

**CASE STUDY:**

# How J & J's PAC Drives Growth Through Resonant Messaging and Strategic Engagement

Examining effective communication and driving member engagement

**Johnson&Johnson**



# Meeting Program

## 1. The Virtuous Cycle

- Overview of J&J PAC's Annual Engagement Cycle

## 2. Messaging is NOT the Silver Bullet

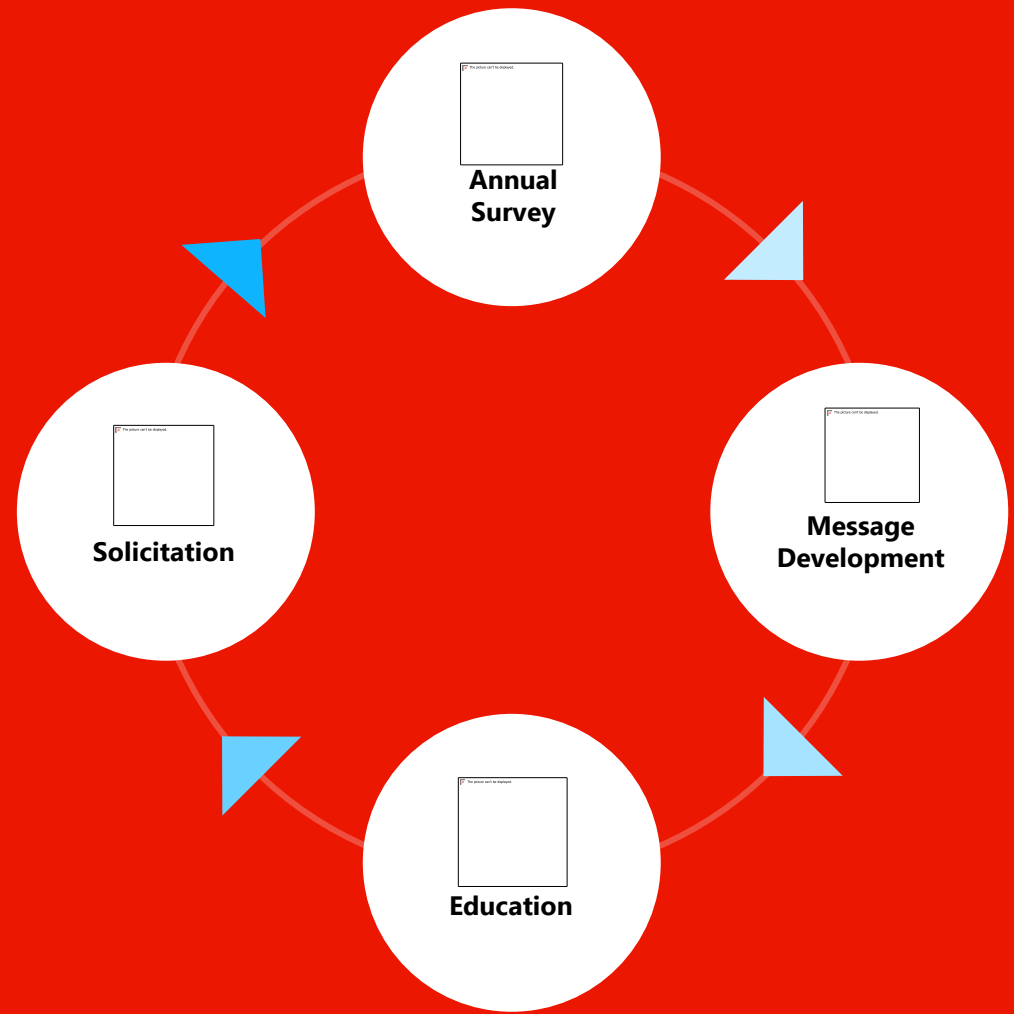
- Applying the 5 Ps of Marketing to PAC Communications

