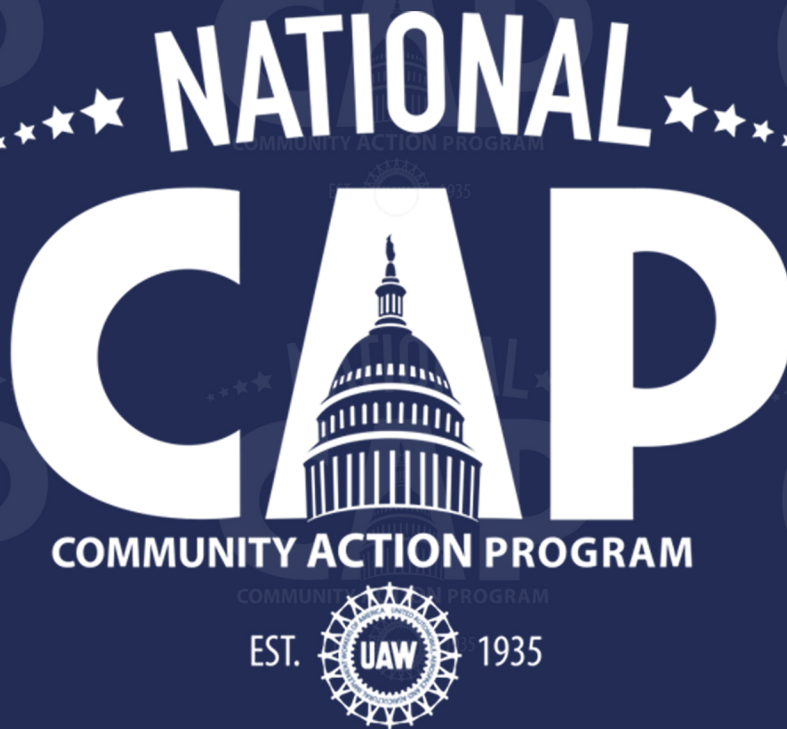


MAKE YOUR VOICE HEARD



ORGANIZING A V-CAP DRIVE

UAW NATIONAL CAP

WHAT IS V-CAP?

V-CAP is the UAW's political action program, which includes the Union's PAC (Political Action Committee). The PAC fund is made up of voluntary contributions from UAW members, both active and retired. Only V-CAP money can be given to candidates, up to limits established by the Federal Election Commission. By law, union dues cannot be used for this purpose. V-CAP dollars are spent to support candidates who support us.

WHERE DOES V-CAP MONEY COME FROM?

- **Check-off:** If negotiated in the collective bargaining agreement, members/retirees can elect to have their employer take a set amount out of their paycheck or pension check as a V-CAP contribution, to be sent to the UAW. To initiate this process, members/retirees must sign a check-off card.
- **Direct Payment:** Members/retirees may also send their V-CAP contributions directly to the UAW each month in a personal check. Some locals also use online V-CAP giving.
- **Fundraising Activities**

WHY V-CAP FUNDS ARE MORE IMPORTANT THAN EVER:

Simply put, the U.S. Supreme Court changed the landscape for elections with its 2010 decision in *Citizens United v. Federal Election Commission*. Now corporate spending for independent political commercials cannot be limited. This has led to right-wing groups like Americans for Prosperity (Koch Brothers) and American Crossroads (Karl Rove) pouring millions into advancing their agenda. Consider this: in 2016, 2,389 Super PACs spent just over \$1.1 billion on elections throughout the U.S. In the business sector, PACs spent close to \$400 million while labor PACs spent less than 1/6 of that amount, just over \$58 million. While our fundraising efforts seem large, they are miniscule in comparison to overall election contributions.

Total Super PAC Spending on 2016 Elections

\$1,104,481,088

PAC's by Sector

	Grand Total	Democrats	Republicans	Dem %	Repub %
Business	\$395,993,375	\$136,025,044	\$259,710,704	34%	66%
Labor	\$58,110,296	\$50,100,692	\$7,899,604	86%	14%
Ideological	\$86,811,663	\$38,850,643	\$47,873,501	45%	55%
Other	\$1,015,693	\$492,422	\$523,271	48%	52%

TOP 12 SPENDERS

Priorities USA/Priorities USA Action	\$133,407,972
Right to Rise USA	\$86,817,138
Senate Leadership Fund	\$85,994,270
Senate Majority PAC	\$75,389,818
Conservative Solutions PAC	\$55,443,483
National Rifle Assn	\$52,532,773
Get Our Jobs Back	\$50,010,166
House Majority PAC	\$47,470,121
Congressional Leadership Fund	\$40,125,691
EMILY's List	\$33,167,285
Freedom Partners Action Fund	\$29,728,798
US Chamber of Commerce	\$29,106,034
Granite State Solutions	\$24,267,135
Future45	\$24,264,009

HOW DO WE COMPETE AGAINST SUCH A MOUNTAIN OF CASH?

