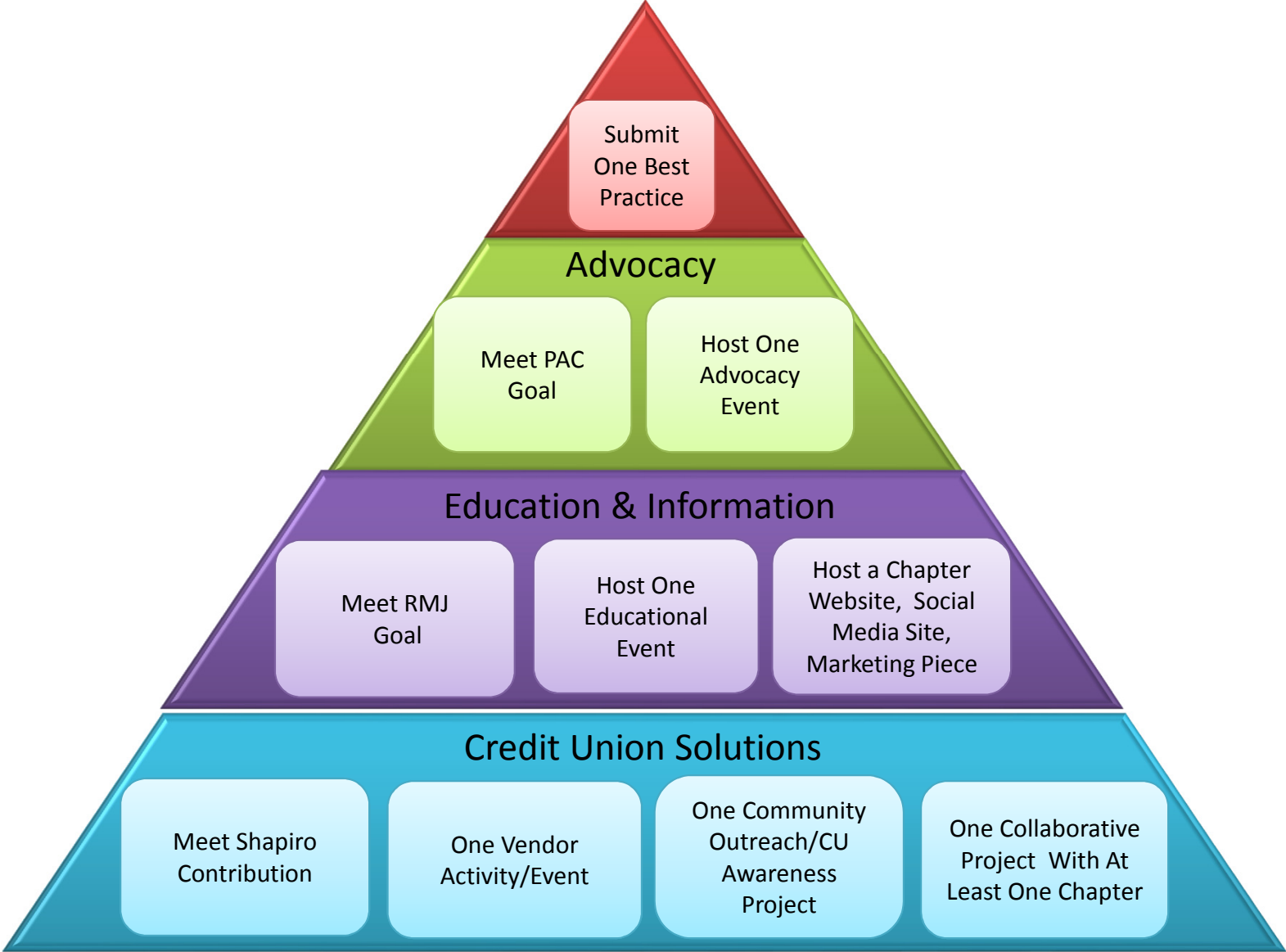


Exhibit B: Credit Union Solutions

Shapiro Contribution



- Tiered contribution to the Shapiro Advisory Group (Contribution amount will be tiered according to the number of Shapiro Credit Unions in the chapter)

Vendor Participation



- Have an established Friends of the Chapter Program
- Have a vendor as key note speaker at a chapter meeting/RLC
- Host a Vendor Night
- Host a Vendor sponsored event
- Have a Vendor Liaison that regularly attends BOG meetings

Community Outreach & Awareness



- Participate and actively promote the SACTown 10 Mile Run
- Send volunteers to work at the SACTown 10 Mile Run
- Sponsor or participate in a community outreach project

Collaborate with Chapters



- Collaborate with at least one chapter on at least one event
- Co-host as joint chapter event (RLC, speaker, webinar, face to face meeting or fundraiser)
- Structure your calendar with neighboring chapters
- Assist another chapter with meeting, website, marketing

Exhibit C: Education & Information



RMJ Goal

- Meet RMJ dollar goal
- Dream Vacation Tickets
- Chapter specific fundraiser
- Chapter donation



Educational Event

- Host a chapter sponsored event with educational content
- Youth financial literacy efforts (For example: Bite of Reality Fair)



Marketing of Chapter

- Utilization of electronic communication
- Actively maintain a chapter website, Facebook, Twitter, etc.
- Creation and distribution of press release to local media

Exhibit D: Advocacy



PAC Goal

- Meet PAC dollar goal
- Chapter specific fundraiser efforts
- PAC Coupon Program
- Deduct a Buck program through chapter efforts. (CU must have a permission agreement on file w/League. May include one time donation or payroll deduction)



Advocacy Event

- League speaker on grassroots efforts
- Legislative visits
- Legislative speaker
- Connect for the Cause
- Increase CU employee engagement score in Deduct a Buck
- Arranging for credit unions to have a Deduct a Buck presentation at their office.

Exhibit E: Chapter Best Practice



Chapter Best Practice

- Submit at least one best practice in one of three strategic categories
- Advocacy
- Education & Information
- Credit Union Solutions
- Bonus Category:
Collaboration

Chapter Awards

Five Star Chapter Award:

- Meet all of the strategic goals: including PAC, RMJ and Shapiro contributions; and
- Submit at least one best practice in one of the strategic categories.

Best Practice Awards:

- Chapters present their best practice at Chapter Forum and the winner is selected by their peers.

Additional Awards:

- PAC Award:
 - Highest % of goal
 - Highest \$ amount raised
 - Advocacy Engagement
 - Highest % of credit unions engaged in advocacy related programs (Connect for the Cause & Deduct a Buck)
- RMJ Award
 - Highest % of goal
 - Highest \$ amount raised
- Shapiro Award
 - Highest % of goal
 - Highest \$ amount raised