**SAMPLE EMAIL TO SHARE WITH YOUR BANK STAFF ABOUT ICBA MEMBERSHIP**

Dear \_\_\_\_\_\_\_\_\_,

I’m pleased to inform everyone that **[BANK NAME]** is anew member of the Independent Community Bankers of America® (ICBA), a trade association based in Washington, D.C. that is dedicated exclusively to representing the interests of the community banking industry and its membership through effective advocacy, best-in-class education and high-quality products and services. Please take a few minutes and learn more at [www.icba.org](http://www.icba.org).

To get the most of our membership, I wanted to provide you with a rundown of ICBA benefits and offerings that we hope you take advantage of:

* **Education**: explore industry leading events and education through Community Banker University®. For more information, visit [www.icba.org/education](http://www.icba.org/education), where you will find live and recorded webinars, events, online training courses, compliance Q&A, manuals/resources and certifications.
* **News**: industry news, blogs and newsletters that will keep you in the know and prepare you to take action. [www.icba.org/news](http://www.icba.org/news)
* **Advocacy**: learn more about ICBA’s grassroots campaigns and powerful advocacy, which is focused on the unique needs of community banks. [www.icba.org/advocacy](http://www.icba.org/advocacy)
* **Solutions**: find proven business solutions, products and vendors that will help our bank grow. [www.icba.org/solutions](http://www.icba.org/solutions)
* **Promotion**: utilize ICBA’s marketing and communications tools to promote and recognize our bank in our local market and beyond. This includes marketing tools (www.icba.org/marketingtoolkit) awards ([www.icba.org/awards](http://www.icba.org/awards)), and ICBA’s Community Bank Locator ([www.banklocally.org](http://www.banklocally.org)).

ICBA also has a robust website with a variety of resources, articles, tools and templates. I encourage you to get set up with a login so you can take advantage of the benefits. Instructions are below:

**Set Up Your Online Access:**

1. **Visit** [www.icba.org](http://www.icba.org) **and click “Log in”** in the upper right corner. Click on “create an account.”
2. **Enter your e-mail address** and enter your new password twice. *(There are no restrictions for passwords.)*
3. **Click the link in the confirmation email:** You should receive an email with a “Finish Account Creation” link. *(You may need to check your spam folder. This link expires after 24 hours.)*
4. **Complete account information:** Please complete required information to complete your account. Be mindful that entries are casesensitive*.* When you are done, click continue.
5. **Last step!** Please select all the job functions that apply and click finish.
6. **You now can fully access ICBA online:** You can view your profile, explore our website, or sign out anytime on the upper right-hand corner.

Our ICBA concierge, Jeanie Klasen, is available to answer any questions you may have. To reach her, please email [Jeanie.Klasen@icba.org](mailto:Jeanie.Klasen@icba.org) or call 320-352-7325 or 866-THE-ICBA. Additionally, please feel free to contact me with any questions regarding our membership.

Regards,