

2017 ICBA ADVOCACY SUMMARY

SUSTAINING MOMENTUM

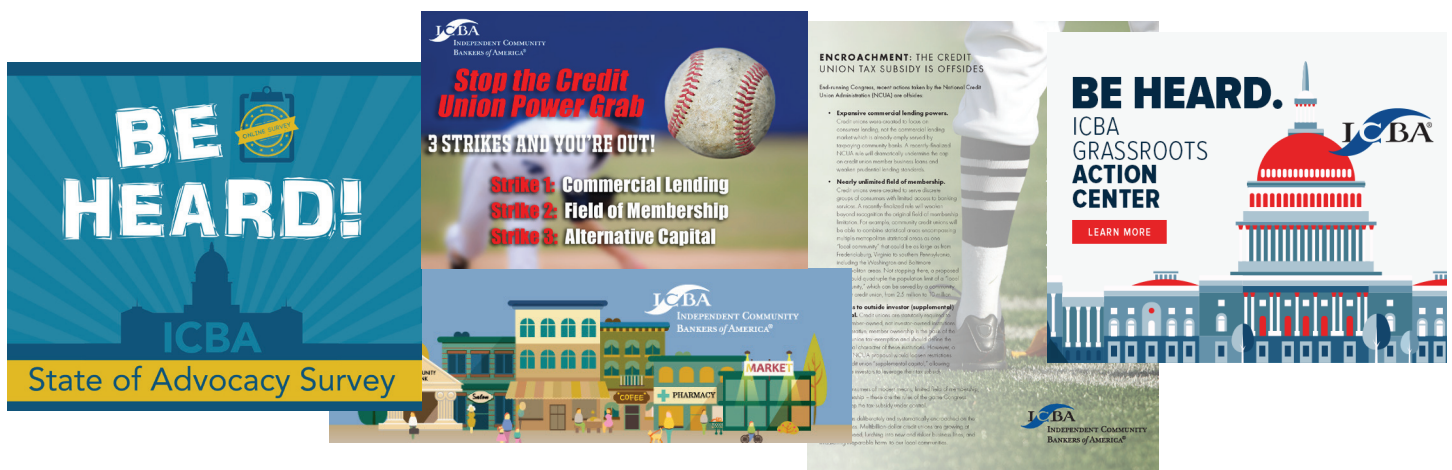
The regulatory relief momentum in Washington and success of ICBA Community Banking LIVE and the ICBA Capital Summit have contributed to a sense of urgency and excitement among ICBA advocates. The year began with ICBA taking stock of advocate preferences and levels of grassroots engagement. The “State of ICBA Advocacy” survey revealed several actionable results that have been implemented over several months. ICBA staff continue working to provide mechanisms with which community bankers can effectively communicate concerns, recommendations, and the sentiment of their communities to members of Congress, regulators and staff.

BUILDING NEW RESOURCES

ICBA’s Be Heard grassroots action center was updated earlier this year with the launch of ICBA’s new website. Content updates and improvements continue on a regular basis, and resources are created based on advocate demand. Notable resource enhancements include the “Meeting on Main Street Guide” and the “ICBA Advocacy Digital Overview” webinar. ICBA developed these and other resources to provide advocate training and support to facilitate interactions with members of Congress and staff. The association also created and sent to Congress several informational pieces, infographics and one-page documents to educate lawmakers on the positive impact of community banks.

MAINTAINING CREATIVITY

The ICBA advocacy team works with the communications and marketing team to continue leading the industry in producing high-quality content that is interactive, relatable and actionable. The following are a sampling of the graphics and creative pieces that ICBA developed this year as part of grassroots campaigns or Hill-facing communications:



DIVERSIFYING COMMUNICATION

Recognizing that email is not the only method to reach community bank advocates, the ICBA advocacy team has made a concerted effort to test new communication methods from Twitter chats to Facebook Live videos to LinkedIn advertising. Aside from increasing social media interaction with advocates, ICBA continues using traditional media, such as email, web, fax and direct mail. ICBA also continues developing tools to facilitate community bank outreach and looks to community bankers for feedback on what is most effective in getting the right message to the industry at the right time. ICBA advocacy is fortunate to have an engaged group of community bankers supporting the many different grassroots campaigns, and the outlook for further participation growth is positive. **Community bankers continue to be ICBA’s greatest advocacy resource, and the stories of community impact provide us a significant advantage in helping to shape public policy.**