Despite the deep pockets of corporations and conservative billionaires, workers also have advantages. First, collectively, we can raise formidable amounts of money to support candidates who support us. Second, we have the advantage of being able to talk member-to-member, door-to-door about the critical issues that affect us all.

HOW DO WE RAISE MORE V-CAP MONEY AT MY WORKSITE?

IT'S SIMPLE – just ask. Most of your co-workers see the assaults on their rights and communities every day. They want to help. Contributing just \$10 a month to V-CAP can make an enormous difference when we all do it together. When asked why they don't give to V-CAP already, the number one answer from members is that no one ever asked them to.

TIPS ON AN EFFECTIVE WORKSITE V-CAP DRIVE:

- 1. LEAD BY EXAMPLE:** We always get the best results when we ask others to do something that we are also willing to do ourselves. Announce the pledge made by leaders to give more to the entire membership – it inspires others to do the same.
 - 2. CREATE A LIST:** Build a list of your co-workers, including areas and hours of work and any history of V-CAP contributions.
 - 3. RECRUIT VOLUNTEERS/ACTIVISTS:** Conversations are the most effective way to solicit V-CAP funds. Mailing or handing out V-CAP cards without a conversation does not produce strong results.
 - 4. BUILD A NETWORK:** Volunteers/activists should be assigned to talk to co-workers they know. The member-to-member program can be used as a tool to create one-on-one, two-way communication. By building a system of communication, locals can avoid the confusion of having the same member being approached repeatedly or some areas completely ignored.
 - 5. TRAIN THE VOLUNTEERS/ACTIVISTS:** Raising V-CAP funds is about listening and finding out what your co-workers care about. Help them see that their issue is directly related to our ability to support our candidates. Locals have the greatest success where members engage in conversations with co-workers about issues.
 - 6. ANNOUNCE THE DRIVE:** An effective way to kick off a campaign is to have local leadership send out a letter announcing what they are contributing and letting membership know that someone will be talking to them about V-CAP.
 - 7. TRACK RESULTS:** Collect feedback and record results. If necessary, adjust the network or message.
 - 8. REPORT OUT:** After the drive is completed, let everyone know about the enormous success.
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DO...

- **LISTEN** – Members have concerns. Our job is to help them see that participating in V-CAP is a part of helping them resolve their problems. Job security, healthcare reform, workplace safety – these issues are closely related to electoral candidates and their policies. For example, V-CAP lets us support candidates who supported the auto industry.
- **ASK RESPECTFULLY** – Members don't participate in V-CAP unless they are asked. Members also won't give at higher levels unless they are asked to give at higher levels.
- **REVIEW THE CARD** – The card isn't valid unless it is signed and dated. Read the email address to make sure it is legible.

DON'T...

- **GET INTO DEBATES** – Some members may want to take issue with candidates our union has endorsed or positions it has taken. UAW endorsements are a time-tested tradition. In most cases, members can interview candidates and make recommendations. Our decisions are also based on the positions candidates take on issues important to our membership.
- **MAKE UP ANSWERS** – If you're asked a question that you don't know the answer to, tell your co-worker you will get back with them.

SAMPLE LEADERSHIP LETTER

Greetings Brothers and Sisters,

We all know these are challenging times in the labor movement. For several years there has been a concerted effort to attack the UAW's principles and successes. Politicians have unfairly blamed us for the country's economic problems. Right now, their attention might be on teachers or state workers, but auto workers remember that their glare was upon us a few years ago during the auto crisis.

As your local union leadership, we have asked ourselves: "what can we do?" Our conclusion was simple: we must financially support our political action fund (V-CAP) so that our message is spread and our allies are supported. That is why we are writing to you now – to let you know that we have all committed to contribute at least \$10 a month to V-CAP, and we are asking you to do the same.

Enclosed is a V-CAP check-off card that you can fill out. Our employer will deduct that amount directly from your payroll check and send it to the UAW V-CAP fund. If you already contribute, you can increase your contribution by filling out the card (the new card will supersede the old one). It is important that you fill out the card completely and return it in the enclosed self-addressed, stamped envelope, or to the worksite V-CAP volunteer.

We have a lot of work to do to protect our values and principles. We cannot get there without your support. We hope you will give this request sincere consideration and give at least \$10 a month to V-CAP.

[Signed individually – local union leadership]

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Rory Gamble, President
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For more information or materials to support your V-CAP drive, contact your Regional CAP Representative.