



**IBAT
PAC**

Talking Points Importance of PAC Drives



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- Regulatory burden is crushing community banks, with more than 5,000 pages of new rules being created in the last year alone.
- We have a responsibility to advocate for our industry - for our ability to serve our customers well. This also requires that we support those representatives at the State and Federal level who understand the importance of community banking.
- Campaigns are expensive. Political contributions are a key component to the Democratic process and critical to assist good candidates in their efforts to get elected.
- The price for a seat at the table has steadily increased over the years and shows no signs of slowing down.
- No matter how much we would like to be able to rely solely on the merits of our arguments and need for fair and favorable regulation, the system doesn't work that way. Credit unions, the big banks, the property tax lenders... the list goes on and on. They are all fighting with their own PAC dollars for legislation that is beneficial to their industries, all the while chipping away at ours.
- Community banking as an industry is very well respected and has a terrific reputation. Elected officials understand what community banks have done to keep the economy afloat during the pandemic. But reputation alone will not help us be effective.
- We are hoping to expand our base of support among community bankers. Two benefits: first, the additional funds that come from this raise our stature as an association and industry. Second, participation by bank employees, officers and directors creates "buy in" to the process, and fosters further engagement.
- IBAT has 315 member banks in the State of Texas. Each year, about 25% of those participate by holding a PAC drive.
- We can do better. We must do better... and that is why we are asking our membership to become involved in this effort.
- We hope that you see this as an opportunity too. This is our chance to do something more than complain about the regulatory burden that we all face. We have a chance to make a long-term difference in our industry.