## 3. Upgrade your PAC comms – no headcount, no fees

- Integrating AI for Message Development: Opportunities and Safeguards



# Overview of J&J PAC's Annual Engagement Cycle

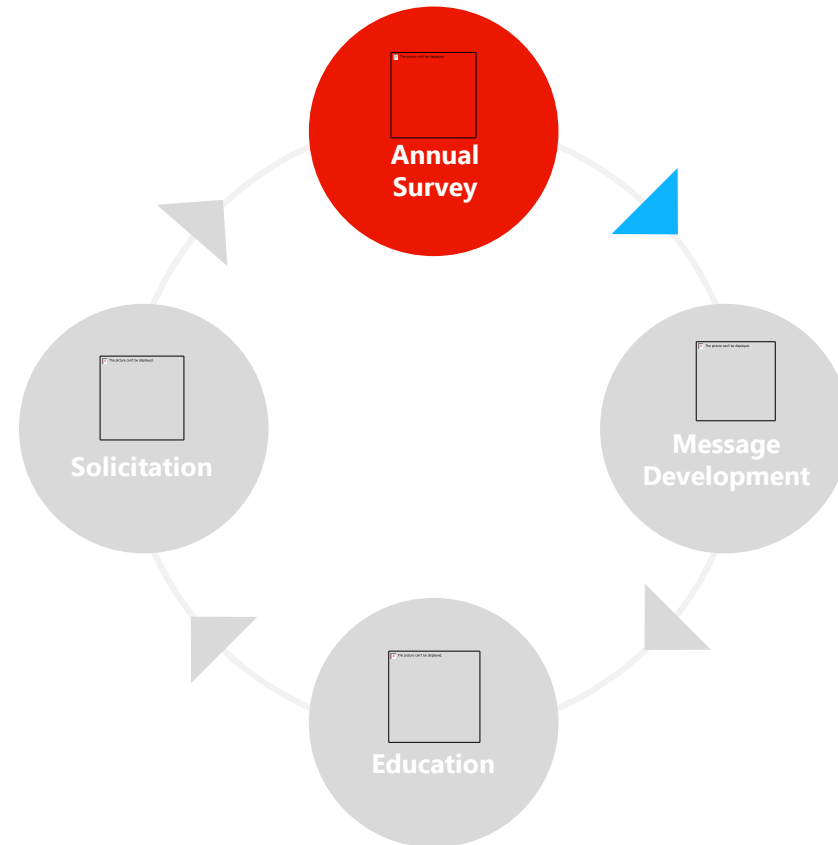


## Annual Survey: Gathering Member Insights

### Annual Feedback Collection

The annual survey collects valuable feedback from members to understand their views and needs in three areas:

- Assessing past communications
- Feedback on PAC programming and benefits
- Forward looking message development



# Message Development: Crafting Resonant Communications

## Identifying Themes that Drive Engagement

### Data-Driven Messaging

Survey insights help tailor messages to reflect member values and priorities for greater relevance and impact.

### Analyzing Member Feedback

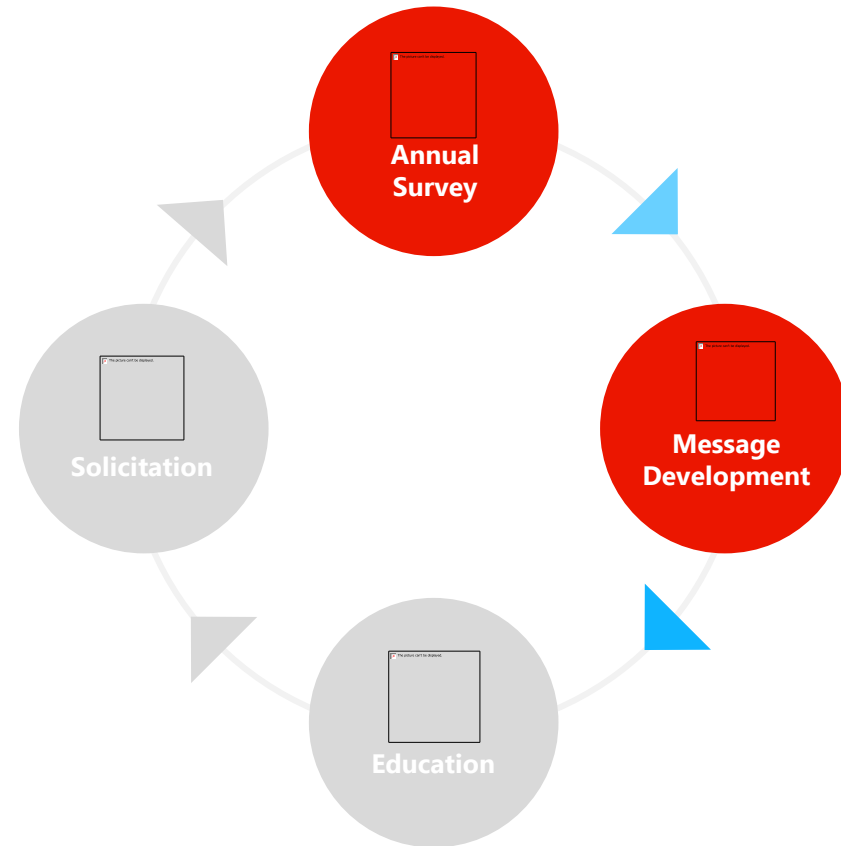
Thorough analysis of member feedback uncovers valuable insights to guide messaging strategies effectively.

