

## Association Strength

- **Membership Strength** - Maintain 100% member retention through outreach to all members, delivering value and continuous engagement opportunities.
- **Regional Opportunities** - Identify and work toward further collaboration with neighboring state banking associations.
- **Committees** - Ensure the committees, peer groups and task forces are effective in their efforts.
- **Succession and Training** - Maintain a strong professional staff and board of directors through training, planned succession and talent management.
- **Financial Stewardship** - Diversify revenue, generate non-dues income, and periodically adjust dues.
- **Technology Investment** - Invest in technology needed to support the functions of the Association.



*Advocacy  
and Influence*



*Member Value  
and Engagement*



*Education and  
Talent Development*



*Public and  
Community Awareness*



*Association  
Strength*

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**2017-2020 Strategic Plan**

# Mission: To foster a banking environment that strengthens our communities.

## Vision

**Advocacy and Influence** - Represent banking institution interests at the federal and state levels.

**Member Value and Engagement** - Serve as an indispensable resource for member banking institutions.

**Education and Talent Development** - Deliver training to improve, attract and retain bank workforce, and to develop leadership.

**Public and Community Awareness** - Raise awareness of the important role banks play in the state and local communities.

**Association Strength** - Maximize our resources and structure to sustain a dynamic association to serve members and banking.

## Strategy

The following implementation strategies support the NH Bankers vision:

### Advocacy and Influence

- **Lobbying Team** - Maintain a powerful lobbying and legal team at the state and federal levels.
- **Capitol Events** - Continue a strong presence at federal and state events that garners national respect for the association; leverage relationship with the American Bankers Association and the Independent Community Bankers of America.
- **Lawmaker Relations** - Assist members with events to host lawmaker bank visits for meet and greets with local community leaders; encourage members to be present at political events to represent banking interests.



**Political Action Committees (PACs)** - Work toward 100% participation in the State and Federal BankPACs with CEOs setting the example for deeper management contributions, and with bank Board of Directors serving as role models. Appoint a PAC committee to develop a biennium member awareness and fundraising plan.

- **Proactive Approaches** - Identify opportunities for collaboration with community organizations on important consumer issues to favorably reflect outreach by banking institutions.
- **Bank Government Relations** - Collaborate with banks having government relations departments.

### Member Value and Engagement

- **Product Partnerships** - Maintain the integrity of NH Bankers' due diligence of products and services as a value for members, resulting in savings for banks.
- **Demonstrate Value** - Increase awareness of NH Bankers programs and services through membership value statement, ROI calculator and communications.
- **Member Communications** - Enhance communication strategies to reflect the needs of today's busy members with best use of technology; ensure members understand the benefits of NH Bankers actions on their behalf.



### Education and Development

- **Emerging Leaders** - Continue programs, development and placement of emerging leaders in the banking profession.
- **Bank Directors Engagement** - Increase engagement of Directors in advocacy, political action, and educational programs.
- **Professional Development** - Deliver training and education which meet members' needs.
- **Major Events and Conferences** - Continue providing NH Bankers-exclusive meetings and conferences, increase attendance of management and leadership staff.
- **Affiliations** - Research relationships with colleges and professional organizations to develop curriculum, courses and online offerings.



### Public and Community Awareness

- **Economic Impact** - Promote the impact of the state's banking industry by maintaining the integrity of an independent economic report.
- **Public Awareness** - Promote the favorable impact of banking institutions in their communities.
- **Marketing Strategy** - Develop a plan, integrating technology and messaging to raise awareness of the Association and the positive impact of the banking industry in New Hampshire.

