

# INVEST IN I-LEAD TODAY



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800-532-1423 | 515-280-4140<sup>FAX</sup>  
[www.iowabankers.com](http://www.iowabankers.com)

**I-LEAD**  
★  
**IOWA LEADERS**  
IN EDUCATION AND ADVOCACY



## WHY IS IT IMPORTANT?

It helps decision-makers understand industry issues and paves the way for impactful advocacy efforts.



“ We contribute to I-LEAD because there is a huge need to educate the public and our elected officials about

the importance of community banking from a grassroots level. If there is not accurate information being supplied about our industry, there will be misinformation to fill the void. The information I-LEAD provides is extremely valuable to banking and our communities.”

**Peg Scott**  
CEO, Union State Bank



“ We believe that supporting I-LEAD is crucial to educating Iowans on issues impacting the banking industry. The advocacy that I-LEAD provides is vital in facilitating relationships that support our industry both in issues that need our attention now and in the future. Having a local resource to rely on when discussing policy issues with our team and clients is incredibly valuable. We proudly support I-LEAD and understand the important role it plays in supporting Iowa banks.”

**Matt Morris**  
CEO, Charter Bank

## IOWA LEADERS IN EDUCATION AND ADVOCACY

I-LEAD is the banking industry's super PAC — and allows the industry to use corporate dollars to educate policymakers and their constituents on key industry issues, such as tax equity.

## WHAT ARE THE FUNDS USED FOR?

- Advertising — Radio and print advertisements
- Digital campaigns — Targeted digital marketing, including website, cable/streaming TV and social media ads, and campaign microsites
- Voter education
- Research

## WHO CAN GIVE?

Any corporation or organization. I-LEAD can accept corporate contributions.

## I-LEAD CONTRIBUTION FORM

Bank Name \_\_\_\_\_

Bank Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Contact Name \_\_\_\_\_

Email Address \_\_\_\_\_

Contribution Amount \$ \_\_\_\_\_ (enclose corporate check made payable to I-LEAD)

Please make your corporate check payable to I-LEAD and mail with this card to:

Iowa Bankers Association  
ATTN: I-LEAD Coordinator  
PO Box 6200  
Johnston, IA 50131-6200

I-LEAD can accept corporate contributions of any amount.

- Donor names are not disclosed.
- Contributions can be used to advocate for and educate the public on political issues.
- Super PACs can promote a political candidate if it does not coordinate with the candidate.
- Contributions cannot be directly donated to political candidates' campaigns.
- Contributions are not tax-deductible.

For more information, contact Makayla Gallentine at [mgallentine@iowabankers.com](mailto:mgallentine@iowabankers.com).

## Recommended Bank Investment

