

# ADVOCACY TOOLKIT

## Bankers Involved in Grassroots and Government (BIGG) Award Checklist

### What is the BIGG Award?

The Wisconsin Bankers Association is grateful to the banks that go above and beyond to help achieve our advocacy goals. For these efforts, we are pleased to present these members with our Bankers Involved in Grassroots and Government (BIGG) award. The BIGG award is our highest level of recognition for overall advocacy by our member banks.

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 the Governor, or a framed print.

BIGG award winners are published in the *Wisconsin Banker* (WBA's monthly newsletter), on [www.wisbank.com](http://www.wisbank.com), and in WBA's electronic publications such as the *Executive Letter* — reaching thousands of bankers and opinion leaders throughout Wisconsin. In addition, BIGG award winners are recognized at the annual Bank Executives Conference.

### Action Item

Complete at least five of the seven goals to earn BIGG status and return your checklist to Tyler Foti ([tfoti@wisbank.com](mailto:tfoti@wisbank.com)) by December 1, 2023.

### BIGG AWARD CHECKLIST

Achieve at least five goals from the list



Date Completed



Notes

#### GOAL 1

Name an Advocacy Officer

#### GOAL 2

Obtain Gold Triangle Award

#### GOAL 3

Contribute to WBA's issue advocacy fund

#### GOAL 4

Send at least one employee to WBA Capitol Day

#### GOAL 5

Participate in a Federal delegation meeting or go on a Washington, D.C. regulatory trip

#### GOAL 6

Hold a Take Your Legislator to Work Day

#### GOAL 7

Other (e.g. testify on a bill, host a fundraiser, analyze legislation, etc.)