



Voter Education

The ABA Voter Education program was officially established in February 2018 to increase the banking industry's political capacity.

Our Voter Education initiative exclusively funds political activities using the ABA brand in coordination with our partners at the state bankers associations.

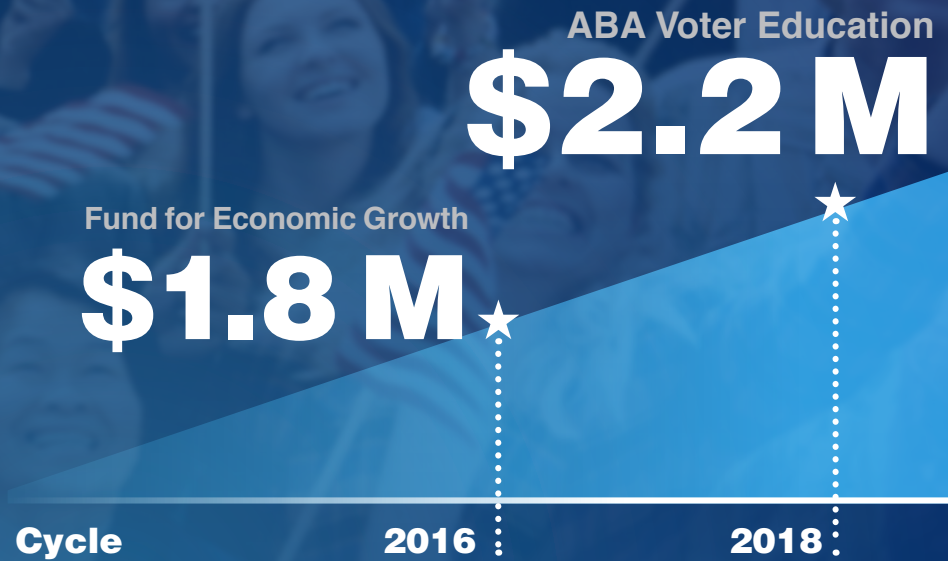
We seek to further grow ABA's political profile by engaging in issue and candidate advocacy, polling, research and "Get Out the Vote" efforts. The Voter Education program is governed by an Advisory Council composed of state association executives and bankers from across the country representing the diversity of the industry.

ABA Voter Education had a profound impact on the political landscape during its initial year. We promoted pro-banking issues and candidates, Republicans and Democrats alike, through political and issue advocacy across the country. ABA's Voter Education program won 8 of the 12 races that it participated in, losing only 4.



2018 Cycle Overview

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



More than \$1.5 M spent on candidate and issue advocacy, polling, GOTV and research.

Cable/Broadcast



Digital Video Ads



Spanish TV



Digital Radio¹ + Print²



Other

¹ English and Spanish
² Spanish and Vietnamese

2018 Voter Education Political Efforts

ABA's Voter Education program continues to impact the national dialogue by supporting the efforts of pro-growth leaders who are focused on keeping America's economy strong.



Sen. Jon Tester (MT)



Rep. Ted Budd (NC-13)



Rep. Andy Barr (KY-06)



Rep. Stephanie Murphy (FL-7)



Rep. Lou Correa (CA-46)

Voter Education In the Press

ABA's Voter Education program ramped up its activity this cycle and drew the attention of major news outlets and key industry publications, including the *New York Times*, *Washington Post*, *Politico*, *Reuters*, *National Journal*, *American Banker*, *Bloomberg*, *Vox*, *Washington Examiner*, *Roll Call* and many others.

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“We want to send that signal to policymakers that working together to help the economy grow is positive and is important and we should build upon that,” American Bankers Association President and CEO Rob Nichols said.

“That’s why we’re engaging with such rigor now.”

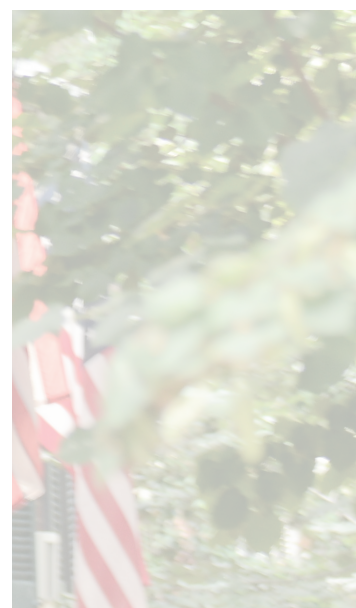
– **POLITICO**

“The ABA said Budd and Tester are just the first candidates it will actively promote. The group is partnering with the banking associations at the state level in supporting certain candidates in their re-election campaigns.”

– **AMERICAN BANKER.**

“This is rigorously bipartisan: if you support us, we want to support you,” [Nichols] said. “This is not about playing party favorites. For decades, banking policy was bipartisan up until Dodd Frank, and we’re excited to see a return to this bipartisanship.”

–  **REUTERS**



ABA is excited about the Voter Education program's success in its inaugural year. We aim to substantially grow the program and its subsequent reach, and to make an even more profound impact on the political landscape for years to come.

**We hope that we can count on your partnership
in this worthy endeavor in 2019.**



For more information, please visit
aba.com/VoterEducation.

Voter Education

1120 Connecticut Ave, NW
Washington, DC 20036

aba.com/VoterEducation