

Sample CEO Memo to Directors,
Officers and Staff

[Date]

Alliance of Bankers for Wisconsin (ABW)

[Name]

[Address]

[City, State, Zip Code]

Dear [Personalized Name]:

Today I am asking you to make **an investment in both the success of our bank and Wisconsin's economy**. Your personal contribution to the Wisconsin Bankers Association's political conduit account, the Alliance of Bankers for Wisconsin, does just that. The ABW conduit allows you to direct dollars to the pro-banking candidates of your choice. The ABW conduit triples the impact of a single contribution by sharing the credit between the individual banker, the bank he or she represents and the banking industry as a whole.

WBA uses the generous contributions of its member bankers to help elect pro-banking candidates and defeat anti-banking candidates. I think we've seen what it means when anti-banking legislators are in charge: uncertainty, more regulation, constraints on the work you can do to help our customers. Proposals on the federal and state levels would change the way we offer products, process electronic payments, raise capital, make new loans and even how we talk with our customers. The policies of anti-bank government officials hurt the economy, which changes the nature of how we're able to serve our community.

In 2020, you served your community on the front lines of Wisconsin's economy. It didn't matter who was in office at the federal and state levels of government. This year, we ask that you help opinion leaders and elected officials throughout the state understand the critical role you play, and the effort your team, your bank, and your directors must put forth. The banking industry, your industry, needs your help in 2021.

Pro-banking lawmakers support and understand the work you do every day. They support policies that spark economic growth and job creation. **Personal dollars we invest today in getting pro-banking officials in office pays off for our bank's bottom line tomorrow!**

We must change the debate in Madison and Washington. Wisconsin banks and bankers are the lifeblood of our communities. We can do a better job of telling our story. One way to do that is through political donations. This sends a clear message to lawmakers that we are active, involved, promote sound legislation, and educate the public about the good work we do.

If you have any questions about the ABW conduit or how your contribution would be used, please do not hesitate to contact WBA's **John Cronin** at jcronin@wisbank.com or 608-441-1215.

I have included an ABW political conduit fund brochure for additional information. I hope that you will consider my request. Your personal involvement in protecting our industry will benefit us all. **Please make a financial commitment to the ABW conduit today.**

Sincerely,

(Bank CEO)