

# SAMPLE CEO MEMO

---

(Date)

(Name)

(Address)

Dear (Name),

Today we are kicking off the 2018/19 IdaBankPAC fundraising campaign for the Political Action Committee of the Idaho Bankers Association. I have made my personal contribution to IdaBankPAC, because I strongly believe that supporting pro-banking candidates for elected office is an important investment in the future of our financial institution. I am writing you today to ask you to make the same investment.

All of us – from managers to directors – have a stake in the future viability and competitiveness of our industry. Like it or not, that future is largely determined by the Idaho Legislature and Congress. That is why we all need to be involved as we support and defend our industry against a growing list of competing interests. By far the best way to do that is to give to IdaBankPAC.

Enclosed is an IdaBankPAC contribution form for your review. I urge you to consider contributing to this important effort. The following suggested contribution amounts are only suggestions. More or less than the suggested amount may be given.

- \$10-\$50 for administrative staff and junior officers
- \$100-\$200 for vice presidents and directors
- \$200-\$300 for executive officers

I hope you will give serious consideration to my request for your personal involvement in protecting our financial institution's future. Your decision to participate or not and the level of participation is entirely voluntary on your part. Your decision will neither advantage nor disadvantage you in any way.

If you have any questions regarding IdaBankPAC and how your contribution will be used, please feel free to contact me or contact the Idaho Bankers Association, (208) 342-8282.

Sincerely,

(Bank CEO)

# 5 REASONS TO DONATE TO IDABANKPAC

---

**AS THE YEAR WINDS DOWN AND THE ELECTION SEASON HEATS UP, HERE ARE FIVE REASONS TO CONSIDER DONATING TO THE IDABANKPAC:**

- 1.) TAKE THE GUESSWORK OUT OF POLITICS.** By contributing to IdaBankPAC, you are supporting those who support the banking industry.
- 2.) SUPPORT THE INDUSTRY THAT SUPPORTS YOU.** Many of us spend our careers in the industry and have taken advantage of the professional growth opportunities it provides. You can ensure this trend continues in the future by contributing.
- 3.) PROTECT YOUR INTERESTS.** Legislation impacting our industry, enacted by our State Legislature and Congress, will impact your bottom line and your customers. Your contributions make it possible for us to look out for you and your stakeholders.
- 4.) EXPAND YOUR INFLUENCE.** While you may know the elected officials in your legislative footprint, IdaBankPAC expands your individual influence. Even if you are not politically active, you know how important it is to maintain a strong relationship with legislators and to direct support to those who believe in a competitive banking environment. Together we are better by association.
- 5.) IT'S FUN!** Employees are much more likely to participate if you make it fun. In addition to conducting an internal solicitation campaign, invite employees to participate in the IdaBankPAC Casual Day. In exchange for a \$5 contribution, they are able to wear casual clothes on a specific day, provided it adheres to the dress-code policy of the bank. Take a picture of those that participate and send it to the association!

---

## QUESTIONS?

Call the Idaho Bankers Association at (208) 342-8282 or  
[info@idahobankers.org](mailto:info@idahobankers.org)

# IDABANKPAC PRESIDENT'S CLUB

---

## **Legislative success starts with IdaBankPAC!**

- IdaBankPAC protects your businesses.
- IdaBankPAC gives our industry the opportunity to elect the right policy-makers who determine the economic vitality of our state and the health of our industry.
- IdaBankPAC is one of the most successful PACs in Idaho.

## **IdaBankPAC needs you now!**

As you know, individual banker contributions are the backbone of the IdaBankPAC. Last year the Idaho Bankers Association created the IdaBankPAC President's Club to recognize those who are systematically and consistently in the forefront of annual banker support for IdaBankPAC, and to encourage individual banker contributions in addition to corporate giving. Individual bankers who personally contribute \$500 or more per year become members of the IdaBankPAC President's Club and will receive special recognition and invites to the President's Club Social at our annual convention and ICBA Management & Director's Leadership Conference.

