



✓oter Education
2019-2020
CYCLE HIGHLIGHTS

aba.com/VoterEducation



American
Bankers
Association®

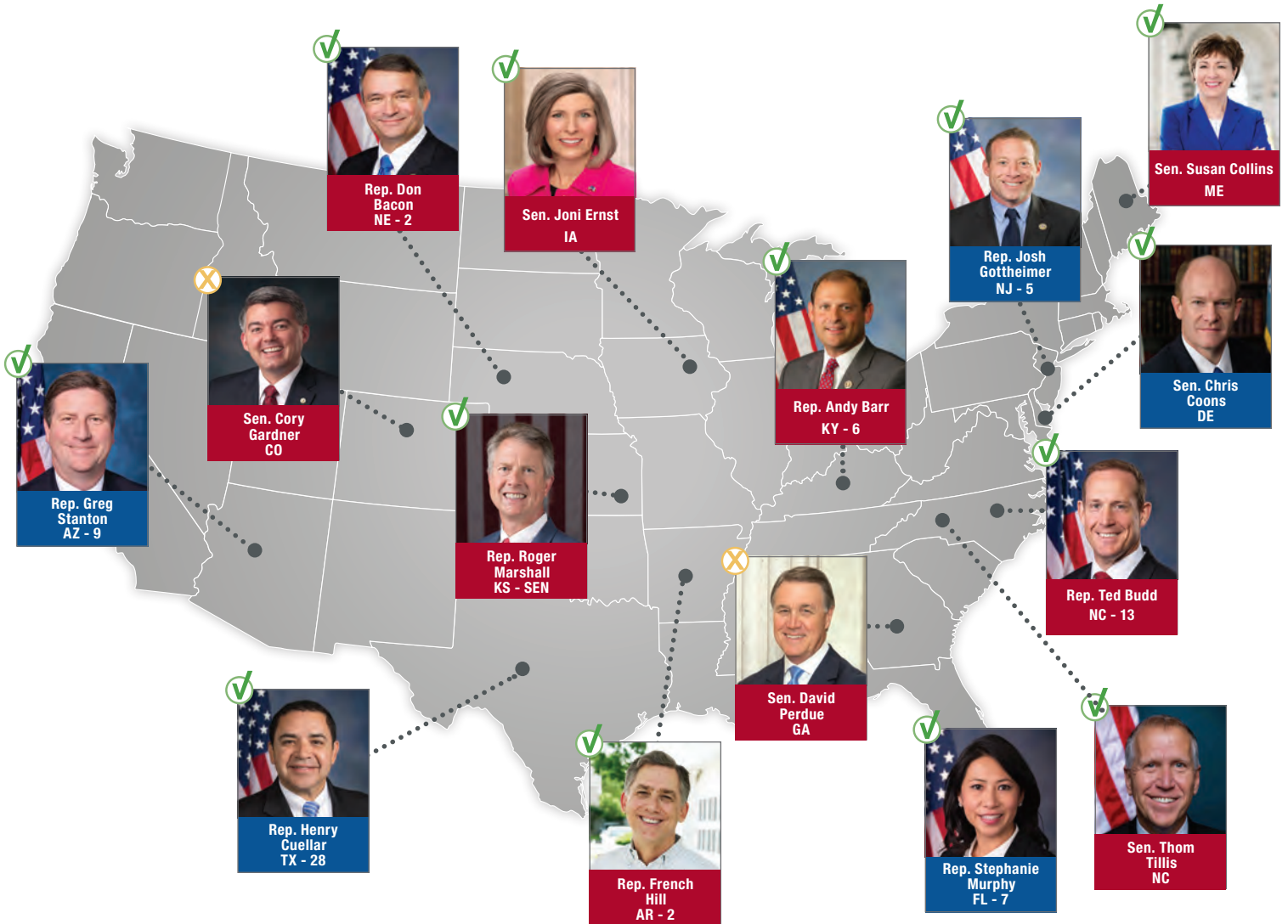


ABA's Voter Education program was officially established in 2018 to **enhance the association's political engagement profile through issue advocacy, polling, research and 'Get Out the Vote' efforts.** Governed by an advisory council of bankers and state association executives representing the diversity of the industry, the program exclusively funds advocacy activities using the ABA brand in coordination with our ABA – State Association Alliance partners across the country.

During the 2020 election cycle, in which a record breaking 148 million Americans voted, ABA Voter Education efforts garnered significant results. Our efforts highlighted candidates in 15 races, and **13 of those candidates won their races.** We thanked Republicans and Democrats alike through various channels, praising their efforts to protect jobs and local economies following the onset of the coronavirus pandemic.

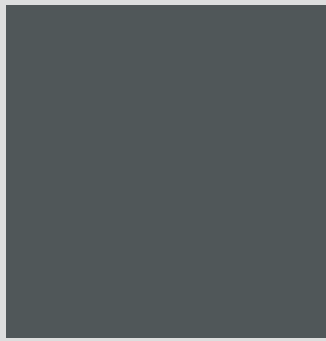
2019-2020 Advocacy Efforts

One of the ways ABA's Voter Education program educates and engages voters is by recognizing members of Congress who fight for the banking industry. During this challenging period, the program highlighted the following candidates for their efforts to protect individuals, businesses and the economy from the devastation unleashed by the pandemic.





