

Webinar

ELECTION-PROOFING YOUR COMMUNICATIONS STRATEGY

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SachsMEDIA

DON'T COMMUNICATE TO THE ELECTION. COMMUNICATE THROUGH IT.

BEFORE

ELECTION

AFTER

Election Day isn't the end of your communications plan. It's the *beginning of a new governing environment.*



VOTING IS A MOMENT. ENGAGEMENT SHOULDN'T BE.

Election Season



- Encourage participation and sign ups
- Provide credible information
- Help people make their voices heard

After Election Day



- Explain the new policy environment
- Connect issues to your organization and stakeholders
- Keep people informed as priorities take shape

Build an audience for *continued engagement*.

After the Election, **MOVE FROM POLITICS TO POLICY.**

WHO WON?*

WHAT CHANGED?

WHAT DOES IT MEAN FOR US?

WHAT HAPPENS NEXT?

WHERE CAN OUR STAKEHOLDERS HAVE A VOICE?

Shift the conversation from candidates and campaigns to the issues that matter to your organization.

New administrations, legislatures and regulators create a new governing environment.

Stakeholders need someone who can tell them what the outcome means for them.

Case Study: **TURNING ENGAGEMENT INTO ADVOCACY**

NATIONAL HEALTHCARE ORGANIZATION

THE CHALLENGE

Mobilize employees leading up to an election around major policy issues affecting the organization and the people it serves.

130+ → 250+

Increase in public affairs emails to employees in one year

THE APPROACH

Trusted messengers • Simple messages • Multiple channels
Easy calls to action • Ongoing testing

THE RESULT

More employees contacted their legislators.

WHY YOUR PAC MATTERS?

Use it as an engagement platform to



EDUCATE

Help employees understand the issues and why public policy matters to the organization



CONNECT

Create a link between what happens in elections and what happens next



ENGAGE

Give employees meaningful ways to participate, including advocacy



SUSTAIN

Keep the relationship going between elections

Your PAC gives you *a reason to keep talking* to an audience you're already working hard to engage.

KEEP THE RELATIONSHIP. CHANGE THE CONVERSATION.



ELECTION SEASON

“Your voice matters.
Participate.”

AFTER THE ELECTION

“Here’s what the
outcome means.”

DURING GOVERNING

“Here’s the issue
that affects us.”

WHEN ACTION MATTERS

“Here’s how you can
make your voice heard.”

The election builds *engagement*. Good public affairs *sustains it*.

Organizations will work within changing political environments. The opportunity is to build stakeholder relationships that endure beyond any one election.

Thank you!

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