### Identifying Core Themes

Core themes that deeply resonate with the audience are identified to craft authentic and relatable messages.

### Driving Higher Engagement

Connecting authentically with the audience stimulates higher interaction and engagement across campaigns..



Education:

# Informing and Empowering PAC Members

## Value Proposition of the PAC

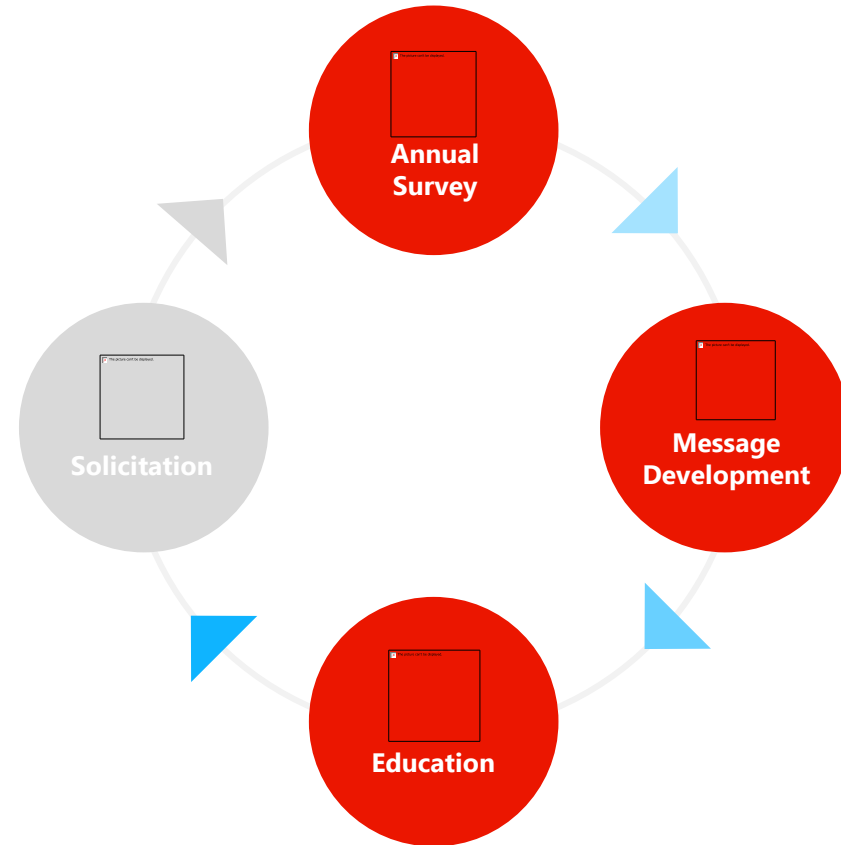
Build awareness of how the PAC advances their shared interests and how informed participation can advance policies that affect them.

## Importance of Participation

Education highlights how PAC members' involvement impacts decision-making and community outcomes.

## Benefits of PAC Membership

Highlight the benefits of joining, call out different levels.



# Solicitation: Motivating Contributions and Participation

## Targeted Solicitation Strategies

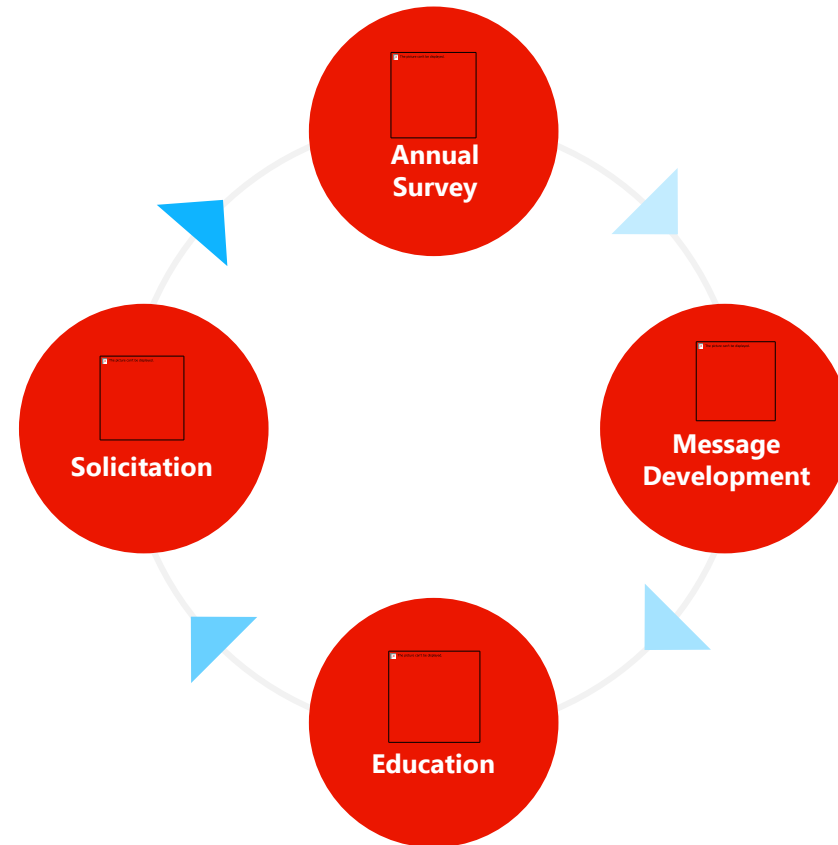
Using data driven approaches to target messages boosts financial contributions effectively.

