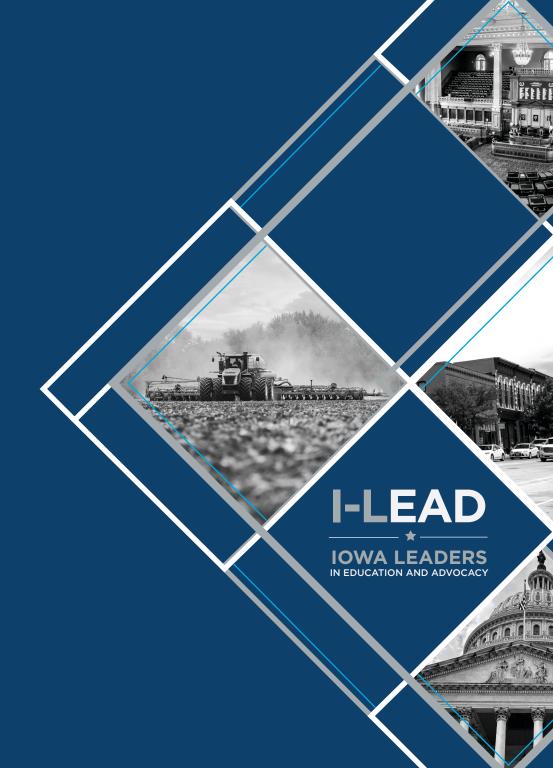
INVEST IN I-LEAD TODAY







8901 Northpark Drive | PO Box 6200 Johnston, IA 50131-6200 800-532-1423 | 515-280-4140^{FAX} www.iowabankers.com



Learn more at www.iowabankers.com.

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 contribute to I-LEAD because we have confidence in the IBA's ability to effectively

convey the value that banks in lowa drive in terms of business growth and the vitality of our communities. The quality of the education and advocacy that IBA delivers to the public and our legislators are why we make it a priority to take part.

Alison Urbina
President/CEO, Banklowa



We believe that supporting I-LEAD is crucial to educating lowans 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 lowa 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





I-LEAD CONTRIBUTION FORM

запк мате			
Bank Address			
City	State	ZIP	
Contact Name			
mail 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.