



COLCPE Contest

A new-found interest in math?

Quick—what's 37 times five times 26?
How about 26 times 14 times five?
Five times 26 times 31?

This isn't a test of mathematical agility—it's just one way of looking at the success some branches are having signing up new contributors to COLCPE, the letter carrier PAC, as part of this year's "Gimme 5 for COLCPE" contest.

The contest will award \$1,000 gift cards to seven members. To qualify for the prize drawings, branches must lead their size category in highest percentage of members making regular contributions at the Gimme 5 level or higher as of December 31. That means branch COLCPE coordinators are making a major push to enroll new automatic donors of at least \$5 per pay period from active carriers via payroll deduction or electronic funds transfer. Retirees qualify by donating \$5 or more per annuity payment or by monthly EFT.

More than 330 new Gimme 5 contributors joined the effort to protect letter carrier jobs in April—one branch enlisted 37, which is 37 donors times \$5 for each of 26 pay periods in a year, or \$4,810 for the bipartisan Committee on Letter Carrier Political Education. (Three branches added 31 new contributors, while other leaders racked up 29, 18 and 14.)

Over the next few months, *The Postal Record* will pass along ideas from some successful coordinators, like Joan Capinia of 700-member Honolulu Branch 860, who sets up a table to solicit sign-ups at every branch meeting, dinner or other gathering. "I also try to get in touch with members who don't come to events or meetings," she said. "I'll get a name and number and follow up with a phone call to explain COLCPE."

Capinia says the biggest challenge she faces in making her pitch to carriers is "when someone says, 'I already pay enough union dues.' I explain that no dues money is used for our political program. And I remind them their contribution is like purchasing insurance for job security."

Coordinator Scott Lavaroni of San Diego Branch 70 has implemented a substantial marketing effort to increase Gimme 5 donors in the 2,600-member branch.

"I mailed a packet to all current COLCPE contributors that included a thank-you letter describing our current legislative battles, a COLCPE pin as a token of the branch's appreciation, and a 'refer a friend' flier. The flier outlined this year's contest and gave my contact information."

When he speaks to groups, Lavaroni encourages contributors "to talk to their fellow workers about what COLCPE does for them, and then send me leads of prospective contributors."

In addition to the individual \$1,000 winners, there are other prizes, including laptop computers for the top five branches and \$200 gift cards for the COLCPE coordinators in each winning branch.

Full contest details are in the March *Postal Record*, available online at nalc.org under "News." Also, visit the website to check on how your branch is doing. Winners will be highlighted in the special February 2010 COLCPE issue. ✉

Note: Contributions to COLCPE are 100 percent voluntary and are not tax-deductible. Absolutely no union dues money is used to support political candidates.

