

Frequently Asked Questions About PACs

The media portrays PACs as corrupting the political system. Do they?

PACs were created to replace the undue influence of large dollar contributors with a greater number of smaller, individual contributors. PACs are also the most regulated and scrutinized mechanism of financing a political campaign. Before PACs, there was almost zero regulation of large donations to candidates, which permitted a select few to control some political races. For all intents and purposes, PACs have given clout back to the small donor.

I don't believe in contributing to political candidates.

Why should I?

You buy insurance for your home, car and business office to protect yourself against devastating financial loss. If bad legislation is passed by the Congress or the Georgia General Assembly, your bank could be seriously restricted or financially strained. GBA's PACs contribute to candidates who know, understand and support the banking industry - those who are advocates for banking issues. Contributing to political candidates is the best insurance against legislation that can hurt your banking business.

Why do you need money for both GBA FedPAC and GBA StatePAC?

We need to be involved in the political process in both Atlanta and Washington. GBA FedPAC is our federal PAC and only contributes to candidates for federal office. GBA StatePAC only contributes to candidates for state office.

Why does Georgia BankPAC raise funds every year?

The campaign is held each year to ensure that both PACs are able to participate in election year activities as well as activities that are held between election cycles. During the off years, many important political events and fundraisers are held. For the GBA to be a significant player in the whole political process, it is imperative that we have a presence in as many political functions as possible every year.

Can a bank holding company make a corporate contribution?

Yes, but depends. Bank holding companies, regardless of how their subsidiary banks are chartered, can legally make corporate contributions the GBA StatePAC. Corporate contributions to the GBA FedPAC are prohibited by federal law.

What will be done with the money collected?

The money will be contributed to the political campaigns of candidates running for federal and state office who are friends of banking. 100 percent of these contributions go to support the campaigns of worthy candidates.

Who is in charge of GBA's PACs?

GBA's political action committees are administered by a Board of Directors. The board is comprised of one banker from each of the 10 GBA groups, a Chair, Vice Chair, Secretary and Treasurer.

Who will decide where the money goes?

The BankPAC Board of Directors makes the final decision about contributions. The Board encourages recommendations from all bankers.

Are GBA FedPAC and GBA StatePAC legal?

Yes. The Federal Election Commission Campaign Act allows a trade association to establish and administer a committee to accept political contributions from eligible employees of its members to support candidates. GBA FedPAC is registered with the FEC and files regular reports about receipts and disbursements, while GBA StatePAC files regular reports with the Georgia Government Transparency and Campaign Finance Commission. The GBA's political action committees are legitimate, easy ways to show your support.

Is there a legal restriction on who may participate?

Yes. You must be a U.S. citizen to contribute to any PAC. GBA FedPAC accepts personal contributions, while GBA StatePAC accepts corporate contributions.

Can I claim an income-tax credit or deduction for my contribution?

No. Political contributions are no longer allowed as charitable deductions. Any corporate contribution made to GBA StatePAC can be expensed by your bank as a regular business expense.

I give directly. Why should I also give to GBA's PACs?

It's great that you contribute directly to candidates - you should! But you should also give to the GBA's political action committees. GBA's PACs represent a unified view and a contribution backed by the banking industry. Gathering contributions from many supportive bankers allows the GBA to make one large contribution to a candidate on behalf of the banking industry. Through your participation with GBA's political action committees, your contribution has its greatest impact.

Don't PACs just buy votes?

No. PACs offer a legitimate way for bankers to support the candidates that know, understand and share the banking industry's concerns and perspectives, or are at least receptive to our views.

You give to a party I don't support.

GBA's PACs are nonpartisan and do not support candidates just because of their party affiliation. We consider the candidates' support for the banking industry, the opposition they face in their election, and many other points.

I don't like the candidates you supported.

It is not always possible to have everyone agree on who should be supported. The GBA BankPAC Board of Directors asks for recommendations from bankers in the state and acts on those recommendations.

I don't agree with GBA's position on an issue.

Although you may not always agree with GBA positions, you surely support the overall GBA philosophy. If you want to help elect candidates who share our pro-business philosophy, contributing to GBA's PACs is an excellent way.

2016

GEORGIA BANKPAC

2016 Campaign Goals

GBA StatePAC - \$104,000

GBA FedPAC - \$49,000

Visit www.gabankers.com for BankPAC updates



Introduction

This booklet will help you organize an effective campaign to raise funds at your bank for **Georgia BankPAC**, the political action committees of the Georgia Bankers Association. Georgia BankPAC consists of GBA's two PACs:



- **GBA FedPAC** – This PAC contributes to candi-dates seeking federal office. See the enclosed GBA FedPAC Contribution Form.
- **GBA StatePAC** – This PAC contributes to candi-dates seeking state-level office. See the enclosed GBA StatePAC Contribution Form.

Georgia BankPAC's strength and continuity depend on the support of its individual bank members and contribu-tors, including you and your staff. Your support of GBA's PACs will help promote a free, competitive financial services environment in which you and your bank can grow and prosper.

