Virginia Bankers **ASSOCIATION**

Anyone Can Be an Advocate for the Banking Industry. **Here's How Long It Takes To:**



@ YOUR **LEGISLATOR** 2 min.



PRE-WRITTEN LETTER

5 min.



CREATE YOUR **OWN LETTER**

30 min.



GIVE YOUR LEGISLATOR A TOUR OF YOUR BANK

2 hrs.



W PARTICIPATE ON THE VBA GOVERNMENT **RELATIONS COMMITTEE**

6-8 hrs.

3 min.

CONTRIBUTE TO VBA BANKPAC



15 min.

CALL YOUR LEGISLATOR



1 hr.

MEET WITH YOUR LEGISLATOR AT VBA REGIONAL LEGISLATIVE MEETINGS. BANKER DAY OR THE WASHINGTON SUMMIT



4 hrs.

HELP TO CONDUCT A VBA BANKPAC **CAMPAIGN AT YOUR BANK**



2 hrs./week

VOLUNTEER FOR A POLITICAL CAMPAIGN





Keep it succinct - you have limited characters!



Completing a Call to Action - submitting a letter pre-written by the VBA ensures legislators are hearing the right message from a lot of bankers.



Describe in your own words how legislation impacts your bank and local community, using one-pagers from the VBA to enhance your message. Specific examples can increase the effectiveness of your communication.



Share anecdotes and real stories and experiences from customers. Each meeting with a legislator takes no more than an hour, but event time commitments vary. Visit www.vabankers. org for more information on these events.



Contact Matt Bruning, EVP, Government & Member Relations, for more information at 804-819-4704 or mbruning@vabankers.org.

Advocacy doesn't have to be a full-time job. If you're doing any of the things above, then you are already advocating for your industry. We'd love to capture that activity! Please contact Heather Derflinger at heather@vabankers.org with your information.