

Grassroots Action: Sample Phone Script

You: Hello. This is [Insert name] and I live in [Insert city]. I'd like to speak to the staffer who works on banking issues.

Office: Please hold while I check to see if that person is available.

(pause)

Office: I'm sorry, our banking staffer isn't available right now. Can I take a message?

You: Yes, I am calling to urge [Insert legislator name] to support S. 2155, the Economic Growth, Regulatory Relief, and Consumer Protection Act. This legislation will help my bank better serve our customers, clients, and communities – your constituents – and in the process, create new economic opportunities in our state. S. 2155 is a bipartisan step in the right direction of helping banks do even more in their communities. We urge [Insert legislator name] to co-sponsor this legislation and encourage [Senate/House] leadership to bring this bill to the floor.

Office: Thank you for your message – I will pass it along. May I have your full name, address, and telephone number?

You: Yes – [Insert name], [Insert address], [Insert phone number]

You: Thank you for your time.

Grassroots Action: Sample Letter

The Honorable XXXXX
United States Senate
709 Hart Senate Building
Washington, DC 20510

Dear Senator XXX,

Although 35 states now permit some form of legal cannabis commerce, the federal government still classifies cannabis as an illegal substance—and banks are caught in the middle. Today, few of the state-licensed cannabis businesses can legally obtain a bank account or access other conventional financial services. As the legal cannabis industry grows, the status quo is simply unsustainable. There is a genuine public safety risk each day that a legal \$10 billion industry is denied access to banking. For this reason, I ask you to support the Secure and Fair Enforcement Banking Act (SAFE Banking Act).

Beyond just retailers and growers, there are countless ancillary businesses, such as vendors, landlords, lawyers and local plumbers and electricians who are also at risk of losing their banking services because they have business relationships with cannabis companies.

Lack of access to traditional banking services forces businesses to operate on cash- only basis. This makes businesses and their customers more susceptible to theft since both will have significant amounts of cash on them for transactions and business operations.

To be clear: A vote for the SAFE Banking Act is not a vote for cannabis legalization. The SAFE Banking Act addresses the most immediate problem caused by the conflict between state and federal law: getting state-sanctioned cannabis cash off our streets and into regulated financial institutions, where it will be safer and more transparent to state regulators and law enforcement.

No industry can operate safely, transparently or effectively without access to banks. That is why I ask you to support the SAFE Banking Act, S. 1200, and reconcile the legal divide between state and federal laws so that banks can continue to serve the financial needs of their communities.

Sincerely,

Joe Banker
123 Main Street
Smalltown, WI 51234

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OR HOW TO REGISTER?**

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Questions: Contact John Cronin at jcronin@wisbank.com or 608-441-1215.