How Contributions are Used

The sole purpose of GBA FedPAC and GBA StatePAC is to support the campaigns of candidates who work for the concerns of the banking industry--your concerns.

Each election year, the Georgia BankPAC Board of Directors reviews candidates for state and federal office in Georgia and makes contributions to those worthy of receiving contributions from GBA FedPAC and GBA StatePAC. Frequently asked questions about Georgia BankPAC are answered on the back of this guide. The Board is listed on the GBA website, www.gbankers.com.



GBA Members met with Sen. David Perdue and Sen. Johnny Isakson in Washington D.C. in 2016

10 Steps to a Successful BankPAC Campaign

1. **Sign and return the enclosed solicitation card.** Federal law mandates that this be done.
2. **Set a specific goal.** We hope all banks will strive for 100% participation from all eligible employees and directors.
3. **Establish beginning and ending dates for your campaign.**
4. **If you are a state-chartered bank, write a bank check to GBA StatePAC based on the giving guide enclosed.** If you are a national bank, your corporate check must be written from your holding company. See the attached GBA StatePAC Contribution Form.
5. **As CEO, we recommend that you set an example by writing a personal check to GBA FedPAC.** You can use the giving guide enclosed.
6. **Get Personal.** Solicit contributions from eligible employees and directors by sending a personal memo and the attached GBA FedPAC Contribution Form.

Suggested Contribution Levels are included in the enclosed materials

Please be sure to indicate to those being solicited that: 1) the suggested amount is only a suggestion; 2) more or less than the suggested amount may be given; and 3) the amount given by the contributor, or refusal to give, will not benefit or disadvantage the person being solicited.

7. **Payroll deduction is encouraged, and a sample employee sign-up form is enclosed.** These contributions should be remitted to GBA along with employee contribution information.
8. **Explain the importance of participation.** At a gathering of your employees, officers and/or directors, explain the effect of legislation on the growth and prosperity of your bank and employees.
9. **Communicate and update.** Send periodic campaign updates, listed by department, to generate competition within your bank.
10. **Recognize and thank contributors.**

Who May Be Solicited For GBA FedPAC

- Executive and administrative personnel, paid on a salary, who have policy-making, managerial, professional or supervisory responsibilities.
- Executive and administrative personnel may include individuals who run your bank's business (officers, branch managers, division or group managers) and professionals such as lawyers and accountants.
- Board members and other stockholders with a vested beneficial interest in the stock, power to direct how the stock will be voted and right to receive dividends.
- Family members of executive and administrative personnel, stockholders and corporate employees.
- Corporate employees who are not solicitable as executive and administrative personnel may be solicited as stockholders if they participate in the corporation's employee stock ownership plan and satisfy the first three criteria.

Who May Not Be Solicited For GBA FedPAC

- Hourly wage employees.
- Salaried managers and others who supervise hourly employees.
- Former or retired personnel who are not stockholders.

Georgia BankPAC 2016 Goals and Past Support

2014 and 2015 were successful years for GBA's political action committees, after several down years. Our industry must keep this trend up. Listed below is a breakdown of contributions by group for the past two years and the 2016 Group Goals.

Help us reach our goals of raising \$47,500 for GBA FedPAC and \$104,000 for GBA StatePAC by supporting both campaigns.

Georgia Bankers Association Political Action Committees						
GBA Group	GBA FedPAC			GBA StatePAC		
	2014 Raised	2015 Raised	2016 Goal	2014 Raised	2015 Raised	2016 Goal
Group 1	\$2,535	\$3,115	\$3,500	\$2,350	\$4,850	\$5,000
Group 2	\$13,080	\$10,555	\$12,000	\$13,245	\$8,900	\$10,000
Group 3	\$2,245	\$2,475	\$2,500	\$11,000	\$11,750	\$12,000
Group 4	\$5,710	\$1,555	\$3,000	\$5,000	\$4,000	\$5,000
Group 5	\$4,750	\$6,280	\$6,500	\$13,500	\$14,250	\$14,500
Group 6	\$4,329	\$3,085	\$3,500	\$9,500	\$9,250	\$10,000
Group 7	\$5,155	\$3,345	\$4,000	\$4,750	\$6,250	\$7,000
Group 8	\$1,465	\$2,125	\$2,500	\$4,750	\$4,500	\$5,000
Group 9	\$800	\$150	\$2,000	\$10,750	\$5,250	\$7,500
Group 10	\$6,210	\$7,620	\$8,000	\$11,250	\$9,250	\$11,000
Associate Members/ Bank Counsel Members	NA	\$500	NA	\$5,445	\$5,200	\$5,500
Golf Tournament	NA	NA	NA	\$11,500	\$11,000	\$11,500
GBA Staff	\$1,440	\$1,340	\$1,500	NA	NA	NA
TOTALS	\$47,719	\$42,145	\$49,000	\$103,040	\$94,450	\$104,000