Checklist to a Successful In-Bank Campaign

✔ Sign Prior Approval for your bank – completed!
✔ Determine if your campaign will be for your state association PAC or ABA BankPac
✔ Determine which employees are eligible to give
✔ Establish a timeline and goal for your campaign
✔ Decide how you will receive contributions
✔ Develop a communication plan and consider training ambassadors to assist in your efforts
✔ Celebrate your accomplishments at the end of your drive!

Determine Your Campaign Recipient

• ABA BankPac is affiliated with 42 state association federal PACs. The affiliated PACs share contribution
  and disbursement limits and are viewed as one committee by the Federal Election Commission.
• When setting up your campaign, you must decide if you would like your employees’ contributions to go
  to your state association federal PAC or ABA BankPac.
• If your bank is in one of the eight states (AK, DE, HI, ME, MT, NV, RI, VT) that does not have a federal PAC,
  then you will raise directly to ABA BankPac.
• If raising for your state association federal PAC, your contact will be your State Executive or
  Government Relations staff.
• If raising for ABA BankPac, your contact will be:

  **Elizabeth Coit, National Political Director**
  ecoit@aba.com, 202-663-5114

  **Laura Salameh, BankPac Manager**
  lsalameh@aba.com, 202-663-5331
Determining Your Eligible Class

Please read over these guidelines carefully before distributing solicitation materials to your staff. **REMEMBER: Contributions to BankPac are voluntary.** No form of coercion should be used to obtain a contribution.

Who May Be Solicited

✔ Executive and administrative personnel, paid on salary, who have policy-making, managerial, professional or supervisory responsibilities
✔ Executive and administrative personnel may include individuals who run your bank’s business (officers, branch managers, division or group managers) and professionals such as lawyers or accountants
✔ Board members and other stockholders, if they have a vested beneficial interest in the stock, the power to direct how the stock will be voted (if it is voting stock), and the right to receive dividends
✔ Family members of executive and administrative personnel, stockholder, and corporate employees

Who May Not Be Solicited

✘ Hourly wage employees
✘ Professionals represented by a labor organization
✘ Salaried foremen and others who supervise hourly employees
✘ Former or retired personnel who are not stockholders

Establishing a Campaign Timeline and Fundraising Goal

• Focus on having well-defined start and end dates (One to two weeks for a small staff, and three to four weeks for a larger staff should suffice)
• Scheduling a kick-off event and closing reception can help get your employees more involved
• Establishing a clear goal can provide strong motivation for employees to get involved
• Consider setting suggested donation levels based on an employee’s position within the bank

✦ It is important to note to employees that these are only suggested amounts and all employees are free to give as much or as little as they would like
✦ Additionally, no employee will receive favor or disadvantage for the amount of their contribution or for not contributing. Employees should never feel coerced into giving

Determine Receipt Methodology

• Contributions can be collected in one of the following ways:
  ✔ Check
  ✔ Credit card*
  ✔ Payroll deduction*

*If fundraising for your state association federal PAC, please confirm that they can accept this method.

• All contributions collected from employees must be transferred to the PAC within 10 days of receipt.
  A list of contributors, including their name, home address, employer, title, date and amount of contribution for each individual must also be provided.
• Additional Instructions for Implementing Payroll Deduction:

1. Assign a deduction code to the name of the PAC (either the state federal PAC or ABA BankPac) as you would with any other deduction, i.e. Medical, Dental, 401k, etc. Contributions do not qualify as pre-tax deductions.

2. Provide your solicitable employees with a contribution card, where they can elect the amount that they would like to contribute. Once the deduction code has been assigned, enter in the amount being contributed per pay period.

3. Your bank’s payroll specialist should send deductions for the PAC from the employee’s payroll in aggregate by ACH, wire transfer to the PAC’s account or via a check, bundling the deductions, within 10 days of the pay period, to the address listed below.

For your state association federal PAC, please reach out to your contact for delivery instructions.