THOM TILLIS
SUPPORT FOR
THE CARES ACT
S.1348




TED BUDD
KEEP DELIVERING
FOR NORTH CAROLINA



Cory Gardner
Working for Us



**TELL
STEPHANIE
MURPHY**
TO FIGHT FOR THE PAYCHECK PROTECTION
SMALL BUSINESS FORGIVENESS ACT
HR: 7777



U.S. Senator Susan Collins




CALL CONGRESSMAN
HENRY CUELLAR
202-225-1640
PAID FOR BY AMERICAN BANKERS ASSOCIATION, SPONSORED BY TEXAS BANKERS ASSOCIATION



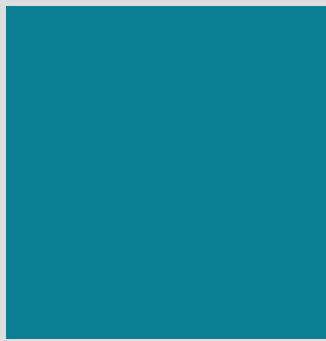
**CONGRESSMAN
GREG STANTON**



(201) 389-1100
TELL JOSH GOTTHEIMER
to keep fighting
for New Jersey and the
Paycheck Protection Small
Business Forgiveness Act
H.R. 7777
PAID FOR BY AMERICAN BANKERS ASSOCIATION.



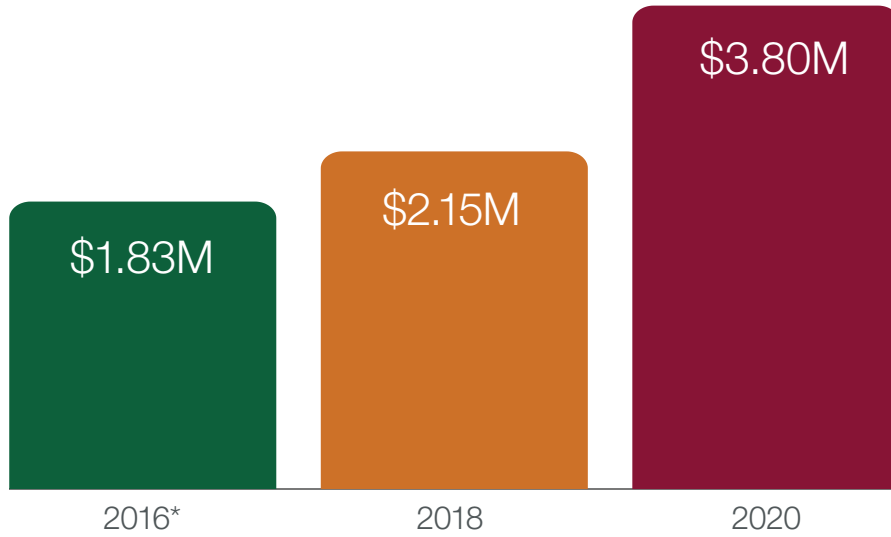
JONI ERNST



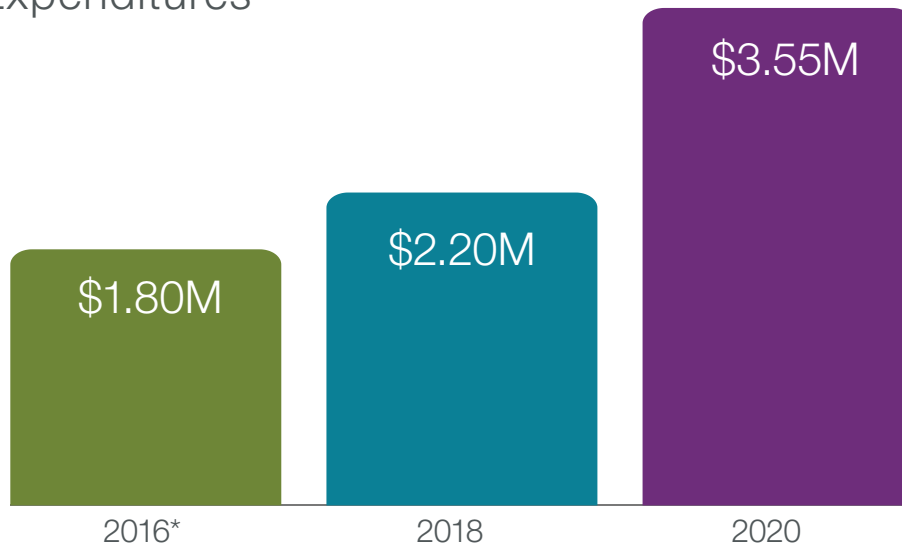

**TELL SENATOR
CHRIS COONS**
to fight for the Paycheck
Protection Small Business
Forgiveness Act
S. 4117
(877) 668-3368

2019-2020 Cycle Overview

With every success comes momentum—momentum the ABA Voter Education program has continued to build upon.



Cycle Expenditures



**Reflects activities of predecessor program*

More than **\$3.55M** spent on candidate and issue advocacy, polling, GOTV and research.

Research
&
Polling



Digital,
Radio
& Print



Spanish
TV



Digital
Video
Ads



Cable/Broadcast



After an impressive election cycle—just the second since the program launched—ABA’s Voter Education efforts continue to grow. We hope we can count on your partnership as we work to expand our capacity to educate voters on candidates who positively impact our communities.



8/22/19

“Our goal is to support candidates who understand and appreciate the critical role banks of all sizes play in the economy... We plan to expand our efforts in 2020 on a rigorously bipartisan basis.”

—Rob Nichols, ABA’s Chief Executive



REUTERS®

11/4/20

“In this election year, we continued to expand our political engagement on behalf of candidates in both parties who understand and appreciate the critical role banks of all sizes play in the economy and in their communities.”

—Rob Engstrom, ABA’s Chief Political Strategist



REUTERS®

12/4/20

“The group bought ads for 15 candidates during the 2020 campaign. But its Perdue expenditure is twice the previous \$500,000 record amount of cash the lobby group shelled out to back Republican Senator Thom Tillis’ successful bid for re-election in North Carolina this year.”

— Pete Schroeder, Reporter

Voter Education

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