GRASSROOTS TIP- Recruiting Fellow DCB’s

Part of being a Direct Contact Banker (DCB) is maintaining a strong relationship with your Member of Congress. The other part is recruiting other bankers who are not DCB’s to join our program. You are part of a vast network of bank Presidents and Vice Presidents from around the country that can influence your fellow bankers simply because you know the benefit of getting involved and how it will directly affect your bank and your bank’s community. We need you to get your fellow bankers involved in our DCB program. The success of the program depends on your commitment to helping it grow! No one knows the value of being a direct contact banker quite as much as you do. Your fellow colleagues need to hear from you. Be sure to share your experiences with your colleagues and encourage them to get active and get involved. The banking industry needs their support! We need every member of Congress connected with a DCB. Now, more than ever, is the chance to show your fellow bankers you are Proud To Be A Banker!

We encourage you to reach out to your fellow bankers at the CEO level and encourage them to get involved in the Direct Contact Banker program. Direct them to our website, where they can easily sign-up and start building those relations with their Member of Congress. Not sure if a banker is already a DCB? Send us an e-mail (ABADirectContactBankers@aba.com) and we would be more than happy to let you know.