## Member Participation

Encouraging active involvement in PAC activities strengthens community bonds and engagement.

## Sustained Growth

Consistent outreach and engagement lead to long-term receipt growth.



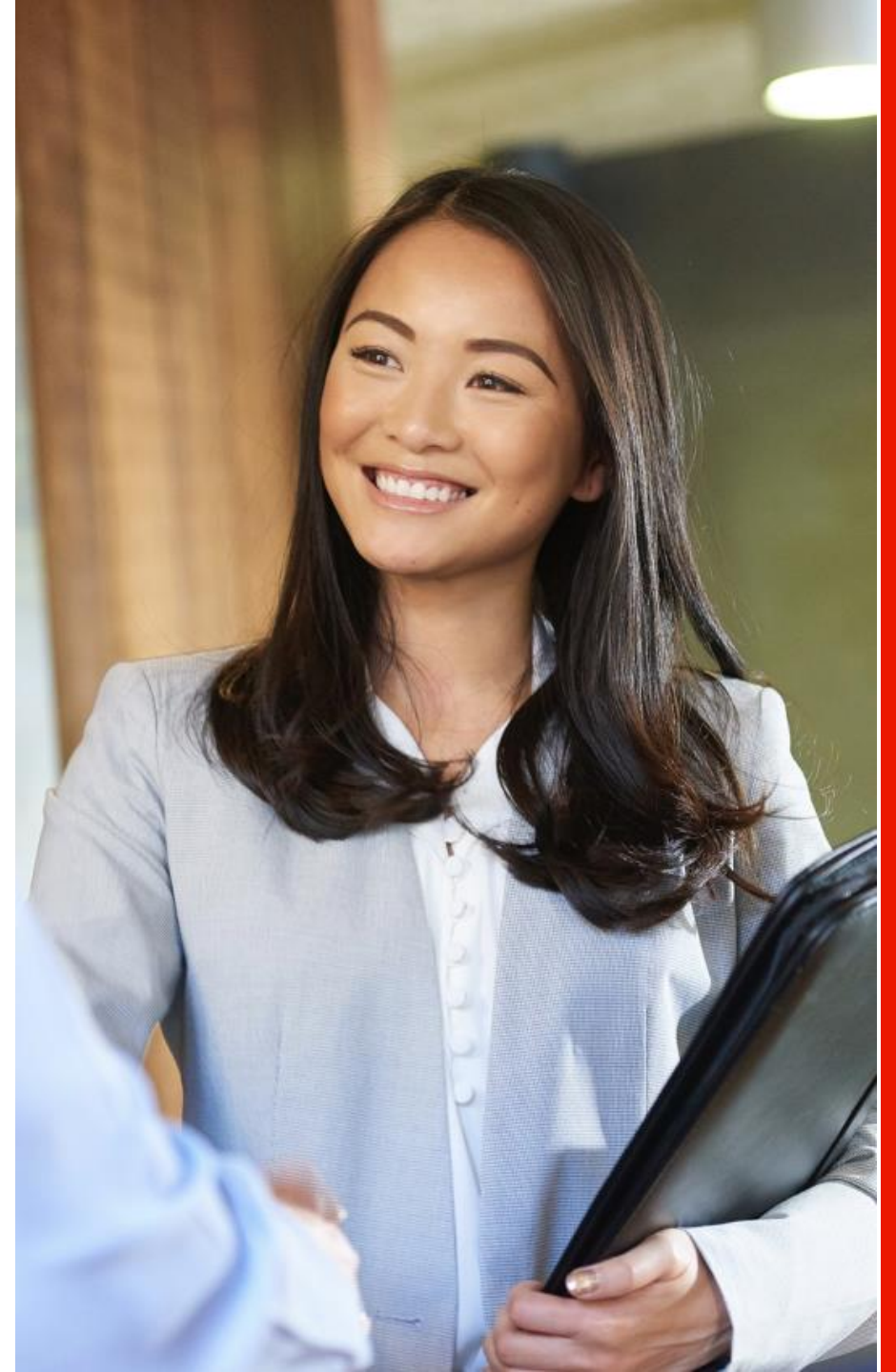
# Applying the 5 Ps of Marketing to PAC Communications

