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One Mission. **Community Banks.**



A Legacy of Strength

ICBA has one mission: to create and promote an environment where community banks flourish.

We are exclusively dedicated to representing the interests of the community banking industry and its membership through effective advocacy, best-in-class education, and high-quality products and services.



Take Part in Our National Campaign

Sharing the Community Bank Message

We are delivering a powerful and timely message to consumers: where you choose to bank matters, and community banks are best positioned to serve your financial needs. This effort is central to ICBA's mission and educates America's consumers about the benefits of banking with a local community bank.

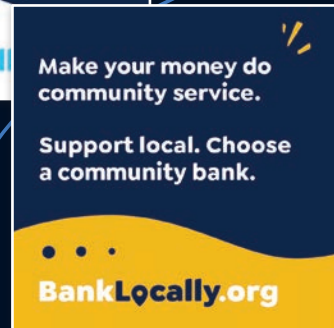
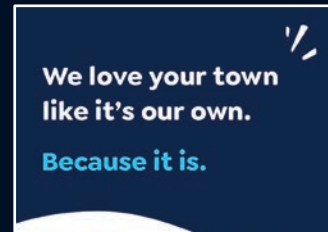
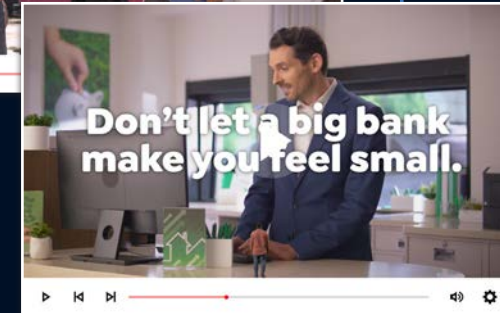
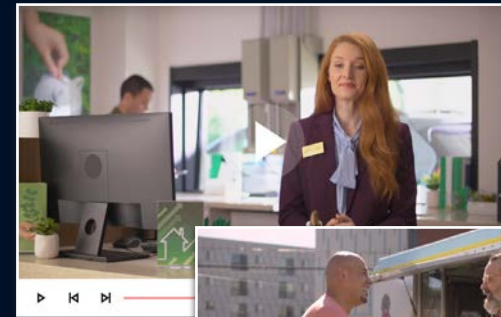
This is an investment in the future of our industry, and our message and strategy is resonating with consumers. This campaign has been tested in pilot markets and shown to significantly increase the awareness and affinity towards community banks among consumers, particularly community-minded millennials.

We invite you to partake in the campaign and make it your own, on a local level. Together we can amplify the message and bring even greater awareness to the community banking industry.

National Campaign Toolkit

icba.org/campaign

We invite you to participate in the national campaign by leveraging the resources in our comprehensive marketing and communications toolkit, free to our community members. The national campaign toolkit includes valuable research, industry insights, and turnkey deliverables including ads, press releases, social media posts, and more that you can leverage in your local market.



“As American consumers and small businesses in urban, suburban, and rural communities grapple with historic challenges, they can rest assured that their local community bank is there for them every step of the way.”

— Rebeca Romero Rainey, President and CEO, ICBA

Influence Policy

Policy Resolutions | icba.org/resolutions

We lead community bank advocacy in Washington to ensure your voice is heard. By working with our affiliated state banking associations and the nation's community bankers, we have a proven track record of advancing and achieving pro-community bank policies and regulatory reform.

Be Heard | icba.org/beheard

Community bankers have earned a sterling reputation for outstanding customer service, smart banking practices, and their commitment to local communities, but direct grassroots advocacy is essential to promoting federal policies that support community banking. Our Be Heard grassroots action center offers a variety of tools to help you and community bankers across the nation amplify your voices with targeted outreach to federal policymakers.

 | icba.org/icbapac

The ICBA Political Action Committee (ICBA PAC) is the nonpartisan political action committee of ICBA and the only federal PAC dedicated exclusively to representing the community banking industry.

Driving Pro-Community Bank Reform



Develops Actionable Policies

Our staff and member community banks collaboratively develop effective and actionable policies that support community banks and the communities they serve.



Introduces and Advances Community Bank Reform

ICBA and community bankers work with members of Congress and regulators to introduce and advance policy reform through letters, endorsements, in-person meetings, and congressional testimony.



Tells the Community Bank Story to Policymakers

We lead the community banking industry's communications outreach through national and local news media with interviews, news releases, op-eds, and advertisements to raise public support for key community bank reform.



Works Closely with State Associations

ICBA-affiliated state banking associations use their collective strength to call for needed community bank reform.



Makes Community Voices Heard

Community bankers from across the country convene in the nation's capital every spring for the annual ICBA Capital Summit to meet in person with hundreds of members of Congress and build support for industry priorities.



