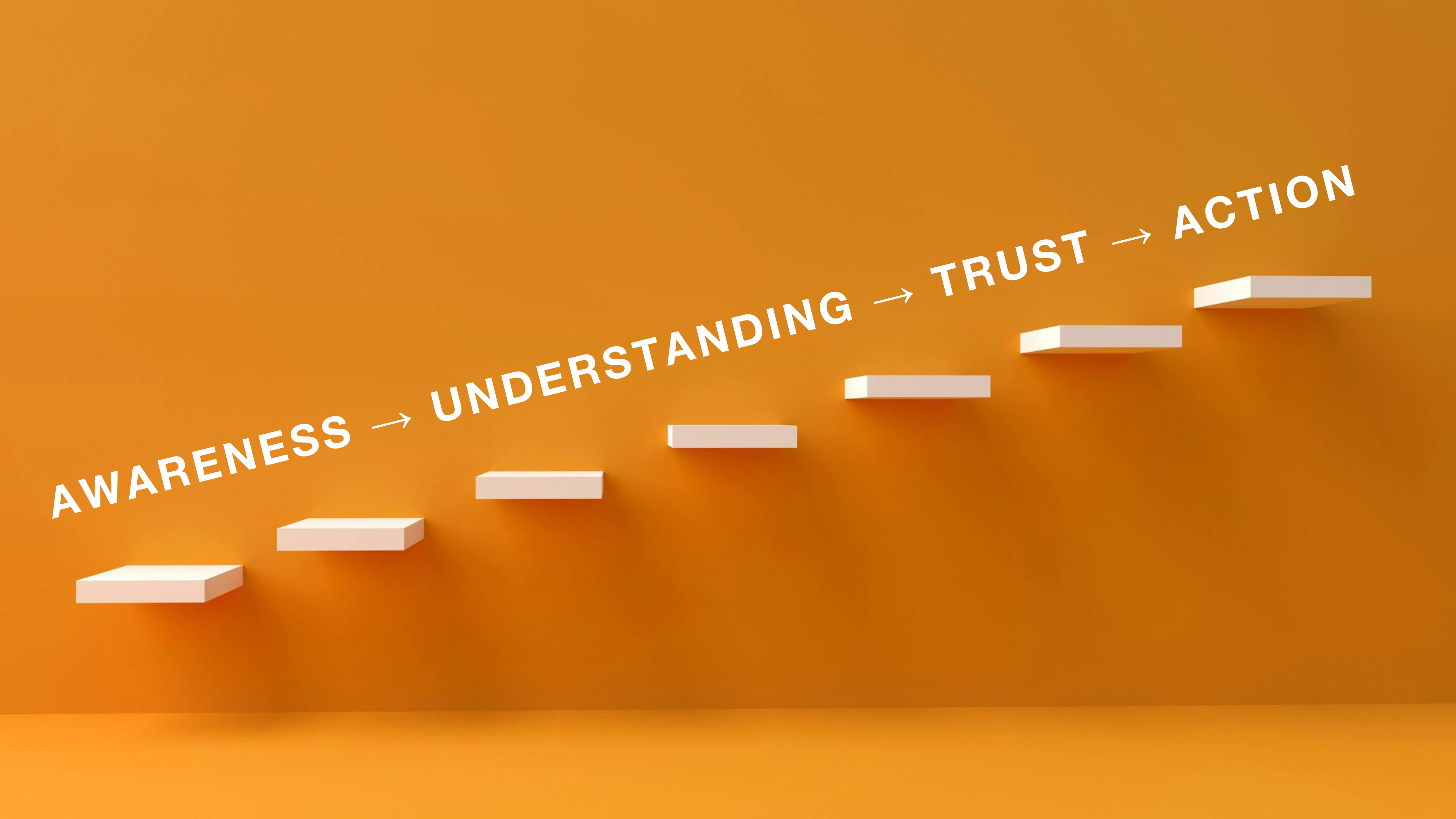


COMMUNICATING THE IMPORTANCE Of the PAC



AWARENESS → UNDERSTANDING → TRUST → ACTION

What is a PAC

Why do we have one?

Where does the
money go?

Legal/Ethics?

Will contributions
make a difference?

Who decides how funds
are distributed?

