

Perfecting the PAC Pitch

Reframing the Pitch for Relevance, Access, and Impact

Linda Pham

Manager, Government Affairs
and Public Policy

Public Affairs Council Webinar | April 17, 2025



Agenda

Who We Are

Foundational Talking Points

How Challenges Shape Our PAC Pitch

What Worked: Local, Aspirational, and Intentional Messaging

Key Takeaways

How to Get Started

Who We Are

S&P Global 101

We Accelerate Progress



35K
Employee



45
Countries



New York, NY
Headquarters

S&P Global
Ratings

S&P Global
Market Intelligence

S&P Global
Commodity Insights

S&P Dow Jones
Indices
A Division of **S&P Global**

S&P Global
Mobility

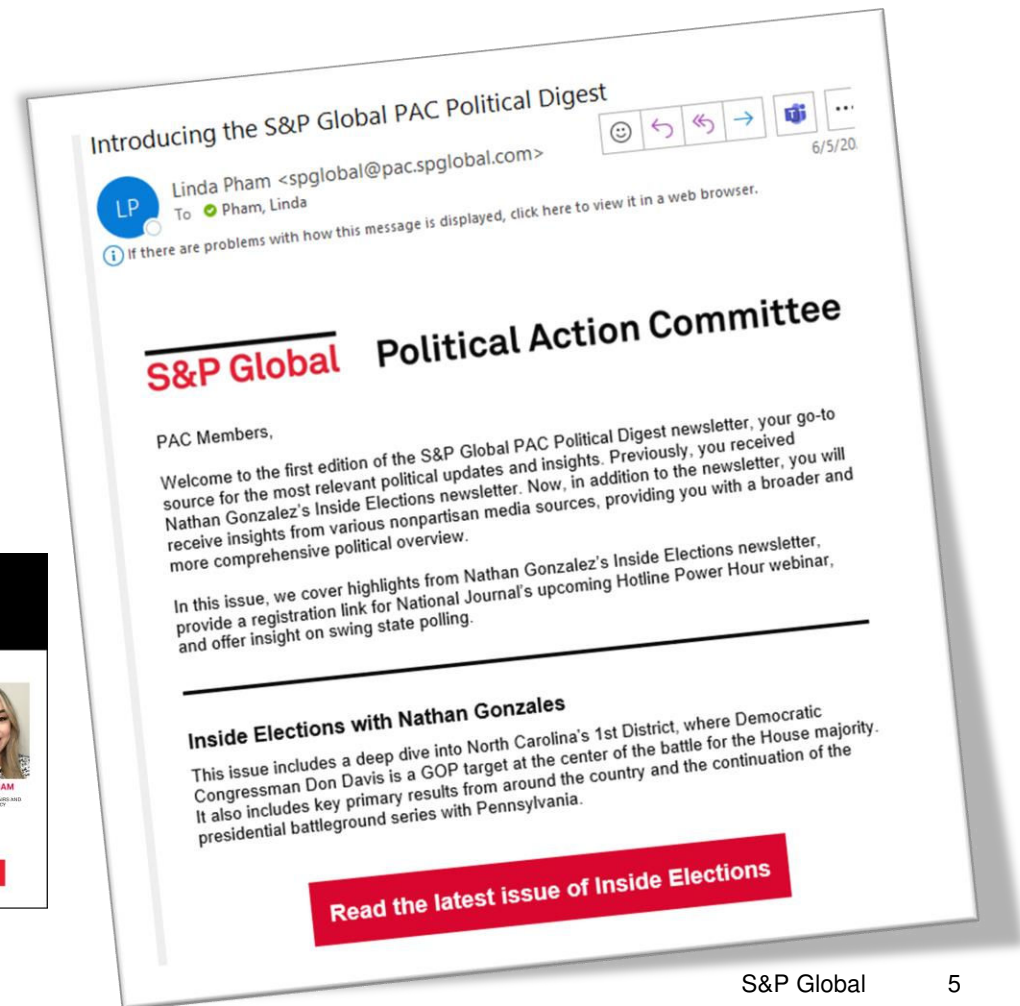
S&P Global PAC Engagement at a Glance



25 events hosted across the
2024–May 2025 calendar



115+ PAC and GR emails sent



Foundational Talking Points

Facts About PACs

Foundational Talking Points

What is an Employee Political Action Committee (PAC)?