Leads Community Bank Grassroots Advocacy

We call on community bankers nationwide to weigh in with members of Congress and regulators using our Be Heard grassroots action center, which makes it easy for you and all industry advocates to make your voices heard.



“Community bankers have a unique opportunity to participate in our legislative process through ICBA advocacy and should take full advantage. As we’ve seen with the passage of regulatory and tax relief, we really can make a difference.”

—Shon Myers, President and CEO, Farmers and Merchants Bank

Train Your Talent

We train thousands of community bankers annually to help you maintain the highest professional standards in the industry.



Live Events | icba.org/seminars

Keep your knowledge up to date with 45+ in-person and virtual seminars, conferences, and certification institutes.



Webinars | icba.org/webinars

Stay current with nearly 100 live and recorded webinars each year. You can also get the Unlimited Webinar Pass for your entire bank at icba.org/unlimitedwebinars.



Online Courses | icba.org/onlinecourses

Gain unlimited, bank-wide access to nearly 425+ online courses to help your team build a strong foundation in eight key business areas.



Tools and Resources | icba.org/resources

Explore over 100 resources including digital training tools and publications, online subscriptions, workbooks, training videos, and more.



Get Certified | icba.org/certification

Elevate your expertise with nine professional certification programs: Audit, Bank Security, BSA/AML, Commercial Lending, Compliance, Consumer Lending, Credit Analyst, Information Technology, and Risk Management.



Bank Director Program | icba.org/bdp

The Bank Director Program delivers director-focused educational events, a bi-monthly newsletter, online courses, and attorney-staffed corporate governance and employment law helplines to give you the tools you need for organizational success.



The Compliance VaultSM | icba.org/compliancevault

The Compliance Vault is included as part of your ICBA member benefits and grants you access to more than 2,500 questions and answers, select e-learning courses, and relevant compliance-related documents.



Leadership Academy | icba.org/leadership

The Leadership Academy is a self-paced program that delivers top performance strategies, critical leadership skills, and new technology and solution trends through events, webinars, and online coursework.



LEAD FWD SummitSM | icba.org/leadfwd

The LEAD FWD Summit is a leadership development event designed for forward-thinking leaders and provides a space to network, collaborate, and re-envision the future of their banks and their careers.



ICBA LIVE | icba.org/LIVE

ICBA LIVE is the largest gathering of community bankers in the world and features inspiring keynote speakers, more than 60 CPE-eligible educational sessions, and access to hundreds of solution providers, and networking opportunities.



Drive Profitability

ICBA Innovation's mission is to enhance the franchise value of community banks by providing high-quality products, best-in-class pricing, educational tools and training, and a voice with the nation's financial services providers.

[ICBA's Solutions Directory | icba.org/solutions](https://icba.org/solutions)

Finding the right solutions for your bank doesn't have to be complicated. Our Solutions Directory features products and services designed to help your bank streamline operations, increase productivity and profitability, and better serve your customers in your local market.

Use the directory to:

- Save time and accelerate your search by browsing services geared toward community banks
- Easily filter and find solutions that address your bank's needs
- Uncover new products and services that can help you remain competitive in today's marketplace.



Payments Solutions | icbapayments.com

ICBA Payments, the payment services subsidiary of ICBA, offers comprehensive, affordable solutions with exceptional group pricing, service levels, and unique benefits, including its Fraud Loss Protection Plan.



Agent Credit Program | tcmbankna.com

TCM Bank, N.A., a subsidiary of ICBA Payments, provides credit card solutions to community banks including portfolio acquisitions and start up programs equipping you with the ability to offer a well-rounded selection of credit cards branded with your logo all while earning non-interest revenue.



Investment Solutions | icbasecurities.com

ICBA Securities, powered by Stifel, provides a range of investment portfolio products and balance sheet solutions that enable you to exceed peer-group returns.