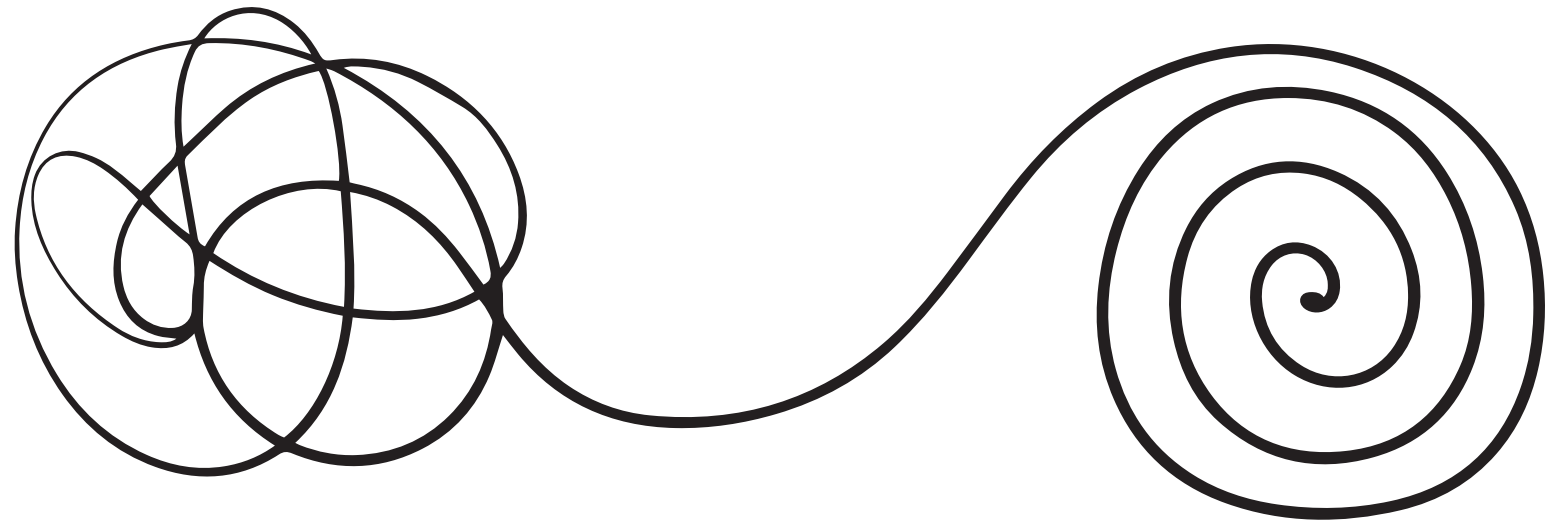


WHAT
QUESTIONS
DO YOU NEED
TO ANSWER
FIRST?

