

# Finding Your Fundraising Campaign Style

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## Transitioning Your Campaign Approach with a Company Merger Tyco Employees PAC (2016) → Johnson Controls PAC (2017)

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- 2016: Tyco Employees PAC Peer-to-Peer Campaign (May 2 – June 10)
  - Followed by a month-long PAC educational email campaign (April)
  - 50 Regional PAC Captains & PAC Captain Training
  - Business unit competition and set goals
  - Weekly e-mail messages
  - Results: Increased PAC participation by 35% (145 new donors and 42 increased donors)



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- 2017: Johnson Controls PAC Outreach Plan
  - Combined 2016 PAC Annual Report: First PAC communication from CEO
  - Emphasis on educating the newly combined PAC eligible employee class (56% new-JCI):
    - Month-long PAC educational campaign in May
  - “One company. One PAC.”
  - Top-down targeted solicitation approach (Tier 1 & Tier 2)
  - Re-launch website: From Tyco PAC to JCI PAC (Phase 1, then Phase 2)
  - Target 3-4 largest employee facilities for an in-person PAC Briefing

## Transitioning Your Campaign Approach with a Company Merger Johnson Controls PAC

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- 2018 PAC Campaign Plan
  - Re-evaluate and assess culture in November/December 2017
  - Incorporate high level Peer-to-Peer Campaign with new company structure
  - Solidify PAC Campaign timing
    - Educational and Solicitation Campaign
  - Unveil Phase 2 of JCI PAC website
  - Report on performance results from 2017
  - Set business unit and company goals for 2018