For ABA BankPac:

<table>
<thead>
<tr>
<th>Checks</th>
<th>ACH/Wire Transfer</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABA BankPac</td>
<td>Suntrust Bank, 1445 New York Ave, NW, Washington, DC, 20005</td>
</tr>
<tr>
<td>PO Box 424047</td>
<td>Account Name: BankPac   ABA Routing Number: 061000104</td>
</tr>
<tr>
<td>Washington, DC 20042-4047</td>
<td>Account Number: 52021145</td>
</tr>
</tbody>
</table>

4. Send the designated PAC copies of the employees’ initial contribution cards. After payroll has been issued, notify the PAC administrator that the funds have been transferred and provide a list of contributors, including their name, home address, employer, title, date and amount of contribution for each individual. Subsequent deductions need only include the name, date and amount.

5. If any employee wishes to discontinue their payroll deduction contribution to the PAC, they must provide a written statement to the payroll deduction staff, otherwise the contribution should be deducted regularly.

6. Payroll deduction elections must be reaffirmed on an annual basis.

Developing a Communication Plan

• Messaging directly from you, the bank’s CEO, is always the most impactful (sample email can be found in the Additional Materials Section).

• Many CEOs recruit ambassadors or captains to help amplify their reach. One-time training that covers the following subjects can be helpful. (Additional information around these topics can also be found in the Additional Materials Section).
  ✦ History of BankPac and political action committees
  ✦ Importance of contributing to BankPac
  ✦ Legal aspects of soliciting and contributing to BankPac

• Due to the legal disclaimers required on BankPac solicitation materials, please use the form provided in the Additional Materials Section to solicit contributions. Alternatively, you may request a form from your state association.

• Additionally, banks have reported that having BankPac investment data for their state can be very helpful. For example, BankPac has invested $20,000 year to date in Texas for these four members of Congress.

*Utilize BankPac staff as a resource to answer any questions not covered in the materials or to provide additional information.*
Sample Solicitation to Bank Employees from Bank President/CEO

Please edit to fit your bank’s needs.

To: Eligible Bank Employees
From: President and CEO
Re: [Name of PAC] Fundraising Campaign

Today we are kicking off the [Name of PAC] fundraising campaign in our bank. I hope that everyone will take part in this important program. I made my personal contribution and hope you will do the same.

[Name of PAC] is the bipartisan political action committee of the [ABA/State Association]. It supports the campaigns of candidates for the U.S. Senate and House of Representatives who advocate a free and competitive financial marketplace. I am contributing because I count on [Name of PAC] to support legislators across the country who have a positive effect on our bank’s future.

I am asking for your personal contribution because [Name of PAC]’s strength lies in the involvement of bank professionals like you and me. By joining with tens of thousands of bankers who have already made a personal commitment to [Name of PAC], we will make the voice of the banking industry in Congress even stronger.

[Name of PAC] is now making it easier than ever to contribute through utilizing payroll deduction. Rather than making your contribution all at once, you now have the option of having a small contribution deducted from each of your payroll checks throughout the year. For example, a $1 contribution per pay period would amount to a $24 annual contribution, and a $5 contribution per pay period would amount to $120 a year. Contributions by check or credit card are still accepted.

To contribute to [Name of PAC], please complete the [Name of PAC] contribution card attached to the letter by making a check payable to “[Name of PAC]” or by selecting the payroll deduction option and choose the amount you wish to contribute. This amount will be deducted from each pay check regularly and sent to [Name of PAC].

This may be one of the best investments you can make for your future.

Sincerely,
[Bank President & CEO]

Contributions to the PAC are not tax deductible. All contributions are voluntary and will be used for political purposes; you may refuse to contribute without reprisal. Contribution guidelines are only suggestions: you may contribute more or less than the suggested amounts and you will not be favored or disadvantaged based on the amount of your contribution or your decision not to contribute. Contributions from foreign nationals are prohibited. Federal law requires us to use our best efforts to collect and report the name, mailing address, occupation, and name of employer of individuals whose contributions exceed $200 in a calendar year.
Sample Contribution Form

CONTRIBUTION CARD

Name_________________________________________________________________________
Address _______________________________________________________________________
City _____________________________________________ State ______ Zip ______________
Employer______________________________________________________________________
Occupation_____________________________________________________________________

☐ I have enclosed a check for my personal contribution. Check amount: $_____________

☐ I would like my personal credit card to be charged the following one-time amount:

☐ $250  ☐ $100  ☐ $50  ☐ $25  ☐ $____

Card number: __________________________________________________________________
Expiration: _____________________________ Billing zip code: ________________________