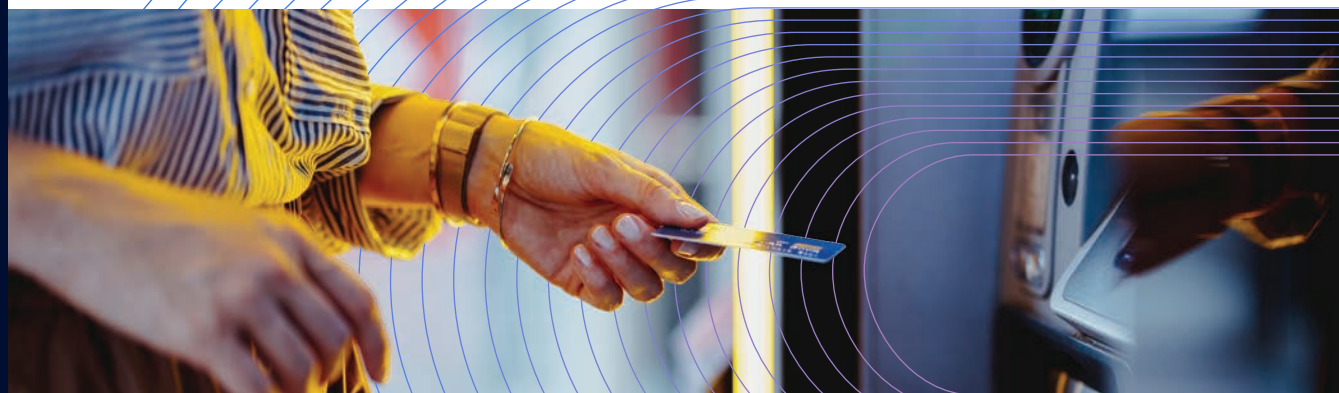
CRA Partners | shcpfoundation.org

We offer banks CRA support, the CRA Collaborative Peer Group, and CRA compliance programs that offer safer living environments for older Americans while earning CRA credits for banks.



Preferred Service Providers | icba.org/psp

ICBA gives the "Preferred Service Provider" designation to providers that have displayed commitment to community banking innovation, maintained sound financial strength, and possess national distribution capabilities. By working with them you can enjoy a range of discounts, dividends, and other value-added incentives.



"When it comes to sourcing suitable products and services, ICBA's Preferred Service Provider program is my first stop. I know the solutions offered have been selected with community bankers in mind and that the companies chosen have demonstrated a commitment to supporting the unique needs of community banks and their customers."

—Michael J. Burke, president of ChoiceOne Bank in Sparta, Mich.

Accelerate Innovation

Navigate an ever-changing financial landscape. Through ICBA Innovation, community banks have a fast track to implementing efficient and competitive solutions that meet a diverse range of bank needs.

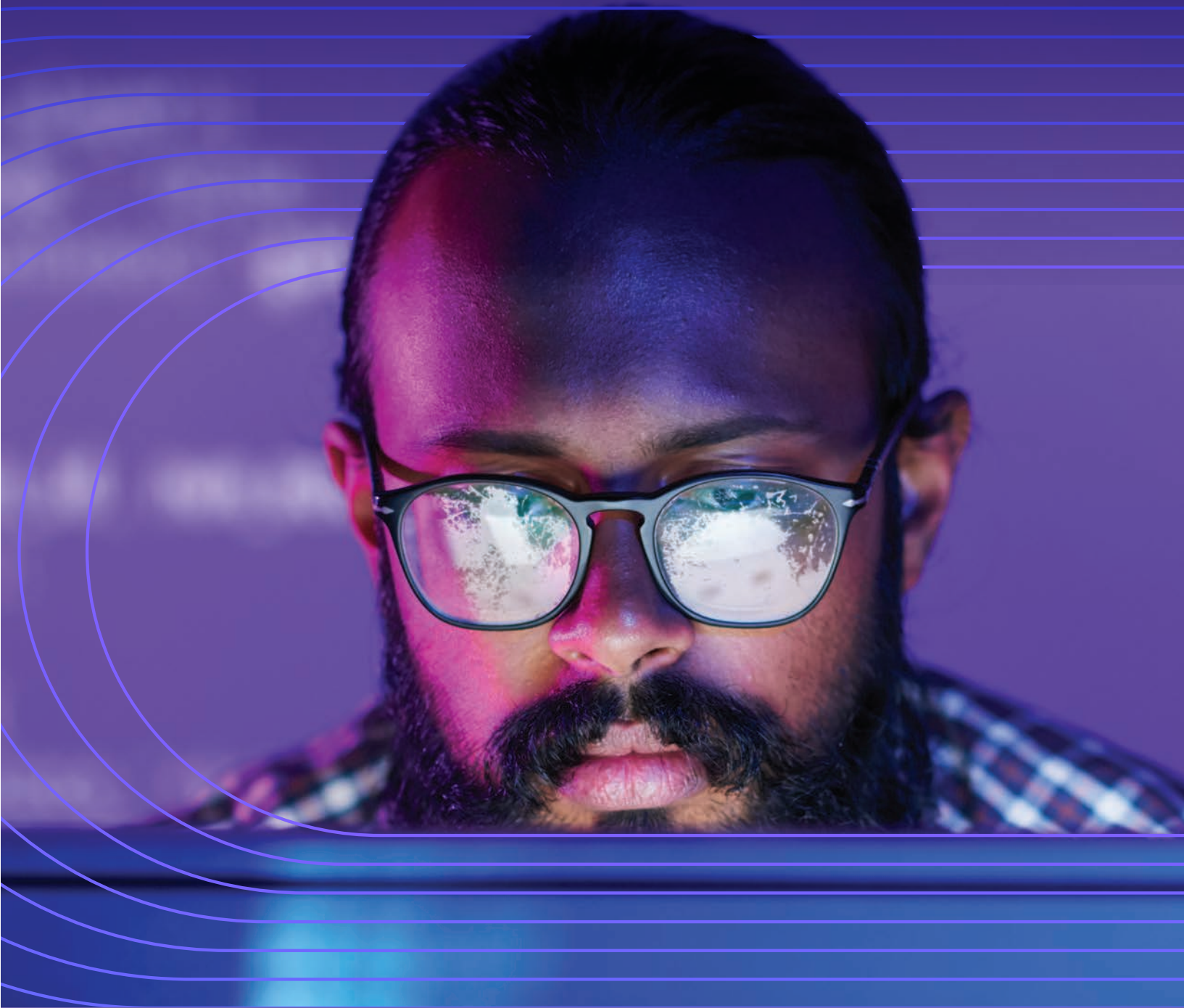
We provide high-quality products and services, best-in-class pricing, educational tools and training, and a voice with the nation's financial services providers.