The goal of IdaBankPAC is to have 100% banker participation. Please join us today by making a personal contribution to IdaBankPAC.

## **IdaBankPAC -Your Best Investment in the Banking Industry!**

### **Thank you to our 2018 President's Club Members!**

***Scott Anderson - Mountain West Bank***

***John V. (J.V.) Evans - D.L. Evans Bank***

***Ron Johnson - The Bank of Commerce***

***Travis Kaul - Columbia Bank***

***Bruce Lowry - Ireland Bank***

***Jason Meyerhoefffer- First Federal Savings Bank***

***Dan Price - Mountain West Bank***

***Daniel Prohaska - Idaho Trust Bank***

---

## **QUESTIONS?**

Call the Idaho Bankers Association at (208) 342-8282 or  
info@idahobankers.org

# IDABANKPAC

## A U T H O R I Z A T I O N F O R M

IdaBankPAC must obtain written authorization from each IBA member bank that participates in the IdaBankPAC Campaign. Authorization may be granted by any person with the corporate authority to do so. Your corporation can provide authorization to solicit your officers and employees for PAC contributions to only one trade association in the same calendar year.

Please complete this form and promptly fax or mail it to the number/address shown below.

**Important: IdaBankPAC will not contact your employees directly. PAC campaigns and direct employee solicitations are the responsibility of each individual bank. *\*If your bank donates directly from its own PAC funds, this form is not required.***

IdaBankPAC is authorized as the only trade association PAC to solicit contributions from eligible persons of:

BANK NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

AUTHORIZED BY:

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

***Authorization for the following years (multi-year approval can be given in advance):***

2017/2018, SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

2018/2019, SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

2019/2020, SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

Idaho Bankers Association  
P.O. Box 638  
Boise, ID 83701  
Phone: (208) 342-8282 | Fax: (208) 342-8044  
info@idahobankers.org





BankPac

IDAHO BANKERS ASSOCIATION

PO BOX 638

BOISE, ID 83701

PH: 208-342-8282

WWW.IDAHOBANKERS.ORG

# IDABANKPAC

## C O N T R I B U T I O N F O R M

NAME

TITLE

EMPLOYER

RESIDENTIAL ADDRESS

CITY

ST

ZIP

PHONE

EMAIL

### INDIVIDUAL CONTRIBUTIONS

IdaBankPAC Personal Contribution Amount: \$ \_\_\_\_\_

- Enclosed is a check made payable to IdaBankPAC in the amount above.
- I authorize a recurring contribution be deducted from my paycheck monthly in the amount of \$ \_\_\_\_\_ (see payroll deduction instructions)
- I authorize a one time contribution be charged to my credit/debit card in the amount above.
- I authorize a recurring contribution to be charged to my credit /debit card monthly in the amount of \$ \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Expires: \_\_\_\_\_ CVV: \_\_\_\_\_

### CORPORATE CONTRIBUTIONS

IdaBankPAC Corporate Contribution Amount: \$ \_\_\_\_\_

- Enclosed is a bank check made payable to IdaBankPAC in the amount above.
- PAC to PAC: Enclosed is a check from our bank's in-house PAC for the amount above.

IdaBankPAC's Federal PAC Fund cannot accept corporate contributions; however, the State PAC Fund can accept corporate contributions and Corporate PAC check donations. All donations are voluntary and are not deductible as charitable contributions for tax purposes.

### QUESTIONS?

Call the Idaho Bankers Association at (208) 342-8282 or info@idahobankers.org

# PAYMENT OPTIONS FOR INDIVIDUAL CONTRIBUTIONS TO IDABANKPAC

---

## ONE TIME CONTRIBUTION

1. **PERSONAL CHECK**, *Please make the check out to IdaBankPAC*
2. **CREDIT OR DEBIT CARD**

## RECURRING AUTO PAY OPTIONS

Rather than contributing by a personal check all at once, IBA offers multiple ways to allow contributors the convenience of having a set amount deducted from their account throughout the year. For example, instead of writing a \$120 check, bank employees can have \$10 deducted from each month's paycheck (if paid monthly). The money collected will then be transferred to IdaBankPAC by ACH/EFT or check each month.