☐ I hereby authorize my employer, [Name of Employer], to pay the following
[Name of PAC] contribution through payroll deduction:

Per Pay Period: OR One-time deduction $________

☐ $50  ☐ $30  ☐ $25

☐ $20  ☐ $15  ☐ $10

☐ $6  ☐ $3  ☐ $___

Total Pledge Amount
$________________

Signed____________________________________________ Date______________________

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Brief History on PACs and the ABA BankPac and State Association Affiliation

The first PAC was created in 1944 to help re-elect President Franklin D. Roosevelt. However, PACs functioned as an auxiliary part of the campaign unit until the 1970s when the Federal Election Campaign Act and its amendment were passed in 1971 and 1974. In 1976, ABA BankPac was formed to support pro-banking leaders in the U.S. House of Representatives and Senate.

ABA BankPac is affiliated with forty-two state banking associations federal PACs. The Federal Election Commission (FEC) treats all these PACs as one committee under the BankPac domain. That means that, collectively, the state association federal PACs and ABA BankPac share contribution and disbursement limits during campaign finance regulation.

Most of the state banking associations also have a state PAC that solicits money for state and local races. A state association's state PAC is not affiliated with ABA BankPac, because ABA BankPac is a federal PAC.

Frequently Asked Questions

Q. What is a Political Action Committee?
A. PACs pool voluntary campaign contributions from individuals and donate funds to support candidates.

Q. Who may be solicited for BankPac contributions?
A. Once a bank has signed an authorization form, the bank CEO or the state association’s federal PAC may solicit contributions to the PAC from exempt (salaried) employees, the bank’s Board of Directors and spouses of both groups. ABA Staff are also eligible to contribute. Generally, federal PACs are prohibited from raising money from hourly-wage employees.

Q. Can banks or corporations make contributions to PACs or federal candidates?
A. No. Only personal contributions can be accepted.

Q. How much can individuals contribute to BankPac?
A. The annual limit is $5,000. Since BankPac and the state association federal PACs are affiliated, an eligible individual can only give $5,000 collectively, to ABA BankPac and their state association federal PAC.

Q. Can a company or employer reimburse someone for a federal PAC contribution?
A. No. The corporate reimbursement of a federal PAC contribution is a violation of campaign finance regulation.

Q. Is a contribution tax deductible?
A. No. Contributions to a federal PAC are not tax deductible for federal income tax purposes.

Q. Who oversees BankPac?
A. ABA BankPac is governed by the National BankPac Committee, which is appointed for two-year terms by the Chairman of the ABA Board of Directors. Additionally, state associations have their own banker-led governance for their federal and state PACs.

Q. Who decides where the money goes?
A. All disbursements made by BankPac undergo a multi-step approval process with BankPac's key stakeholders. This includes the National BankPac Committee, ABA-State Association Alliance, and members of the ABA staff.
Q. What will BankPac do with the money it collects?
A. The money will be contributed to the re-election campaigns of pro-banking candidates running for the U.S. House of Representatives and Senate. Additionally, BankPac makes investments in candidate leadership PACs, the national party committees and coalition PACs. Contributions will not be used to administer BankPac operations or solicitation campaigns.

Q. How much can BankPac contribute to a federal candidate?
A. The limits on contributions to House and Senate candidate apply separately to each election in which a candidate participates. In House and Senate races, each primary election, general election, runoff and special election is considered a separate election with a separate limit. As a qualified multicandidate committee, BankPac may contribute up to $5,000 per candidate per election. Since your state banking association PAC is affiliated with BankPac, we share these candidate limits.

Q. How will I know what happens to my money?
A. BankPac reports its contributions and disbursements to the Federal Election Commission, as required by law on a monthly basis. These reports can be found at www.fec.gov. Alternatively, BankPac also discloses this data by state on their website, which can be found at aba.com/bankpac.

Q. Why should I support BankPac?
A. The pooling of contributions from many supportive bankers allows BankPac to make one large contribution to a candidate on behalf of the banking industry. Through collective support, BankPac can make much larger contributions than the average individual banker. Therefore, a single contribution can have a greater impact through BankPac.

Q. Is BankPac bipartisan?
A. The political landscape in Washington is constantly evolving. To be effective, BankPac works on both sides of the aisle, focusing on those candidates who are the banking industry's champions, regardless of party affiliation.