



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.

Share 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.



Visit ICBA's Marketing Resource Center | icba.org/mrc

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 Marketing Resource Center 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.

We love your town like it's our own. Because it is.

Cybersecurity Month Release.docx

MEDIA + PR
Making the Right Connections

Put your money where your heart is. BANK Locally AT LEARN MORE

Marketing Insights & Guidance
Unlock the power of data-driven local marketing insights and guidance and decide with confidence.
GET STARTED

Public Relations Support
Boost your bank's local presence by leveraging the power of your local media.
JUMP IN

Monthly content planner
Navigate your marketing year with ease using our 12-month editorial calendar.
START PLANNING

Local Campaign Builder
Leverage our ready-made campaign assets to promote the community banking message.
BEGIN BUILDING

“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.



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, Miamisburg, Ohio

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 livestream seminars, conferences, and certification institutes.



Webinars | icba.org/webinars

Stay current with nearly 100 live and recorded webinars every 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 450+ online courses to help your team build a strong foundation in 14 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.



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.



Certification Programs | icba.org/certification

Elevate your expertise with 11 professional certification programs: Audit, Bank Security, BSA/AML, Commercial Lending, Compliance, Consumer Lending, Credit Analyst, Information Technology, Risk Management, and two new programs—Marketing and Data & Analytics.



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, access to hundreds of solution providers, and networking opportunities.



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.



Professional Development Planner | icba.org/pdp

Designed to enhance engagement, pinpoint skill gaps, and clarify job roles, the Professional Development Planner features more than 80 job descriptions and delineates qualifications and training resources for employees to grow in their roles or take the next step.



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.



Drive Profitability

ICBA Innovation's mission is to enhance the 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 solutions providers.

ICBA's Solutions Directory | 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.

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 | icba.org/payments

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.



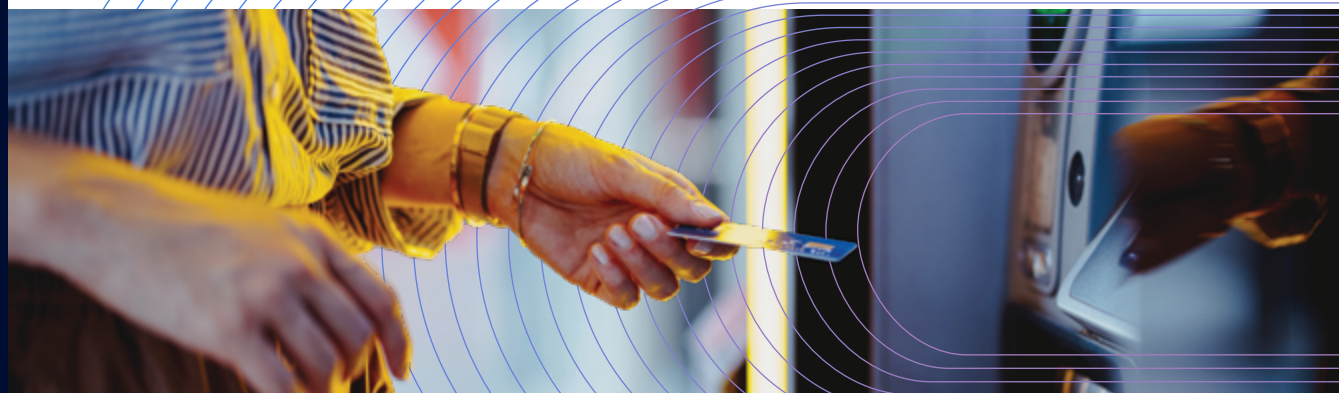
ICBA CRA Solutions | icba.org/cra

ICBA CRA Solutions offers 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.

Power Your Strategic Journey

Programs and events offered by ICBA Innovation provide bankers like you with the tools you need to remain efficient, profitable, and competitive. ICBA Innovation is a collection of programs created specifically to help solve your bank's challenges and seize new opportunities for all ICBA member banks. ICBA innovation programs are a direct response to member bank feedback. We're here to help you drive your unique community bank journey.

Innovation Academy

This expansive in-person program provides the tools and knowledge bankers need to effectively innovate and collaborate with bank technology companies. From selection to implementation, participants in this two-day workshop will learn from ICBA bank innovation leaders, community bankers, and founders of banking technology companies. Explore the four phases of innovation: Planning: building a strategy for innovation; Evaluation and Selection; Implementation: Training, Testing, and Plan B; and finally, Deployment and Refinement.

Solutions Forums

These 90-minute virtual sessions feature conversations between bankers like you and bank technology providers. Get a quick understanding of how bankers and providers partnered to solve challenges, deployed solutions, and the results of that work. Learn about application, integration and implementation, regulatory implications, and—best of all—results.

ICBA ThinkTECH Connect

These fast, fun, and informative virtual sessions explore fintech solutions for community banks like yours. Experience quick, Shark Tank-like pitches from emerging fintech companies addressing a variety of your bank's challenges and providing you with new opportunities for growth.

ICBA ThinkTECH Accelerator

The Accelerator identifies and supports a variety of mission-driven, growth-stage providers through a proven methodology that rapidly validates and helps shape emerging industry solutions. This program is designed to help banks cut costs, drive customer engagement, and spur revenue growth. Sign up for an individual bank visit (your bank meets privately with the companies) or a group session (meet the companies alongside bankers from across the nation). Both are offered virtually over 10 weeks.

Alumni Showcase

Experience virtual demonstrations of the latest solutions from our ICBA ThinkTECH Accelerator companies from previous years. Learn about how these companies are helping community banks flourish, hear from bankers who've implemented these solutions in their institutions, and see how our companies continue to evolve to meet your bank's needs.



"The ICBA ThinkTECH Accelerator program identifies the best of the best of different technologies for 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, W.Va.

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®:** A daily update of breaking industry news and developments.
- **Bankers Dozen:** A monthly digital newsletter highlighting the most frequently accessed, read, and discussed pieces of content among ICBA members —reflecting what's trending in the community banking industry.



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.



Marketing Resource Center | icba.org/mrc

Our Marketing Resource Center 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.



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.



ICBA Community Banking Month | icba.org/cbm

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.



1615 L Street NW, Suite 900
Washington, DC 20036

866-843-4222

icba.org