TAILORING PAC EDUCATION BY EMPLOYEE SEGMENT



SIMPLIFYING THE COMPLEX

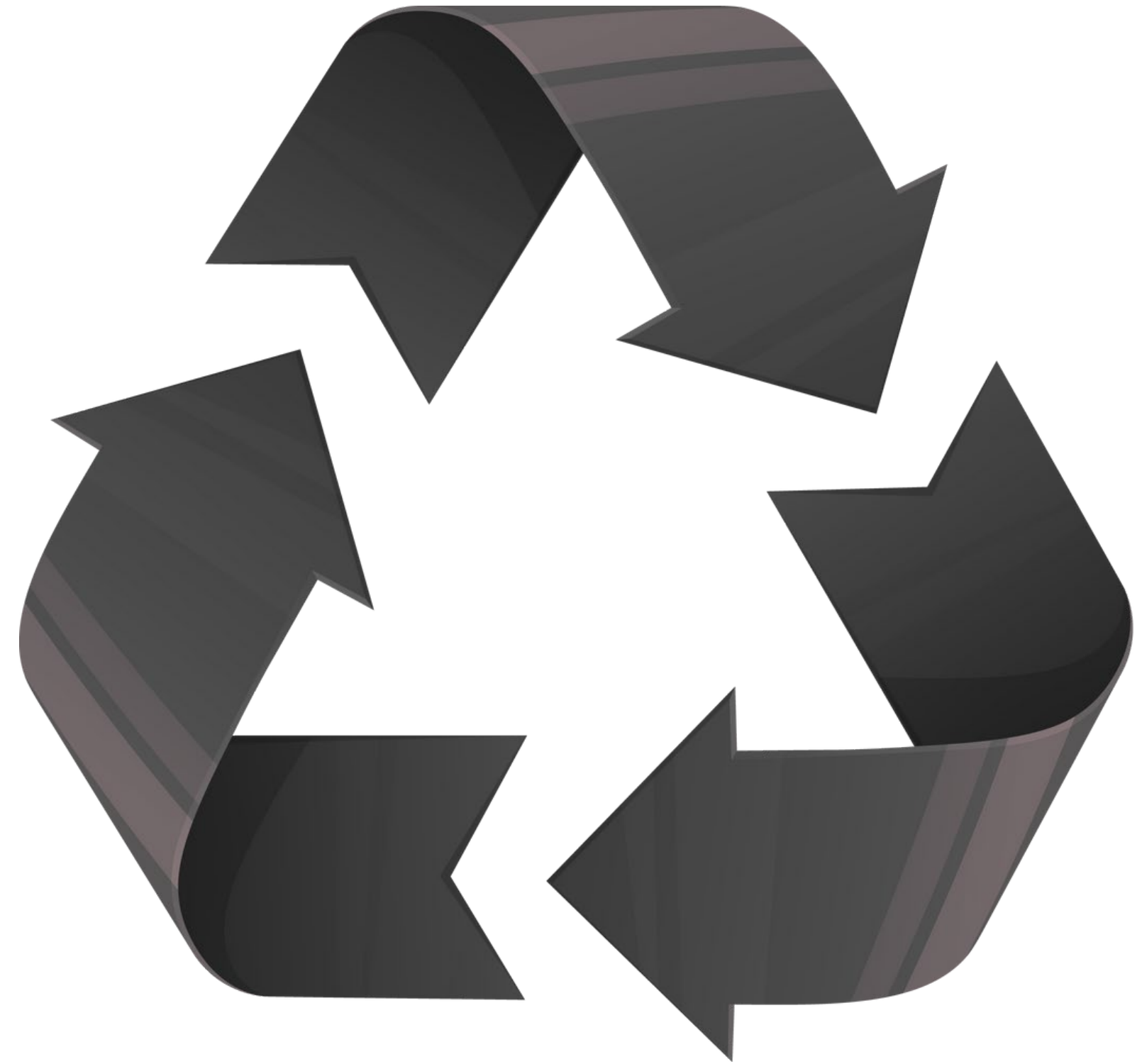


Plain language and
relatable stories stick
far better than a
compliance lecture

REPURPOSING EDUCATIONAL CONTENT

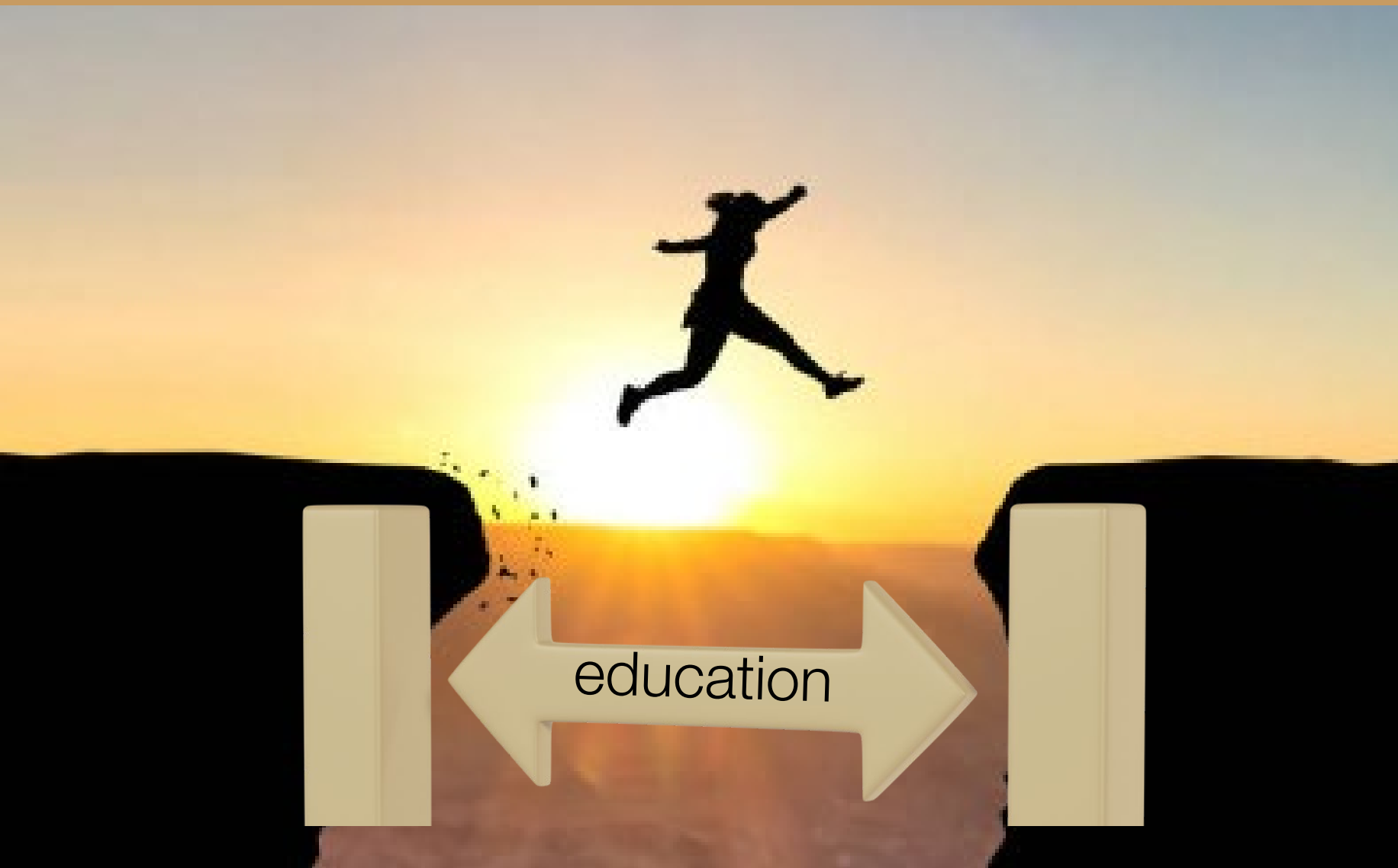
- If you make a FAQ document, turn each question into an intranet post.
- If you make a 3-minute video, cut it into 30-second clips for internal channels.
- If you write a policy-impact story, use it in your email campaign and have a leader share it at a town hall.

Creating PAC education content takes effort
— so squeeze every drop of value from it.



FROM EDUCATION TO SOLICITATION

- Connect the dots
- Use champions
- Timing is everything





CREATIVE SOLICITATION IDEAS

- PAC Week
- Interactive Quiz
- “Why I give” videos
- PAC to School



"CRUCIAL."

That's how I'd describe the role of our employee-led political action committee.

