VIRGINIA BANKPAC:
The Voice of Your Industry

Dos and Don'ts for BankPAC Outreach

Communicating the importance of BankPAC is essential to maximizing participation. There are a number of effective methods of communicating the function and value of BankPAC to your bank's employees and board members.

- **DO SET GOALS.** Setting internal goals and communicating weekly progress about your bank's BankPAC campaign progress is a great way to support and encourage participation. Consider including messages from employees who have participated in previous campaigns about the importance of contributing.

- **DON'T BE THE ONLY ONE TO COMMUNICATE ABOUT BANKPAC.** If appropriate, a letter from the CEO, or a division or department head, may be distributed to those being solicited.

- **DO CONTACT THE VBA** to schedule a virtual BankPAC presentation by a member of the VBA staff to your board or other various employee groups throughout the bank. Please call Cindy Beazley at 804-819-4705 to schedule.

- **DON'T OVERLOOK YOUR BOARD.** Consider scheduling an additional board meeting to discuss industry trends, legislative or regulatory updates, and VBA advocacy. Encourage board members to contribute that meeting's directors' fees to BankPAC.

- **DO THINK OUTSIDE THE BOX.** Ideas other banks have explored to encourage BankPAC participation:
  - Casual or jeans day
  - Friendly fundraising competitions between employee groups or departments
  - Offer a give-away
  - Match BankPAC contributions to the charity of the participant's choice

- **DON'T FORGET TO SHARE INFORMATION** about all the advocacy efforts of the VBA and the banking industry, and how it is important to your bank. Sample messaging:
  - *BankPAC is one very important component of our grassroots advocacy that enhances our legislative efforts to educate public officials of the implications of their decisions on your business and ensure new laws don't negatively impact the banking industry.*
  - *The relationships created by BankPAC help this process along.*

Additional information on legislative accomplishments is available from the VBA.