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Sample Letter/Email for Bank CEOs to Send to Employees

Dear **[BANK NAME]** Employees:

 Each year, I work with the Virginia Bankers Association on the Virginia BankPAC campaign. For those of you who are new to **[BANK NAME]**, the Virginia BankPAC is the Virginia Bankers Association Political Action Committee. **[BANK NAME]** is a member bank of the Virginia Bankers Association. The VBA provides its member banks with a variety of services to include training, government relations, and a host of other services designed to promote and support our industry.

 Public policy is created through a formal political process. The many rules and regulations under which we operate are largely governed by legislation that is passed in Washington. **[We are finally seeing some regulatory relief in Congress. However, I believe there is more that can and should be done to right-size financial rules while maintaining needed safety and soundness, and we must continue to work with members of Congress, the regulatory agencies and the administration to achieve more progress in the months ahead. BankPAC is our seat at the table during this process.]** It is the vehicle to represent *your* voice as our lawmakers deliberate and enact regulations that impact our ability to serve the banking needs of our customers.

 **[Having been an active member of the Virginia Bankers Association for many years, I can speak with authority when I say that the VBA works hard on our behalf.]** In Virginia, we are fortunate to have strong support from the Virginia Bankers Association. They have a dedicated team of government relations professionals building relationships with our legislators and working hard to protect our interest and the lifeblood of community banking. BankPAC provides financial support for political campaigns of those who have demonstrated their commitment to support Virginia bankers.

 I hope you will consider joining me in supporting BankPAC by completing the attached form or contributing online [here](https://ai360.aristotle.com/AI360FormBuilder/%28S%28lyzj50nql02ddxap4f4ltuqc%29%29/mobileForm.aspx?dbid=cd293b9f-a9e8-4458-8d56-1f9f6d729bfe&page_id=1003). While I would be proud to report that our bank has 100% participation, please keep in mind that your support is completely voluntary; there will be no retribution for choosing not to participate. Should you choose to participate, please return the form and your check payable to VBA BankPAC to our Government Relations ambassador, **[NAME]**, by **[DATE]**. Your voluntary support of the campaign, no matter how small or large, will be most helpful and greatly appreciated.

 Sincerely,

 [NAME/TITLE]