✓ PACs have been a part of the American political system for more than 80 years. They are regulated by the Federal Election Commission and are fully transparent.

✓ A PAC collects voluntary, limited contributions from certain eligible employees and pools them into a common fund that makes contributions to the campaigns of candidates for elected office. It leverages employees' individual contributions and amplifies their collective voice in the political process.

✓ By law, the company pays all the overhead and administrative costs of the PAC, so every dollar that an employee contributes to the PAC fund is used to make a contribution to a candidate.

Common Employee PAC Misconceptions

✗ Employee PACs are just like Super PACs.

✗ Employee PACs are only for senior executives.

✗ Employee PACs have unlimited financial resources or access to "dark money".

✓ Super PACs are independent expenditure committees that can raise unlimited funds from corporations, unions, individuals, and other entities.

Employee PACs are funded solely through employees' individual contributions and are subject to contribution limits.

✓ Employee PACs are comprised of individual, limited contributions from eligible members or employees who join together to make their voice heard in the political process in a way that their individual voices may not.

✓ Employee PACs are required to be registered with the Federal Election Commission (FEC) and file monthly or quarterly reports.

Employee PACs document:

- Every candidate and/or committee to which it contributes funds
- Every individual who contributes in excess of \$200 per year to the PAC

What is S&P Global PAC?

Foundational Talking Points

S&P Global PAC Board



Jerry Saliman

- Head of Platts Legal, Americas, **S&P Global Corporate**
- New York, NY



David Henry

- Global Director of Price Group, **S&P Global Commodity Insights**
- Houston, TX



Jane Ridley

- Managing Director – Sector Lead, **S&P Global Ratings**
- Englewood, CO



Darlene Bright

- Global Head of Government Affairs and Public Policy, **S&P Global Corporate**
- Washington, DC



Brendan O'neil

- Consulting Executive Director, **Market Intelligence**
- Washington, DC



Sarah Morgan

- Director, Government Affairs **S&P Global Corporate**
- Richmond, VA

S&P Global PAC Contribution Criteria



Position & Voting Record

The candidate's positions on issues that matter to the company, its shareholders and its employees.



Active Support

The candidate's support for the company, its profitability, and the success, prosperity and well-being of its employees.



Representation

Whether the candidate represents a state or district that includes company facilities and employees.



Committee Involvement

Whether the candidate serves in a leadership position, or on a committee or subcommittee of importance.



Partisan Standing

Political realities, including but not limited to partisan control of one or both chambers of Congress.



Values & Morals

Whether the candidate shares and upholds the company's values and those of its employees.

Recommended Giving Levels

RECOMMENDED GIVING LEVELS:

\$208.33
PER PAY PERIOD

C-Suite, Department Head, President, Executive/Senior/Vice President

\$150
PER PAY PERIOD

Vice President, Executive/Senior/Managing Director

\$100
PER PAY PERIOD

Team Lead, Senior Manager, Associate Director

\$50
PER PAY PERIOD

Manager, Director

\$25
PER PAY PERIOD

Professional, Analyst, Associate

PAC MEMBER BENEFITS:

- ➔ Access to in-person and virtual events with congressional leaders, political experts, and industry peers
- ➔ Subscription to the S&P Global PAC Political newsletter that provides updates on political trends, campaigns, and legislative developments
- ➔ PAC Charity Match Program
- ➔ PAC member welcome gift
- ➔ Annual CEO event *
- ➔ Premium PAC member appreciation gift

* Members giving at the recommended level or above


The Challenges That Built Our PAC Pitch

Three Big Challenges We Faced

Challenge #1: PACs Are Viewed as a Washington-Centric Initiative



Isn't that more of a D.C. thing?



I don't work in policy. Why should I care about the PAC?

Solution: Bring It Home, Literally

Take the PAC beyond the Beltway

Feature regional executives as trusted voices and advocates



Pictured: O'Hara Macken, the senior executive leading our Raleigh office, with Rep. Deb Ross (NC-02) after a PAC event.


