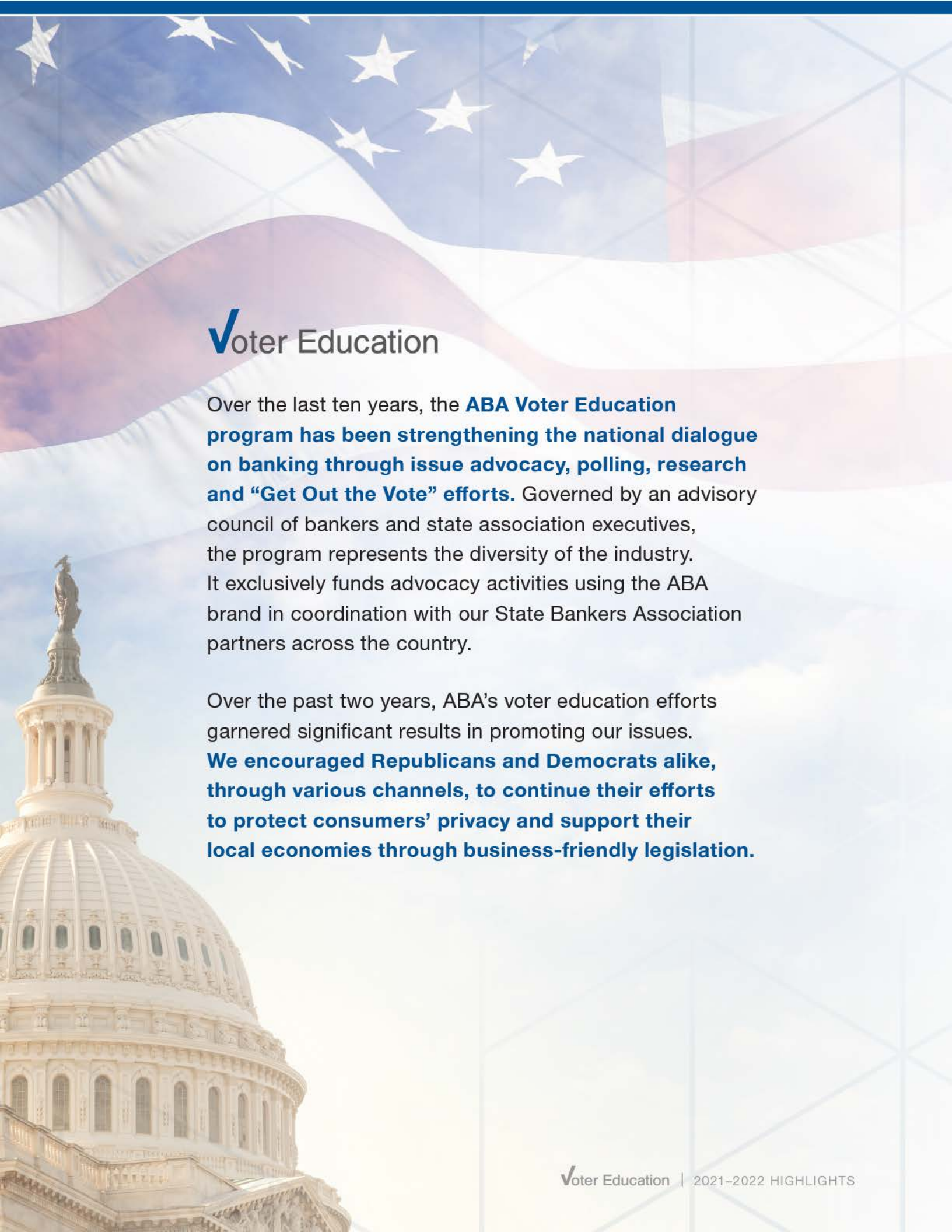


Voter Education  
2021–2022  
Highlights



The background of the page features a large, semi-transparent American flag at the top, with its stars and stripes clearly visible. Below the flag, the top portion of the United States Capitol dome is visible on the left side, showing its iconic dome and the Statue of Liberty on top. The rest of the background is a light, pale blue color with a subtle geometric pattern of thin lines forming a grid of squares and triangles.

