

## GETTING INVOLVED



### WHAT IS ICBA ADVOCACY?

The Independent Community Bankers of America (ICBA) is the nation's voice for community banks. When Congress or a federal regulator is considering policy initiatives that affect community banking, ICBA calls on its advocates to act as a loud, clear, and collective voice.

ICBA advocacy is a collection of dedicated community bank executives, bank directors, employees, and customers that take a vested interest in the public policy process. ICBA advocates communicate with elected officials and regulators to advance policy priorities and ensure that they these decision makers are well aware of the impact of community banks. From creating opportunities for small businesses to helping a family finance their first home, community banks are an integral part of the American economy, and ICBA advocates know the importance of sharing these stories with policy makers.

### WHO ARE ICBA ADVOCATES?

ICBA advocates range from community bank CEOs to bank directors to community bank

employees and customers, such as small business owners. ICBA advocates are a diverse group of people from varying backgrounds with the common interest of promoting community banks.

Become an ICBA advocate in minutes by visiting: [www.icba.org/beheard/becomeanadvocate](http://www.icba.org/beheard/becomeanadvocate)

### WHY IS ADVOCACY IMPORTANT?

Lawmakers seek out reliable and trusted sources for information as they make key decisions on legislation and policy. They are particularly interested in constituent views. You should be their trusted source on community banking. Members of Congress seek to make decisions that best serve their home districts and the need of their constituents. When a lawmaker has questions about financial services or banking issues, your bank should be one of the first points of contact for reliable information.

## HOW CAN I GET INVOLVED?

After you fill out the form to become an ICBA advocate, you will receive periodic action alerts updating you on pressing issues facing community banks as part of the legislative and regulatory process. You may be asked to call, email, Tweet, or even meet with an elected official as an ICBA advocate. The ICBA Advocacy Team will ensure that you have the necessary information and materials to act as the voice of community bankers through written guides, webinars, and training sessions. If you have a specific question on how to get involved with ICBA advocacy or need additional resources, please contact ICBA Director of Advocacy Joshua Habursky at [Joshua.habursky@icba.org](mailto:Joshua.habursky@icba.org)

## WHAT TYPE OF ISSUES DO ICBA ADVOCATES FOCUS ON?

ICBA Advocates are active on a wide variety of legislative and regulatory issues including:

- Regulatory Burden
- Credit Unions/Farm Credit Competition
- Cybersecurity/Data Security
- Tax Issues
- Too-Big-To-Fail
- Interchange

- Agricultural Lending

A full listing is available under the advocacy tab on the ICBA website.

## SHOULD I GET MY EMPLOYEES OR COLLEAGUES INVOLVED?

We encourage you to engage your employees and community bank colleagues at any point in the legislative process. Your leadership as an employer and a colleague is an invaluable part of ICBA Advocacy. Creating a culture of advocacy among your employees and fellow community bankers will leverage your influence with your lawmakers.

This document should be used to introduce your employees and colleagues to ICBA Advocacy. ICBA will provide regular updates and has several additional resources available at [www.icba.org/beheard](http://www.icba.org/beheard).

## YOU CAN GET STARTED BY:

- [Signing up to Become an ICBA Advocate](#)
- Regularly [Taking Action](#) on ICBA Alerts
- Encouraging Employees and Colleagues to Become ICBA Advocates
- Stand Up. Step Up. Speak Up. Be Heard.

## OTHER WAYS TO ACT:

- Vote
- Write a letter to the editor supporting an ICBA position. (We can help with this.)
- Connect with elected officials on social media.
- Meet with an elected official.
- Learn more about ICBPAC, the federal action committee dedicated exclusively to representing community banks.

## STAY CONNECTED:

**Advocacy Web Portal:**

[www.icba.org/beheard](http://www.icba.org/beheard)

**Facebook:**

[www.facebook.com/icbaorg](http://www.facebook.com/icbaorg)

**Twitter:**

[www.twitter.com/ICBA](http://www.twitter.com/ICBA)

**YouTube:**

[www.youtube.com/user/CommunityBankChannel](http://www.youtube.com/user/CommunityBankChannel)

**LinkedIn:**

[www.linkedin.com/company/icba](http://www.linkedin.com/company/icba)

## ADVOCACY CONTACT:

If you have any questions or suggestions, please reach out to ICBA Director of Advocacy Joshua Habursky at 202-821-4355 or [Joshua.habursky@icba.org](mailto:Joshua.habursky@icba.org).