

## WBA Issue Advocacy Fund

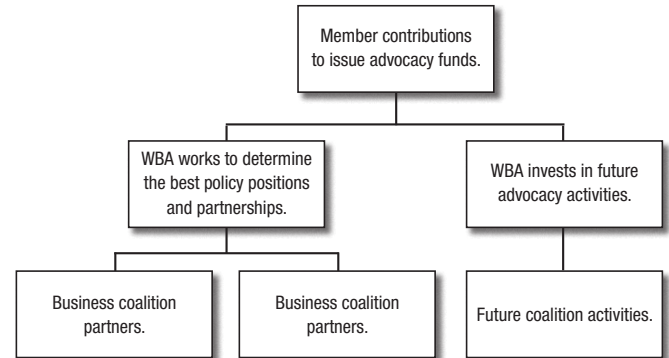
The WBA issue advocacy fund is an opportunity for your bank to contribute corporate dollars that are pooled with those from other Wisconsin business coalition partners to craft pro-business public policy messages to the general public, opinion leaders and elected officials.

2020 was a tumultuous year and created a lot of uncertainty. We've seen many changes in recent months – some we expected and some we did not. At WBA, our goal is to not only help the banking industry be ready for 2021, but for the years ahead.

The question for us is, “will we be ready?” Help us help you by contributing to WBA's Issue Advocacy Fund.

### What Does The Fund Do?

The fund is established to help educate the public, local leaders and elected officials and to define banking and business issues through advertising. WBA works with coalition partners to determine the best course of action. The message is sent at appropriate times during the legislative session and throughout the year.



### Why Should My Bank Give?

To help get out a clear and direct message about banking issues in a way that the public will understand. Issue advocacy communications always aim to explain (albeit briefly) why banking issues pertains to people and why they should buy-in.

This includes a connection to a particular fact or statistic to the policy you're advocating, explaining why it is important and connecting it to the public's everyday life. WBA is the only issue advocacy voice for the banking industry in Wisconsin.

### Are Contributions Deductible?

Contributions are not deductible as a charitable contribution. 100% is attributable to lobbying as defined by the Internal Revenue Code and is therefore not deductible as an ordinary business expense. Please consult your tax advisor for guidance.

### What's at Stake?

The banking industry in general continues to be demonized to the detriment of all Wisconsin banks. Some candidates for office in Wisconsin are running on an issue platform hostile to banks. We need keep those candidate at bay, while helping pro-banking individuals get elected or retain their seats.

### What Can Be Done?

Wisconsin banks need to unite and deliver a strong message to the public using TV, radio and direct mail to educate the public about public policy differences and the importance of strong pro-banking leadership in the Legislature.

### How Can My Bank Help?

Make a generous contribution to the Wisconsin Bankers Association (WBA). Corporate contributions are allowed by law. Join your peers in making a donation of \$1,000, \$5,000, \$10,000 or whatever you deem appropriate to the WBA issue advocacy fund. Your bank's corporate donation will be kept confidential.