Facilitate opportunities for employees to engage directly with their elected officials



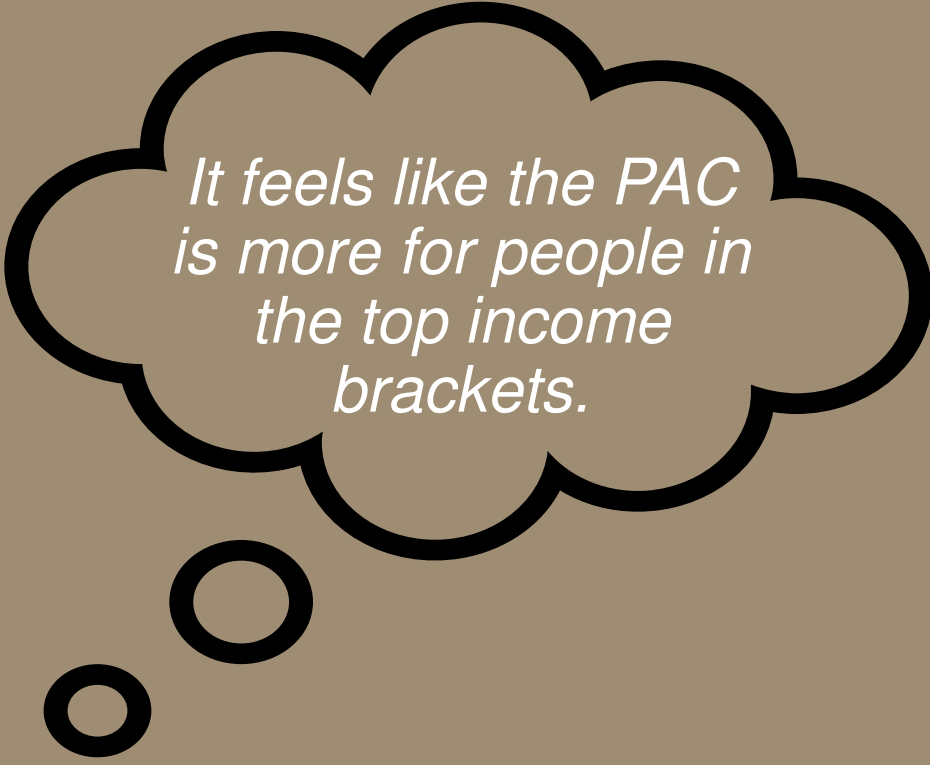
Pictured: Rep. Dan Goldman (NY-10) during his visit to our HQ in NYC, where he represents the office and over 250 S&P Global employees.

Three Big Challenges We Faced

Challenge #2: PAC Participation Feels Out of Reach for Most Employees



I thought that was just for senior leaders.



It feels like the PAC is more for people in the top income brackets.

Solution: Make Engagement Aspirational

Take the PAC beyond the Beltway

Target leaders one to two levels below the C-suite to elevate their visibility and position PAC participation as a leadership signal



Pictured: Mark Eramo, the senior executive leading our Houston office, highlighting the PAC.

Create opportunities for early- and mid-career employees to network and connect with senior leaders through PAC events



XXXXXXX

Three Big Challenges We Faced

Challenge #3: Missing Voices in the PAC Conversation



It just hasn't felt relevant to me.



I don't feel connected to the PAC's mission.

Solution: Expand Through Representation

Develop partnerships to broaden reach and build trust

Collaborate with employee communities to co-host PAC events



Pictured: PAC event flyer for a Mother's Day and Asian American Heritage Month Fireside Chat with Rep. Young Kim (CA-40).

Invite employee community leaders to serve as trusted messengers and peer-level advocates



Pictured: David Henry, S&P Global PAC Board Member and active leader in our employee community networks, at a recent PAC event..

S&P Global PAC Strategic Framework: **Meet People Where They Are**



Culturally

Amplify employee community voices to build trust, inclusion, and relevance across the organization



Geographically

Bring PAC programming to regional offices to make politics feel local and accessible



Relationally

Use PAC events to create access points between early-career employees and senior leadership

Key Takeaways to Perfecting Your PAC Pitch



Who

Identify and elevate rising leaders and employee communities to broaden and personalize the PAC message



Where

Take PAC conversations beyond Washington by localizing engagement across offices and regions.



Why

Reframe the PAC as a tool for internal visibility, connection, and shared impact

Your Next Steps



Lay a clear foundation – explain what a PAC is, why it exists, and how it supports your company's long-term success.



Localize the message – make your pitch relevant to where your audience works.



Identify leaders – spotlight mid- and senior-level champions and open doors for early-career employees to engage and connect.



Engage employee communities – invite trusted voices to help carry the message and build relevance across employee groups.

Questions

Linda Pham

Manager, Government Affairs
and Public Policy

S&P Global

linda.pham@spglobal.com

