



SC Blues FedPAC
BlueCross BlueShield
of South Carolina

PAC Incentives Workshop

Victoria Halydier, Government Affairs Manager



BlueCross BlueShield of South Carolina



78 Years Old! Created in 1946.



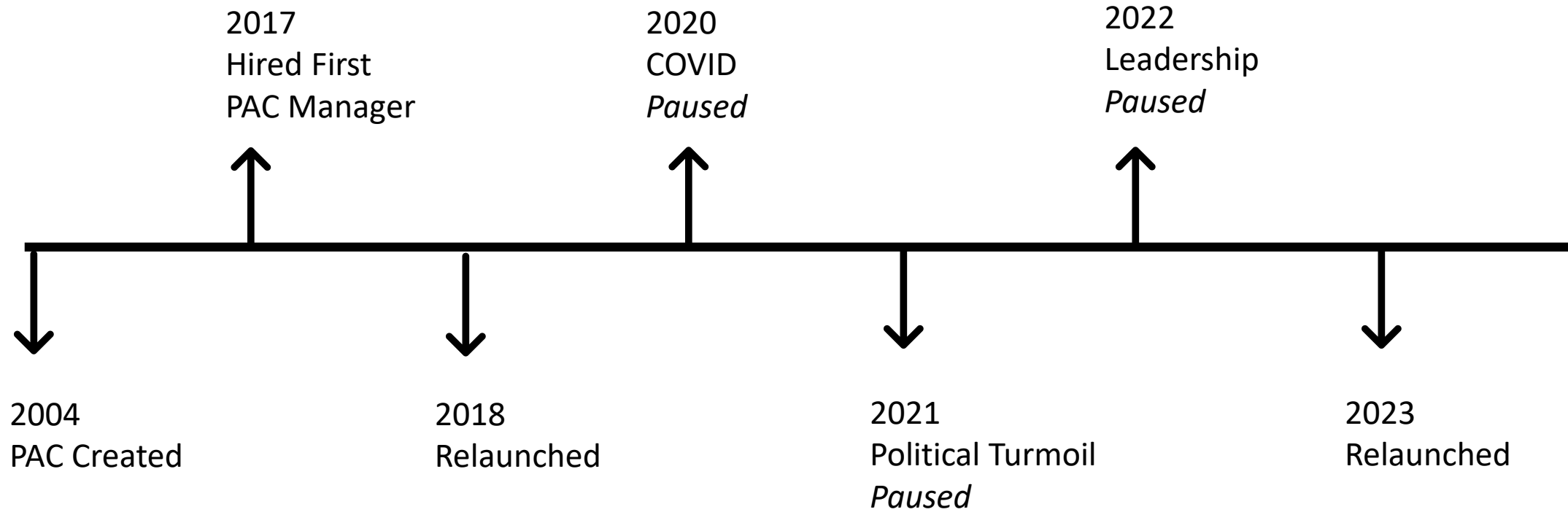
Over 12,000 Employees – 5,900 Eligibles – 4.6% Participation



~ 20 Wholly-Owned Subsidiaries



Timeline





2023 – Membership Levels

<p>HOUSE \$1 - \$500 <i>Bi-Weekly \$1 - \$19</i></p> <ul style="list-style-type: none">• Bi-Weekly Inside Elections Publication• Inside Elections Quarterly Client Call• PAC Lanyard• PAC Party @ SC Legislative Softball Game• PAC Events as they are available• PAC House Level Lapel Pin – Colorful• PAC House Level Annual Gift	<p>SENATE \$501 - \$1,000 <i>Bi-Weekly \$20 - \$38</i></p> <ul style="list-style-type: none">• All benefits under House +• PAC Senate Lapel Pin – Copper• Exclusive Call with Inside Election and BCBS SC• PAC Senate Level Annual Gift	<p>CABINET \$1,001 - \$2,500 <i>Bi-Weekly \$39 - \$96</i></p> <ul style="list-style-type: none">• All benefits under Senate +• PAC Cabinet Lapel Pin – Silver• Breakfast with Government Affairs Team• PAC Cabinet Level Annual Gift	<p>PRESIDENTIAL \$2,501 - \$5,000 <i>Bi-Weekly \$97 - \$192</i></p> <ul style="list-style-type: none">• All benefits under Cabinet +• PAC Presidential Lapel Pin – Gold• Attend a Political Event with GA Team• CEO/President’s Gathering• PAC Presidential Level Annual Gift
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Lapel Pins + Logo Items





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Communications

Inside Elections – Biweekly – PAC Members

Annual Campaign – Weekly – All Eligibles & Members

Small Group – As Needed – Location Specific

PAC Website – Wherever I Can – Whomever I Can

GOTV Campaign (September) – Corporate Newsletter – Teams

PAC Sponsored Activities – Individual Touches – As Allowed

A New Approach ...Incentivizing Leadership

