

NBA BankPAC Campaign Kit --2023--





NBA BankPAC Kickoff

Nebraska Bankers Association Political Action Committee

Fast Facts on NBA BankPAC

What is NBA BankPAC?

NBA BankPAC is the bipartisan political action committee of the NBA. Its purpose is to solicit contributions from individual bankers in Nebraska for both state and national elections. NBA BankPAC is composed of two separate segregated funds: the **State** BankPAC and the **Federal** BankPAC.

- ✓ NBA BankPAC uses the funds raised to support candidates who help promote a strong and competitive banking system.
- ✓ NBA State BankPAC can receive individual, associate member, state bank, and holding company State BankPAC contributions. National banks cannot donate to the State BankPAC.
- ✓ NBA Federal BankPAC can receive individual BankPAC contributions only.
- ✓ NBA BankPAC is operated by a committee of bankers who represent each of the Nebraska Bankers Association's groups. Members of the NBA BankPAC Committee determine which candidates to support by considering the recommendations of individual NBA members and carefully reviewing the following set of criteria.
 - The candidate's positions on banking and business issues.
 - The candidate's voting record, leadership ability, and committee assignments.
 - The probability of the candidate's success.
- ✓ Contributions to NBA BankPAC are not deductible for state or federal income tax purposes.

Can we count on you and your staff to contribute?

We are all in this together! It does not matter if you are a senior officer, a director, or a part-time teller; your participation and your institution's participation make a difference. If you benefit from the banking industry in Nebraska, you have something to lose if bad laws are passed and much to gain when pro-banking laws are passed. It takes each one of us doing our part. This is not a time for solos; we need a choir to make our voices heard!

How are you recognized?

Send your total contributions along with the completed record slip to the Nebraska Bankers Association. Watch the *NBA Update* for BankPAC Honor Rolls that include holding company/bank contributions, recognition for bank board of directors' participation, and recognition for 100% employee and/or officer participation.

Who receives State BankPAC contributions? (CONTRIBUTIONS BY BANKS/HOLDING COMPANIES AND EXEMPT AND NON-EXEMPT EMPLOYEES)

Candidates for Nebraska Legislature as well as candidates for state offices.

Who receives Federal BankPAC contributions? (CONTRIBUTIONS BY EXEMPT EMPLOYEES)

Candidates for U.S. Congress. Funds donated to NBA BankPAC support candidates for federal office who support the banking industry.

What is the NBA's contribution goal?

The NBA BankPAC Committee sets a fundraising goal to be collected by Dec. 31 each year. This goal is divided into a State BankPAC goal of \$107,000 and a Federal BankPAC goal of \$53,000 for a total goal of \$160,000. For the banking industry to achieve its objectives, we must have strong support from financial institutions across the state. NBA BankPAC serves as the collective voice of the banking industry across the state of Nebraska.



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Solicitation Guidelines

Before starting your fundraising campaign, you and anyone helping you with your campaign should know and understand the solicitation rules before beginning the solicitation process. The Federal Election Commission and the Nebraska Accountability and Disclosure Commission have established the legal parameters for the solicitation process.

Who May Be Solicited and/or Contribute:

- **Federal BankPAC Solicitation**
(INSTITUTION MUST BE FEDERALLY AUTHORIZED WITH NBA)
Executive and administrative personnel. These include employees who are paid a salary (rather than hourly) and who have policymaking, managerial, professional, or supervisory responsibilities (officers, branch managers, division or group managers) as well as professionals such as lawyers or accountants who are employed by the bank.
Board members and other stockholders, if they have:
 - 1) a vested beneficial interest in the stock;
 - 2) the power to direct how the stock will be voted; and
 - 3) the right to receive dividends.
- **State BankPAC Solicitation**
All bank employees and state-chartered banks/holding companies may be solicited at any time.
- **Visit: nebankers.org/bankpac**
Visit our website to find the federal authorization form, contribution forms, and additional FAQs.

Points to Remember When Soliciting Employees:

- All contributions must be voluntary. Absolutely **NO** form of coercion may be used to solicit a contribution.
- A suggested contribution is just that, a suggestion. An employee is free to contribute more or less.
- It must be clear to all employees that they will not be favored, disadvantaged, or retaliated against based on their contribution amount or their decision not to contribute.
- Contributions to NBA BankPAC are not deductible for state or federal income tax purposes.
- Federal law requires political action committees to report the name, mailing address, occupation, and name of employer for each individual whose contributions aggregate in excess of \$200 in a calendar year. State law requires reporting for contributions of \$250 or more in a calendar year.

