



PENNSYLVANIA
BANKERS ASSOCIATION

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Grassroots Advocacy



The Voice of
Pennsylvania's Bankers

PBA Grassroots Advocacy

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CALL TO ACTION

Now more than ever banking faces more regulation, legislation and competition than most other industries do. Every year the state legislature spends months considering legislation that affect bankers' bottom lines. Participating in effective grassroots advocacy strategies allows you to play a role in the decisions that face our industry today.



JOIN THE FIGHT

Ready to make your voice heard? Become a PBA Grassroots Advocate and commit to developing a relationship with your state legislators, encouraging your fellow bankers to get involved and responding to important PBA Action Alerts. You are vital to the success of any legislative battle we face here in Harrisburg, and with your help we can defend our industry and the many bankers like you! Don't just sit on the sidelines and watch. **THE TIME IS NOW– GET IN THE GAME!**



WHY SHOULD I GET INVOLVED

Do you care about the industry you work for? The bank where you are employed? What about the customers you serve? If you knew that decisions made in Harrisburg every day might affect you, your bank and your customers would you take action? Employees from all industries get involved in the political process from realtors to lawyers to credit unions – and their voice is drowning us out.



AM I QUALIFIED TO BE A PBA GRASSROOTS ADVOCATE

As a PBA Grassroots Advocate, you need enthusiasm and commitment to make a difference in the legislative process in PA's General Assembly. You also need to understand and know that PaBPAC plays a key role in this process and it is vital that more bankers contribute to PaBPAC in order to strengthen our voice in Harrisburg. There are several essential elements to having legislative success – PBA lobbying efforts, PaBPAC and most importantly, Grassroots! One without the other is not nearly as effective and it requires all three working together to create a winning team!



WHAT WILL I DO AS A PBA GRASSROOTS ADVOCATE

As a PBA Grassroots Advocate you are the point person at your banking institution regarding all grassroots advocacy activities. You are the link between your banking institution and PBA on legislative matters affecting the banking industry that require grassroots participation.

Here are the duties of a PBA Grassroots Advocate:

- Spread the word about the importance of grassroots advocacy participation;
- Encourage your employees or colleagues to participate in PBA's industry wide grassroots campaign;
- Become familiar with PBA issues and legislation;
- Meet with the legislators in your district;
- Invite your local legislators to visit your bank;
- Contribute and encourage fellow bankers to contribute to PaBPAC;
- Respond to PBA calls to action by contacting your legislators;
- Communicate the results of those contacts with PBA staff; and
- Attend local, informal meetings with your legislators when you have the opportunity.



HOW DO I GET STARTED

We suggest you follow these simple steps:

- Complete and send in the PBA Grassroots Advocate sign-up form included with this brochure;
- PBA will collect the sign-up cards and follow-up with interested Grassroots Advocates and host a “How-To” meeting at the PBA Office in Harrisburg. It will equip you to utilize the various grassroots tactics confidently and effectively;
- Become informed on PBA Grassroots Advocacy initiatives and important legislation;
- Visit www.pabanker.com, and click on government relations “issues and actions;”
- Spread the word throughout your banking institution and encourage your employees or colleagues to get involved;
- Contact your legislators and introduce yourself as one of their constituents, let them know you are a banker, and that you care about legislation affecting the banking industry;
- Contribute as much or as little as you can to PaBPAC and encourage others to contribute as well. A strong PAC is essential to making our voices heard on legislation that affects the banking industry;
- Help coordinate or facilitate a visit of your local legislator into your bank;
- TAKE ACTION: When you receive a PBA action alert, take action by contacting your local legislators and encouraging your colleagues or employees to do the same;
- Advise PBA staff of your grassroots initiatives when responding to an action alert; and
- Become involved: Participate in PBA hosted legislative events or conference calls.



WE NEED YOU

For more information about the PBA Grassroots Advocacy Initiative and becoming a Grassroots Advocate call Erin Loudenslager, PBA Assistant Vice President, Government Relations, at (717) 255-6910, or eloudenslager@pabanker.com.



PBA Grassroots Advocacy

The Voice of Pennsylvania's Bankers

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