

ABA Bank Advocate Program



What Is the Bank Advocate Program?

Every year, your elected officials and regulators in Washington make decisions that affect the future of your bank. The Bank Advocate Program is ABA's grassroots program, created specifically for bank employees and directors. It enables you to use your talents and energy to champion the traditional banking industry.

With access to ABA resources, Bank Advocates will have the tools to effectively communicate the industry's position on critical issues to elected officials, regulators and your community with a strong, compelling voice. Our mission is to make sure that no Member of Congress can say, "I didn't hear from my bankers."





Advocate for Your Bank

Your bank faces many challenges—unfair competition, burdensome regulation and misconceptions about our industry. Many interests want to tell legislators how traditional banks should run their business. The need for bank employees and directors to be advocates for their banks has never been greater.

Advocate for Traditional Banks

The traditional banking industry—commercial banks and mutual institutions chartered at the national, state or local level that handle customer deposits and make investment loans to businesses in their communities—is undergoing vast legislative and regulatory changes. Bank Advocates can be counted on to make sure that elected officials and regulators know where the industry stands. Sending a letter or making a call only takes a few minutes, but it can make a world of difference for your bank and the community it serves.

Speak for Your Community

Bank Advocates understand the important role your bank plays in the economic life of their communities. This unique perspective makes you a valuable asset for policy makers who need to know before they vote on legislation how it will impact their constituents—your bank's customers.



Respond to the Challenge

In uncertain times, banks need employees and directors who are willing to unite their voices in support of the traditional banking industry and take action when the need arises. Bank Advocates can be counted on to:

- Contact your Members of Congress and regulators in writing, by e-mail, by fax or by phone on critical banking issues when a call to action is issued.
- Look for opportunities to meet your Member of Congress at a town hall meeting or other district event and become a face of the banking industry.

Become an advocate for the banking industry by joining the ABA Bank Advocate Program today!

Join **ABA Bank Advocates** Today!

► Sign up at aba.com/grassroots



Get Involved!

The ABA Bank Advocate Program is the way for bank employees and directors to make a significant investment in the future of their banks and work together to make sure that the traditional banking industry remains the cornerstone of a vibrant American economy. The Bank Advocate Program brings together the experience, energy and insights of people in banking—people who care about the future of traditional banking and are willing to deliver critical messages to policymakers on key industry issues. You can make a difference!



Bank Advocate Support Network

ABA's Grassroots Office can provide you with the information and tools you need to be an informed, effective Bank Advocate. The challenge is great—but so are the rewards.

Get Involved. Make a Difference.

Join ABA Bank Advocates Today!

Sign up online:

aba.com/grassroots

If you have any questions, please contact us at:

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