

Tips on an effective worksite V-CAP drive:

Lead by example: we always get the best results when we ask others to do something that we are willing to also do ourselves. Announce the pledge made by leaders to give more to the entire membership—it inspires others to do the same.

Create a list: build a list of your co-workers that includes areas and hours of work and any past history of V-CAP contributions.

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.

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.

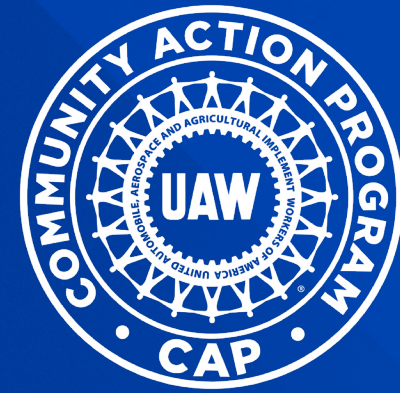
Train the volunteers/activists: raising V-CAP funds is about listening and finding out what your co-workers care about. Help them see that their issue is directly related to our ability to support our candidates. Locals have the greatest success where members engage in conversations with co-workers about issues.

Announce the drive: an effective way to kick off a campaign is to have local leadership send out a letter announcing what they are all contributing and letting membership know that someone will be talking to them about V-CAP.

Track results: collect feedback and record results. If necessary, make adjustments to the network or message.

Report out: after the drive is completed, let everyone know about the great success. Thank volunteers and contributors alike.

ORGANIZING A V-CAP DRIVE



ORGANIZING A V-CAP DRIVE

UAW National CAP Department

8000 E. Jefferson Ave.

Detroit, MI 48214

Phone: 313.926.5531

Fax: 313.926.5691

nationalcap@uaw.net

ra/opeiu494afi-cio
TNG/CWA 34022

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. The money is used to support pro-worker political candidates who have earned the endorsement of the UAW Community Action Program (UAW CAP).

CAP's goal is to ensure that those who represent us in government understand and fight for what the working class needs to thrive.

The UAW's four core issues are:

- ✓ Everyone deserves a living wage.
- ✓ Everyone deserves quality health care.
- ✓ Everyone deserves to retire with dignity.
- ✓ Everyone deserves time with their families.

V-CAP is an investment in our movement to win on these core issues. The UAW's four core issues are all deeply intertwined with electoral politics. It is essential for UAW families to make their voice heard both at the bargaining table and the ballot box, and contributing to V-CAP is one of the most important ways we can build power as a union.

Where Does V-CAP Money Come from?

Checkoff: 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 checkoff 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.

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 2024, 2,502 Super PACs spent over 2.6 billion on elections throughout the US. In the business sector, PACs spent over \$6 billion while labor PACs spent only a small fraction of that amount, just under 265 million.

Billionaires spent record amounts during the 2024 federal election cycle. Just 100 ultra-wealthy families poured a record-breaking \$2.6 billion into last year's elections, according to Americans for Tax Fairness (ATF). That's two-and-a-half times the amount spent by individual billionaire donors in 2020. Elon Musk alone donated more than \$291 million to Republican candidates, political action committees and other outside spending organizations, according to analysis by OpenSecrets.

Total Super PAC Spending on 2024 Elections:

\$2,688,997,939

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.

Total Super PAC Spending on 2024 Elections:

\$264,185,2777

Labor

\$6,116,305,625

Business

Source: [opensecrets.org](https://www.opensecrets.org)

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.