

## Direct Contact Bankers



▶▶▶ COMMITTED TO ACTION

**Direct Contact Bankers**  
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American Bankers Association  
ATTN: Office of Grassroots Advocacy  
1120 Connecticut Avenue, NW  
Washington, DC 20036

Please  
place  
stamp  
here

# Act Now for the Future of Banking

Every legislative session, lawmakers make decisions that affect your bank and shape the competitive landscape. In this post-Dodd-Frank world, bankers must act to ensure that policymakers understand how legislative and regulatory policies affect their banks' ability to serve their communities.

This is the mission of the **Direct Contact Bankers**—an exclusive program for bank CEOs, presidents and chairmen.

## A Range of Duties

Direct Contact Bankers are responsible for raising the awareness of members of Congress about the potential impact of legislation on their constituents and on the banking industry. You are expected to:

- 1 Meet with your member of Congress in the district.
- 2 Participate in sponsored Washington, D.C., "Fly-Ins."
- 3 Respond to calls to action by personally calling or writing your member of Congress.
- 4 Host a meeting with your member of Congress and invite other district bankers to attend.
- 5 Encourage your employees, directors and other bankers to participate in industry-wide grassroots campaigns.



## Industry Champions

Participating in the Direct Contact Bankers program is one of the most important investments you can make in your bank's future, and the future of the banking industry.

The Direct Contact Bankers program offers top level bank officials an outstanding opportunity to become advocates for their banks and the banking industry. As a Direct Contact Banker, you will use your proven expertise in outreach and relationship-building to help protect the value of your institution and the industry.

## A Precise Mission

Direct Contact Bankers are committed to developing and supporting personal relationships with their elected officials. Success is dependent on your communicating our industry's perspective directly to your member of Congress, whether in Washington, D.C., or at home.



## A System of Support

Direct Contact Bankers enjoy ready access to ABA and state bankers association staff experts, acknowledged as "go to" sources for policymakers seeking credible information and insights on the banking industry and hot-button and emerging issues. The combined resources of ABA and your state bankers association are available to support your activities and to help you carry out your mission as a Direct Contact Banker.



## Respond to the Challenge

Whether you have a relationship with a representative or senator or wish to begin building a relationship with your elected official, we urge you to join the Direct Contact Bankers program.

## Congress will make decisions that affect your bank

*Can you afford to sit on the sidelines?*

Yes, I want to become an advocate for our industry by joining the ABA Direct Contact Bankers program.

### Return this form

or sign up at [aba.com/grassroots/dcbankers](http://aba.com/grassroots/dcbankers)

Name \_\_\_\_\_

Title \_\_\_\_\_

Bank \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone number \_\_\_\_\_

E-mail address \_\_\_\_\_

Members of Congress you know personally \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Become a Direct Contact Banker today! ►

Sign up at [aba.com/grassroots/dcbankers](http://aba.com/grassroots/dcbankers)