

Sample CEO Memo

[Date]

[Name]

[Address]

[Personalized Name]

Today we are kicking off the UBA PAC (the political action committee of the Utah Bankers Association) fundraising campaign in our bank. I have made my personal contribution to the UBA PAC, 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 administrative staff to directors and executive officers – have a stake in the future viability and competitiveness of our industry. Like it or not, that future is largely determined by the Utah Legislature and the national Congress. That is why we all need to be involved to support and defend our industry against a growing list of competing interests. By far the best way to do that is to give to UBA PAC.

I have attached a brochure describing the UBA PAC fund in detail. I urge you to consider contributing to UBA PAC. The following suggested contribution amounts are only suggestions. More or less than the suggested amount may be given. Those contributing \$500 or more will be recognized as members of the President's club and be invited to attend selected legislative events.

- \$25-\$100 for administrative staff and junior officers
- \$100-\$200 for vice presidents and directors
- \$200-\$500 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 UBA PAC and how your contribution will be used, please feel free to contact me or contact the Utah Bankers Association (801) 364-4303.

Sincerely,

[Bank CEO]