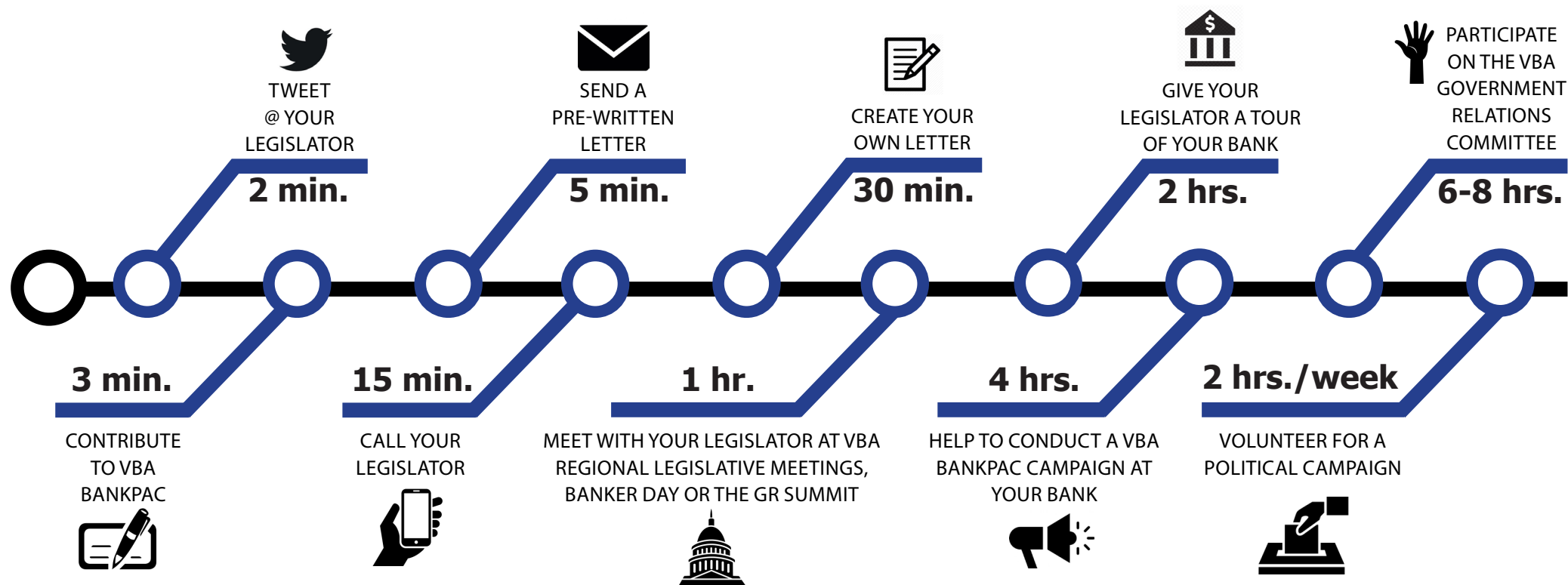




VIRGINIA BANKERS ASSOCIATION


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




TIPS:

 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, SVP, 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 Chandler Owdom at cowdom@vabankers.org with your information.