How much should I give to NBA BankPAC?

A bank and/or holding company's suggested minimum "fair share" contribution is determined by a formula based on an institution's total deposits. Your institution's fundraising goal is equal to \$5 for every \$1 million in total deposits with a minimum \$250 fair-share contribution. Examples of a bank's fair share contribution to the State BankPAC are provided below.

BANK AND/OR HOLDING COMPANY'S "FAIR SHARE" CONTRIBUTION*

Deposit Size	Goal
\$1 billion and above	\$7,500
\$500 million	\$5,000
\$250 million	\$2,500
\$150 million	\$1,250
\$100 million	\$ 750
\$50 million and below	\$ 500

The following individual contribution guidelines are only suggestions. If these guidelines are not appropriate for your bank, please revise them to fit your needs. A donation in any amount is greatly appreciated. In the end, the most important part of this process is participation. We are aiming for 100 percent participation in our industry and that means everyone working together to make a difference.

INDIVIDUAL GOALS*

CEO/President/Chairman	\$500-\$1,000
Board of Directors	\$100-\$200
Senior Officers	\$100-\$200
Assistant Vice Presidents/Branch Managers	\$50-\$100
Junior Officers	\$25-\$50

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Tips for a Successful BankPAC Campaign

Following these tips can help your bank recruit individuals who may be willing contributors to NBA BankPAC. The goal is to show employees the importance of NBA BankPAC, why your bank believes in the mission, why individuals should participate, and how NBA BankPAC can benefit them and their industry.

NBA BankPAC Campaigns should Start at the Top

The most important step is to remember that success begins with leadership. If the CEO makes contributing to NBA BankPAC a priority and shares why it is important to contribute to NBA BankPAC to their directors, officers, and staff, they will listen.

Make Time to Talk About NBA BankPAC

Reserve time at your next board or staff meeting to discuss how supporting NBA BankPAC is equal to investing in the bank's future. Discuss the bank's goal and ask for everyone's help in reaching the goal. Kick off your campaign by circulating a CEO memo stating the importance of banker political action. Keep directors, officers and staff informed about banking issues and remind them how important it is to be politically active.

Schedule and NBA Government Relations/NBA BankPAC Presentation

Invite members of the NBA Government Relations team to speak to your staff about NBA BankPAC, pending legislation, and upcoming election or industry issues. The presentation will provide an opportunity to stress the importance of political involvement and contributions to NBA BankPAC. To schedule a visit, contact the NBA at (402) 474-1555 or grstaff@nebankers.org.

Make Fundraising Fun and Informative

Do not simply ask for money; explain the political process and why bankers need to be involved. Share the NBA BankPAC video to explain how it works and why it is important in a fun, entertaining way. Consider allowing your bank to participate in a blue jean day or casual day.

There Is Strength in Numbers

When soliciting contributions from lower-level employees, keep in mind that the premise of a contribution is the building of strength in numbers. The NBA BankPAC welcomes contribution of all sizes.

Share your Success

Share your success stories with the NBA at grstaff@nebankers.org. We want to hear how your bank reached new goals or participated in the political process.

Together We Can Make A Difference!

Okay! Count me in!



State BankPAC Contribution Form

Please provide the following information:

Name: _____

Title: _____

Institution: _____

Address: _____

City, State & Zip: _____

E-mail: _____

Total amount enclosed: _____

Please make your check payable to the
NBA State BankPAC.

Contributions or gifts to BankPAC are not deductible as charitable contributions for federal income tax purposes.

Please mail this contribution form along with your check to the NBA State BankPAC to:

NBA State BankPAC
P.O. Box 80008
Lincoln, NE 68501-0008

Why does BankPAC need me?

We are all in this together!

It does not matter if you are a senior officer, a director, or a part-time teller; your participation and your institution's participation make a difference.

If you benefit from the banking industry in Nebraska, you have something to lose if bad laws are passed and much to gain when pro-banking laws are passed. It takes each one of us doing our part.

This is not a time for solos; we need a choir to make our voices heard!

Power Purpose Partnership

Please note: Corporate contributions to the State PAC can be accepted from individuals, state-chartered banks and state-chartered savings banks, as well as the state-chartered holding company of a state or national bank or state or federal savings bank.

***All contributions are voluntary. No form of coercion may be used to solicit contributions. A suggested contribution is just that, a suggestion. No employee shall be favored, disadvantaged, or retaliated against based on their contribution or their decision not to contribute.**

Funds donated to NBA State BankPAC support candidates for a State office who support the banking industry.