**1.) RECURRING BILLING VIA CREDIT OR DEBIT CARD.** This is our newest billing feature and provides a convenient payment option for bank employee contributions needs. Donors can pay by credit or debit card with a custom weekly, monthly or annual schedule.

**2.) RECURRING BANK PAYROLL DEDUCTION** from the employees' payroll in aggregate by ACH, wire transfer to IdaBankPAC's or via a check bundling the deductions, within 10 days of the pay period (*see detailed instructions below*)

- ❑ Assign a deduction code to IdaBankPAC contributions as you would with any other deduction, i.e. Medical, Dental, 401k, etc. Contributions to IdaBankPAC do not qualify as pre-tax deductions.
- ❑ Provide your employees with the letter from you and a contribution form, where they can elect the amount they would like to contribute. Once the deduction code has been assigned, enter in the amount being contributed per pay-period.
- ❑ Your bank's payroll specialist should send deductions for IdaBankPAC from the employees' payroll in aggregate by ACH, wire transfer to IdaBankPAC's account below or via a check bundling the deductions, within 10 days of the pay period, to the address listed below:
  - **Wire Transfers: IdaBankPAC, (call for account #), Routing #: 124103582**
  - **Mail: IdaBankPAC c/o Idaho Bankers Association, P.O. Box 638, Boise, ID 83701**
- ❑ Send Idaho Bankers Association copies of the employees' initial contribution cards. After payroll has been issued notify the PAC administrator that the funds have been transferred and provide a list of contributors, including their name, home address, employer, title, date and amount of contribution for each individual. Subsequent deductions need only to include the name, date, and amount.
- ❑ Any employee who wishes to discontinue his/her payroll deduction contribution to IdaBankPAC must provide a written statement to your payroll deduction staff otherwise the contribution should be deducted regularly from the employees pay check.

# FREQUENTLY ASKED QUESTIONS

---

- **WHAT IS IDABANKPAC?**

IdaBankPAC is a bi-partisan, voluntary, political action committee open to Idaho Bankers and business partners of the banking community.

- **WHY IS IT IMPORTANT TO CONTRIBUTE TO IDABANKPAC?**

As a banker, you are in a business that depends largely on decisions made by elected officials. IdaBankPAC provides bankers with opportunities to support candidates that understand and appreciate banker concerns. PAC donations enable IBA staff and bankers to have direct contact with legislators. It provides them with the funds to make contributions to candidates and to participate in sponsoring and attending political events where your money is directed toward targeted campaigns. Legislative success starts with IdaBankPAC!

- **HOW ARE IDABANKPAC FUNDS DISTRIBUTED?**

Contributions to state candidates are based upon their voting records, committee assignments and leadership positions. Federal candidates receive contributions through ABA BankPAC, the political action committee of the American Bankers Association. Contributions to the Idaho congressional delegation are determined with input from the IBA and the American Bankers Association. For federal purposes, the IBA is an affiliate of the ABA BankPAC.

- **DON'T PACS JUST BUY VOTES?**

No. PACs offer a legitimate way for bankers to support the candidates that know, understand and share the banking industry's concerns and perspectives, or are at least receptive to our views.

- **YOU GIVE TO A PARTY I DON'T SUPPORT**

IBA's PACs are nonpartisan and do not support candidates just because of their party affiliation. We consider the candidates' support for the banking industry, the opposition they face in their election, and many other points.

- **HOW DO I INVEST IN IDABANKPAC?**

Investing is easy. Simply fill out the enclosed contribution form. Every bank employee, officer and director has a vested interest in protecting Idaho's banking industry. Do it for your future. **Do it today.**

---

## QUESTIONS?

Call the Idaho Bankers Association at (208) 342-8282 or  
[info@idahobankers.org](mailto:info@idahobankers.org)