# How the 5 Ps of marketing apply to a PAC

## MARKETING:

## PAC MARKETING:

Product	<input type="checkbox"/>	→	<input type="checkbox"/>	Policy Goals and Candidates
Price	<input type="checkbox"/>	→	<input type="checkbox"/>	Donation levels
Place	<input type="checkbox"/>	→	<input type="checkbox"/>	Communication channels
Promotion	<input type="checkbox"/>	→	<input type="checkbox"/>	Messaging & Campaign strategy
People	<input type="checkbox"/>	→	<input type="checkbox"/>	Board, leadership, volunteers





## PRODUCT

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# The PAC's Value Proposition

### **Unique Value Definition**

Clearly defining the PAC's unique value proposition highlights its distinct role in political advocacy and impact.

### **Member Engagement**

Communicating value helps members recognize how their involvement builds key relationships and drives advocacy.





PRICE

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## Contribution Levels and Perceived Value

### **Align Contributions with Value**

Setting contribution levels based on average income and perceived value encourages giving and support clarity.

### **Encourage Member Participation**

Appropriate pricing lowers the barriers to participation and motivates financial support.





PLACE



PROMOTION



PEOPLE

## Channels, Outreach, and Relationships

### **Communication Channels**

Selecting appropriate communication channels ensures effective outreach and member engagement.

### **Effective Promotion**

Promoting PAC activities creatively increases visibility and member participation.

### **Mobilize Leaders, Leverage Volunteers**

Leveraging multiple voices to amplify messaging vital to breaking through. Volunteers allow for personal force maximization.



# Integrating AI for Message Development: Opportunities and Safeguards



# AI-Driven Content Optimization

## **Speed and Scale**

Generate drafts, variants and audience specific messaging in minutes

## **Cost Efficiencies**

Reduce reliance on vendors, lower overhead costs and enable unlimited iterative work without incremental spend.

## **Content Optimization**

AI tools optimize content to maximize engagement and ensure relevance to target audiences.



# Corporate Culture: Ensuring Alignment and

## **Trust** Reflecting Corporate Values

Even AI messaging must embody the company's core values to maintain authenticity and alignment.

## **Building Trust**

Consistent and authentic communication fosters trust between the organization and its members.

## **Ensuring Consistency**

Aligning AI-driven messages with corporate culture ensures consistent communication across channels.



## Legal Compliance: Reviewing PAC Messaging for Regulatory Adherence

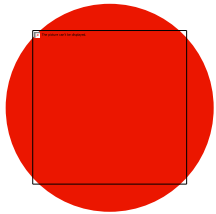
### **PAC Communications Review**

Every PAC communication, including AI assisted messaging, must be carefully reviewed to meet all legal standards and compliance requirements.

### **Regulatory Adherence Importance**

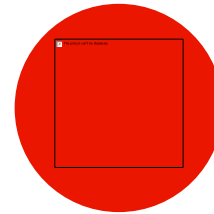
Ensuring all messaging adheres to political compliance laws is critical to avoid legal risks.

# Conclusion



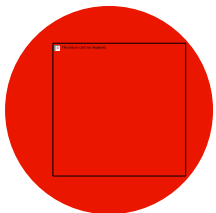
## **Resonant Messaging**

Effective messaging connects deeply with audiences, fostering loyalty and engagement.



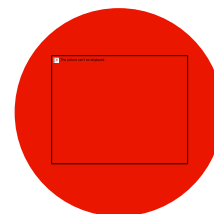
## **Strategic Engagement**

Deliberate interaction strategies strengthen relationships and support growth.



## **Marketing Principles**

Applying core marketing techniques drives brand awareness and sustained success.



## **AI Integration**

Thoughtful use of AI enhances processes and member involvement responsibly.

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