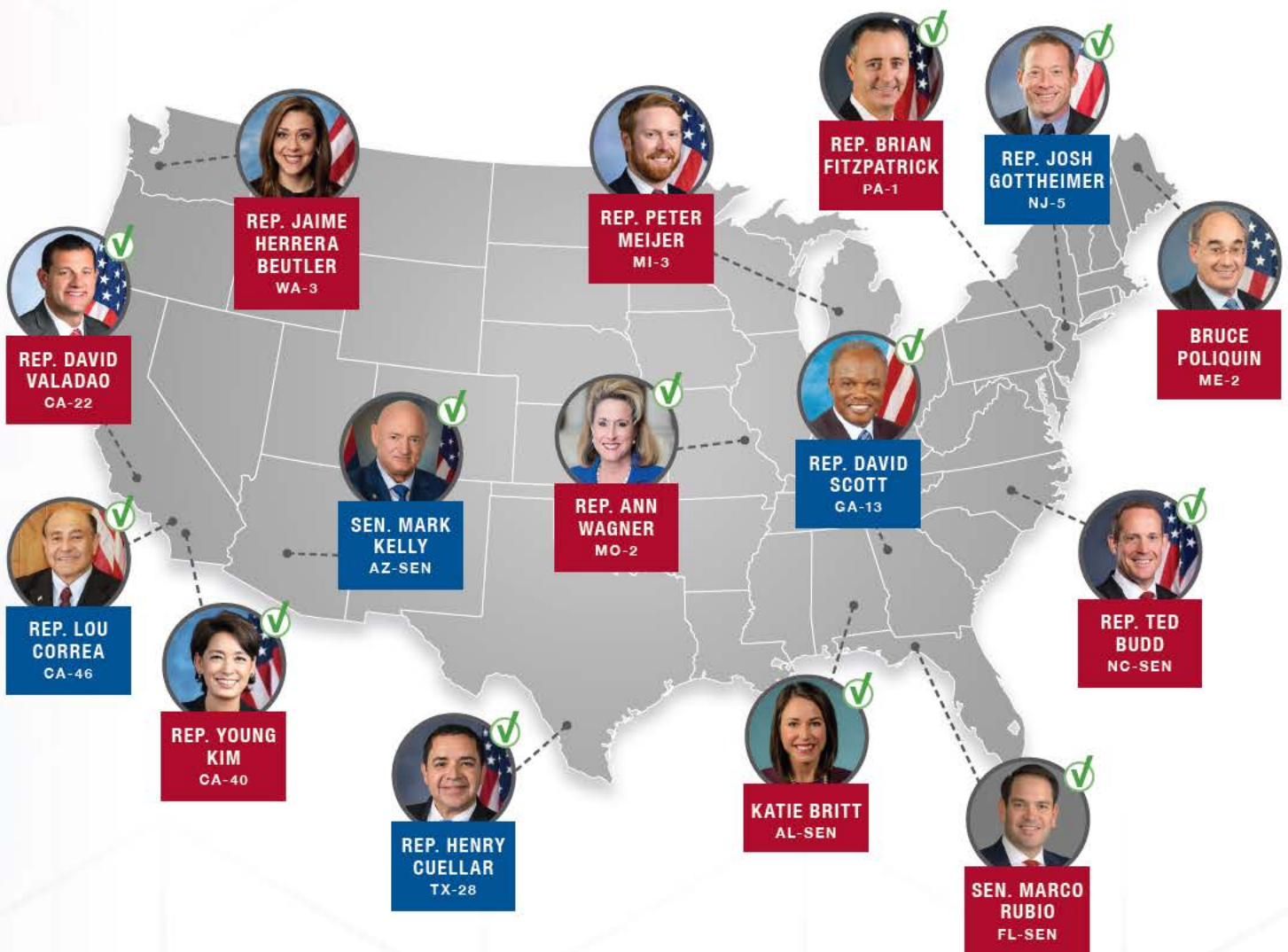
## ✓oter Education

Over the last ten years, the **ABA Voter Education program has been strengthening the national dialogue on banking through issue advocacy, polling, research and “Get Out the Vote” efforts.** Governed by an advisory council of bankers and state association executives, the program represents the diversity of the industry. It exclusively funds advocacy activities using the ABA brand in coordination with our State Bankers Association partners across the country.

Over the past two years, ABA’s voter education efforts garnered significant results in promoting our issues. **We encouraged Republicans and Democrats alike, through various channels, to continue their efforts to protect consumers’ privacy and support their local economies through business-friendly legislation.**

# 2021–2022 Advocacy Efforts

One of the ways ABA's Voter Education program educates and engages voters is by encouraging members of Congress to continue their work to fight for the banking industry. Over the past two years, the program highlighted the work of the following leaders for their efforts to support individuals and businesses, to grow the economy across the country. Many of these leaders will continue to advocate for the banking industry in Congress:



# 2021–2022 Advocacy 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.



*Thank you*  
**CONGRESSMAN  
DAVID SCOTT**  
(202)225-2939



CONGRESSMAN  
**TED BUDD**  
CALL 336-610-3300



CALL CONGRESSMAN  
**HENRY CUELLAR**  
(202) 225-1640  
ASK HIM TO CONTINUE  
PROTECTING YOUR  
RIGHT TO PRIVACY



CONGRESSWOMAN  
**YOUNG  
KIM**



**KATIE BRITT**  
**FIGHTING FOR SMALL BUSINESSES**

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

Fundraising  
Totals

**\$2.15M** ★

**\$3.8M** ★

**\$4.3M** ★

2017–2018

2019–2020

2021–2022

More than **\$2.5M** spent advocating for the banking industry.

**Digital Video Ads**

Other


Digital  
Radio<sup>1</sup>

Connected  
TV

Cable/  
Broadcast



<sup>1</sup> English and Spanish



Since 2018, the Voter Education program has spent more than

**\$10 million**

supporting the efforts of our industry's champions in Congress.



Notwithstanding these impressive successes, the ABA's Voter Education efforts continue to grow. We hope that we can count on your partnership as we work to expand our capacity to educate voters on our industry's key issues to positively impact their communities.

For more information, visit [aba.com/VoterEducation](https://www.aba.com/VoterEducation)



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Bankers  
Association®

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