



VIRGINIA BANKPAC:

The Voice of Your Industry

Dos and Don'ts for Running Your BankPAC Campaign

- **DO HAVE A GRASSROOTS COORDINATOR.** Each bank should have an engaged individual designated as the bank's Grassroots Coordinator and empowered by the CEO to coordinate the campaign within the bank.
- **DON'T ONLY SOLICIT YOUR OFFICERS,** but also your board members and other key employees. Virginia law allows for the solicitation of all employees and board members.
- **DO DISTRIBUTE PAC INFORMATION** to those whom you wish to solicit. All contributions need to be accompanied by the authorizing information contained on the BankPAC form.
- **DON'T BE CONFINED BY THE "SUGGESTED CONTRIBUTIONS" GUIDELINES;** these are only suggestions. More or less than the suggested amount may be given. There is no minimum contribution. The amount given by the contributor, or the refusal to give, will not benefit or disadvantage the person being solicited.
- **DO NOTE THE DATES** of the campaign. Contributions will be accepted at any time, but the solicitation should be concentrated from June-Labor Day. All contributions must be submitted by September 1st.
- **DON'T DELAY;** Get started early so your bank is listed in our BankPAC communications.
- **DO HAVE INDIVIDUAL CHECKS RETURNED TO THE BANK'S COORDINATOR,** who in turn will forward the checks to the VBA Office. Federal election laws and Supreme Court decisions clearly allow the expenditure of corporate funds to administer programs through which employees may make voluntary political contributions.
- **DON'T FORGET ABOUT PAYROLL DEDUCTION.** Contributions can be made through payroll deduction if your bank has the systems available to do so. Payroll deduction can make contributing much easier. If you have any questions on how to implement payroll deduction for BankPAC, please contact the VBA.
- **DO MAKE SURE** that all checks have been made payable to "Virginia BankPAC".
- **DON'T WAIT TO SEND IN YOUR CONTRIBUTIONS ALL AT ONE TIME.** If you collect checks or credit card information from contributors over a number of months, please send them to the VBA on a regular basis instead of waiting to send them in once your campaign has ended. Waiting to send contributions can cause issues processing payments or with bounced checks. Contributors, like your bank directors, expect their check will be cashed soon after it is written or their card will be processed soon after they submit their form.

If paying with a credit card, make sure all the appropriate information is completed on the forms. Send all checks, along with all the completed forms, to Virginia BankPAC, 4490 Cox Road, Glen Allen, VA 23060, Attn: Cindy Beazley. Should you have questions, please call Cindy Beazley at 804/819.4705 or Matt Bruning at 804/819.4704.