



Office of the State Director

Dear LULAC Members:

We have an opportunity to earn over \$1,000,000 for your councils.

This month we are excited to announce a partnership with First Choice Power (FCP) that will help our Texas LULAC accomplish even more in 2008. Our partnership with this leading retail electric provider in Texas will allow us to take our fundraising efforts to a whole new level.

Here is why this is truly a win-win partnership:

- Collectively LULAC local councils in competitive electric markets could **earn over \$1,000,000** with FCP's simple referral program
- Referred friends and family will **receive competitive prices, reward points exclusive to the LULAC program, and customer care in both Spanish and English** over the phone and on the web
- As a show of support in Laredo, on December 1st, First Choice Power committed to up to \$150,000 in contributions to sponsor LULAC's efforts in Texas

How can we make this fundraising a success?

It is simple. First Choice Power has made it "Simply Better" for us! They will pay \$40 for every customer that enrolls; the funds go to the participating councils that make the referrals.

All you have to do:

- Enroll yourself and encourage your friends and family
- Motivate your councils to begin referring customers
- Motivate everyone you know to enroll Friends & Family
- Use a calculator to add up the funds raised for your council!

Why is this such a simple fundraising program to execute?

Well, let's just say again that First Choice Power is making it really easy for us. Our partners will be creating contests, providing training, participating in key meetings, sending communications to all members, tracking enrollments and sending checks!

We just have to keep the teams motivated and encourage friends and family to sign-up so that they can gain all the benefits! This can all happen in Texas competitive markets such as

Dallas, Houston, the Rio Grande Valley and many other areas where consumers are able to switch to First Choice Power and exercise their right to choose a retail electric provider.

When and how can we get started?

You can get started immediately. First respond to this e-mail indicating your interest. Let First Choice Power know what key events you will be having so our partner can support you by providing training and materials on the program. In the next few weeks FCP will be sending you information regarding a contest that rewards those LULAC council members who get the most customers to enroll. First Choice Power will also send referral cards for members to distribute to friends and family. These cards will provide instructions on how to enroll as a LULAC referred First Choice Power customer.

As leaders in your district, you have the power to motivate your members to raise crucial funds for our local councils. I encourage you to share this exciting program at all LULAC meetings and events and to follow up with your local councils.

So let's get the ball rolling. We have a lot going on in 2008 and we could really use the funds to accomplish greater things. I personally think we can easily surpass the \$1,000,000 goal.

Let's get started right now by responding to Julia Garcia with your request to participate at Julia.Garcia@FirstChoicePower.com.

Good luck to all,

Roger C. Rocha, Jr.

Roger Rocha
State Director, Texas LULAC