Why engaging your employees in grassroots advocacy matters

Policies our lawmakers enact have a direct impact on the banking industry and our U.S. economy. You can help drive meaningful change by encouraging your employees to advocate for public policy which strengthens our financial system and supports consumers. As a leader in your bank, you can influence others to use their voice in grassroots advocacy.

Grassroots Advocacy Matters

YOUR VOICE COUNTS

When bankers use their voice – whether sending a letter to lawmakers or attending meetings — they have a say in key issues that affect your bank, customers, and community.

IMPACT POLICY

As a constituent, sharing how certain legislation or regulation would affect your bank or community can directly shape your lawmakers' policy decisions.

STRONGER ECONOMY

Advocating for policies that support the banking industry contributes to a stronger economy for all Americans.

Encourage Your Employees to Get Involved in Grassroots Advocacy

LEAD BY EXAMPLE

As CEO, your example can inspire your employees to engage in advocating for policy that benefits your customers and community.

INSPIRE ACTION

By being active in grassroots advocacy and encouraging your employees to do the same, you are showing your employees the value of advocacy, and inspiring them to get involved. **More voices = greater impact.** The more bankers involved and sharing their views on policies affecting the banking industry, the louder we are as an industry.