ICBA's National Campaign for Community Banks

Dear Community Banker,

ICBA has made a significant investment in the future of our industry with the launch of a national advertising and public relations campaign for community banks. We’re sharing these resources to help you promote community banking in [insert your state].

[National Campaign Video Graphic]

[I/We] truly believe this national campaign is central to ICBA's and [insert your state association]’s mission of creating and promoting an environment where community banks flourish.

As an ICBA member, you'll receive complimentary access to the national campaign toolkit, which includes valuable research, industry insights, and turnkey marketing assets that you can leverage in your local market.

I encourage you to learn more about ICBA’s national campaign and share these resources with your marketing and communications team. Now is the time for all of us to make the community banking story heard loud and clear so consumers can realize the community banking difference

GET INVOLVED

Yours in community banking,

[Your state association signer, recommended to be Chair or CEO/Executive Director]