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Sample Letter/Email for Bank CEOs to Send to Employees

Dear **[BANK NAME]** Employees:

 Each spring, I work with the Virginia Bankers Association on our 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 an active 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.

 The Public policy that dictates how we do our jobs, and how successful our bank is at serving our customers and supporting our employees, 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, and, at the state level, in Richmond. BankPAC is the vehicle delivering *your* voice at the state house and in the halls of Congress as they deliberate and enact laws and regulations that impact our daily life and ability to serve the banking needs of our customers. Because of the heavily regulated environment we as bankers operate in, having a strong voice before our regulators is crucial to our success as an industry. A well-regulated, vibrant banking climate means a better quality of life for our team and better ability to best serve our customers, things integral to our values at {BANK NAME}.

 **[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 interests and the vitality 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]

PS This year Virginia Bank PAC has set a goal of <amount> for banks of our size. I hope, if you’re able, you’ll consider supporting our work towards meeting that goal.