

# PACbuilder Case Study: Texas Credit Union League

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*PACbuilder is essential in effectively managing, growing, and filing TCUL's PAC program*

*"Our PAC was growing and I needed to expedite what I was doing. PACbuilder has been essential in managing and substantially growing our PAC."*

**- Linda Cates, PAC Administrator, Texas Credit Union League**

## Challenge

The Texas Credit Union League (TCUL) was growing its PAC and needed more efficient ways to manage donations and expenditures, and expedite their filing.

***The League is the official state trade association serving credit unions in Texas.***

Organized in 1934, the Texas Credit Union League represents nearly 600 of the state's credit unions - which in turn are owned by over 7 million members.

The TCUL PAC has been steadily growing for years. Before using PACbuilder, the League used Excel spreadsheets to manage its PAC, which was incredibly time-consuming. It was necessary for the PAC Administrator to create several worksheets using multiple formulas to keep track of monthly donations and expenditures. Since all of the PAC donations and expenditures were kept in these complicated spreadsheets, only one person was able to add or change any of the data. Not only was the League bogged down in cumbersome data entry and management, but it would take a full week to get the PAC reports ready for filing.

## Solution

The Texas Credit Union League turned to PACbuilder to manage its PAC in July 2006.

PACbuilder's web-based application helps the League save time by allowing multiple authorized people to manage the data. Producing PAC reports is easier than ever. The League's PAC Administrator produces PAC audit reports every month and reconciles it with the Accounting Department's numbers. This process makes it easy to audit reports, correct discrepancies, and expedite the filing of their PAC with the Texas Ethics Commission. ***A filing process that once took a full week to complete now takes minutes.***

*"It is comforting that the response time is fast and the fix is even faster. I rest assured that they will take care of any issue in the amount of time they have promised. Even when it is down to the wire for filing, it gets done. With their superior level of customer support, we are glad we use Capitol Advantage."*

**- Linda Cates**

While growing the PAC, stream-lining its management, and expediting filing were goals that the League continues to achieve with PACbuilder, it is Capitol Advantage's Customer Support that has PAC Administrator Linda Cates saying, "With their superior level of customer support, we are glad we use Capitol Advantage."

Capitol Advantage prides itself on 24/7 customer support for all its government relations solutions, and PACbuilder is no different. Described by Linda as "comforting," **the Customer Support team leaves her "worry free" when managing and filing the League's PAC reports.**

PACbuilder is essential in effectively managing the League's PAC program. With the help of its easy-to-use features and Capitol Advantage's premium Customer Support team, the League is able to identify crucial donors and focus on a plan for its solicitation efforts.

## About PACbuilder

PACbuilder automates compliance reporting requirements while providing you with an extraordinary suite of secure tools to help make your PAC stronger and more effective than ever in areas of contact management, communication, online fundraising, and more.

Capitol Advantage is the leading provider of innovative products and services designed to support government relations programs for over 1500 associations, corporations, media and educational institutions. Capitol Advantage offers a variety of hosted online solutions, including Capwiz·XC, an online advocacy tool with E-Mail Marketing, and PACbuilder, a PAC management tool. Our company also powers Congress.org, a free public-service Web site engaging citizens in democracy.

ONLINE ADVOCACY · GOVERNMENT RELATIONS · PAC MANAGEMENT

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