[ICBA ThinkTECH Accelerator](#) | [icba.org/accelerator](#)

This program was designed by and for community bankers to create opportunities for innovation through partnerships and solutions. We help identify and refine high-tech, high-touch community bank-focused solutions providers through our ICBA ThinkTECH Accelerator program while providing thought leadership and guidance on ways community bankers can foster innovation within their banks.

ICBA's selection committee evaluates Accelerator candidates for the team's strength, product maturation, and product-market fit. Selected companies receive a capital investment and are immersed in a rigorous bootcamp program, where they receive mentorship during one-on-one meetings by C-suite bank executives, investors, and subject matter experts.

Through the program community banks play an active role in shaping the future of our industry. By leveraging technology-driven innovation to improve the customer experience, community banks can become more profitable, efficient and competitive, while solving for business challenges and capitalizing on market opportunities.



"The ICBA ThinkTECH Accelerator program identifies the best of the best of different technologies to community banks. I trust that the ThinkTECH Accelerator program is bringing the right companies to the table, and that they are open, engaged in the business, engaged in the community banking concept, and want to make a difference for us as community banks."

—Alice Frazier, president and CEO of Bank of Charles Town in Charles Town, WV

Elevate Your Bank

Stay informed and engage with community bankers on a national level, ensuring you have what you need to tell your unique story and propel the industry forward.

Community Banking News and Publications

- **NewsWatch Today®** is a daily update of breaking industry news and developments.
- **Main Street Matters** is our official blog, offering unique commentary on the financial services industry and beyond.
- **Member Access** is our monthly bulletin highlighting the evolving benefits, opportunities, and resources available to member banks.

Independent Banker Podcast | icba.org/podcast

Inspired by countless conversations with community bankers, ICBA Chief Innovation Officer Charles Potts speaks candidly with community banking leaders of all levels to glean actionable insights and inspiration on everything from managing talent and advocacy to the demands of the ever-shifting financial technology landscape.



ICBA Community | community.icba.org

ICBA Community is the only national professional network developed for community bankers. Connect with your peers, stay up to date and shape the future of community banking. Available on the ICBA website and on app stores.



Social Media

Connect and engage with us on X (@icba), Facebook, LinkedIn, and Instagram (@myicba). For our consumer facing content, follow @banklocally on Facebook and Instagram for the latest updates.



Social Media Monitor | icba.org/socialmediamonitor

More than 1,200 ICBA members have signed up for our premier Social Media Monitor tool. This complimentary tool allows you to choose five search terms to monitor online mentions of your bank from consumers, media, and policymakers.



Marketing and Communications Toolkit | icba.org/marketingtoolkit

Our Marketing and Communications Toolkit provides you with exclusive resources to tell your bank's story and leverage local media through traditional and digital channels. Visit our website for new content, editorial ideas and a calendar, how-to tutorials, webinars, social media posts, and more.



ICBA Community Banking Month

Celebrate the community banking industry every April. Leverage our customizable press releases and op-eds to differentiate your bank from other financial institutions. Use our sample social media posts, marketing ideas, infographics, and videos to promote the outstanding work of community banks.



Recognition and Awards | icba.org/awards

We honor and promote the exceptional work of individual community banks and community bankers through various award programs throughout the year. Announced annually, ICBA's National Community Bank Service Awards, Best Community Banks to Work For, and the 40 Under 40 Awards all recognize community banks and those who serve them that demonstrate extraordinary commitment to their local communities.



ICBA Career Center | careers.icba.org

Recruit top talent by posting jobs quickly and easily and by searching thousands of resumés in one place. Attract qualified professionals using video job postings, and extend your reach by sharing job posts on the largest X job channel. Visit our website to explore different packages.



Independent Banker Magazine® | independentbanker.org

Available for all members, our award-winning magazine, Independent Banker®, is published monthly in print and digital at independentbanker.org. Our members rely on Independent Banker for community banking news and perspectives.



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