



ABA

# Voter Education Report

2025 HIGHLIGHTS

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American  
Bankers  
Association®



# About the Program

The ABA Voter Education program, in partnership with our State Association Alliance **AMPLIFIES THE VISIBILITY AND VOICE OF THE BANKING INDUSTRY IN THE NATIONAL DIALOGUE.**

The Voter Education program is an important extension of ABA's advocacy work. Through the program, ABA raises dedicated funds to

**BRING ATTENTION TO PUBLIC POLICY ISSUES THAT ARE IMPORTANT TO THE INDUSTRY.**

When the country and constituents discuss topics of the day, ABA's Voter Education program ensures that banking perspectives are included in those conversations.

Within that work, the program also highlights efforts of congressional lawmakers on priority industry issues and urges them to continue working towards those priorities.





# About Our Work

The program uses issue advocacy advertising to **HIGHLIGHT BANKING POLICY ISSUES AND THE WORK OF LAWMAKERS** on those issues.

Out of **35 POLICYMAKERS**



whose work has been highlighted,

**29 WENT ON TO SERVE IN CONGRESS**



where they have been able to continue advocating on industry issues.



PREVIOUS ADS

Reaching constituents across a broad swath of the country and through a variety of media, the advertising drew attention to key policies and the work of lawmakers on both sides of the aisle who championed industry issues.

## About Participation

Congress is debating policies that have an impact on our industry, and now more than ever the efforts of the Voter Education program are critical.

**THE VOTER EDUCATION PROGRAM IS ONE RESOURCE WE HAVE TO MAKE SURE THE VIEWS OF THE INDUSTRY ARE REPRESENTED.**



LEARN MORE:



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CONSIDER A DONATION THROUGH THE FORM:



The Voter Education program can accept both personal and corporate contributions.

QUESTIONS?



Reach out to

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