Members of Congress routinely introduce bills that help to advance the aerospace industry, but there are instances where even a well-intentioned bill can impact our company, industry, and yes, our livelihood. Getting your voice—our voice—heard on priorities where PAC's priorities include:

- Shaping future expansion in the U.S., including L...
- Promoting sustainable aviation and establishing necessary for the path to net zero
- Championing business priorities regarding safety, advance of the 2023 Federal Aviation Administration

Airbus PAC is employee-led and 100% employee-funded.

It's true. And successful advocacy efforts require a who know the ins and outs of our business, and it relationships with Airbus-friendly legislators, which d generous support—helps to make that happen.

Join us today!

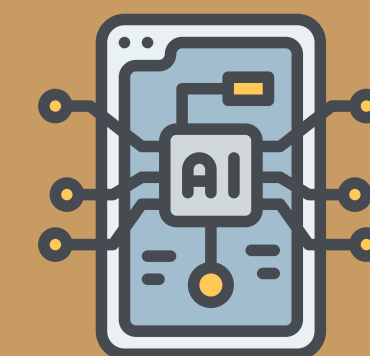
**20 SPEAKER
23 SERIES**

Speakers

Aubert Kimbrell
VP, GR
Airbus U.S.

Cate Sadler
Director, GR
Airbus

Matt Leffingwell
Consultant,
Tiber Creek Group



CASE STUDY
APPLYING IT ALL

FINAL TAKEAWAYS

- Educate First
- Segment Audience
- Simplify
- Humanize
- Repurpose

