

Bankers Involved in Grassroots & Government (BIGG) Award Checklist

WHAT IS THE BIGG AWARD?

The Bankers Involved in Grassroots and Government (BIGG) award represents the highest achievement for bank involvement in advocacy for the Wisconsin Bankers Association. The award is typically given out to a small number of banks at the WBA Bank Executives Conference in front of a group of banking peers.

Examples of the awards given out in the past include flags flown over the United States or Wisconsin Capitol building, a piece of stone from the Wisconsin Capitol from the 1990s renovation, a pennant signed by Governor Walker or a framed print.

BIGG award winners are printed in the Wisconsin Banker and in electronic publications such as the Executive Letter and The Pundit, and are made known to Wisconsin Legislators. The reach is over 7,000 bankers and opinion leaders throughout the state of Wisconsin.

The awards are based on meeting five of seven criteria through WBA programs:

	Item	Date(s) Accomplished	Notes
1	Achieving WBA Gold Triangle Bank status for political fundraising		
2	Hosting a “take your legislator to work day” by bringing in an elected official into the bank		
3	Attending the WBA Capitol Day		
4	Attending the WBA/ABA/ICBA Washington Summit		
5	Bank staff contacting state and federal representatives through grassroots e-mail contacts		
6	Contributing to the WBA Issues Advocacy Fund		
7	Other: Testifying before Congress or the Wisconsin Legislature, hosting a fundraiser, analyzing legislation for WBA, etc.		

CALL TO ACTION:

Fax or email your completed checklist to Mike Semmann by December 31, 2020.