



# Reporting Back to PAC Donors

## Public Affairs Council Webinar

Thursday, December 1, 2016

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# Where to start?



# Perfect the message

- Here's what YOU did this year to help the PAC/company/association
- And here's how we used your money ~ donors crave transparency
- Criteria of Giving – a MUST have!
- Not just numbers but PAC activity
- Make them feel like an insider
- Give them just enough, but not too much and tell them where to find more

# The platform is important

Find the best method for your data

- Annual report – one pager or packed full of data?
- Newsletter – monthly or quarterly highlights
- PAC website – more detailed info
- Video
- Webinar
- Benefits of being a member
- Email blast – summaries, high-level data (link to learn more)
  - ✓ Washington updates
  - ✓ Grassroots alerts

# Examples~ annual report

**NORTHROP GRUMMAN**

**2012  
Political Contributions**

## Northrop Grumman 2012 ENGPAC Disbursements

State	Member	Office	Total
<b>ALABAMA</b>			<b>\$43,000</b>
American Security PAC	Rep. Michael Dennis Rogers (R)	Leadership PAC	\$2,500
Defend America PAC	Sen. Richard Craig Shelby (R)	Leadership PAC	\$5,000
Friends of Sessions Senate Committee Inc	Sen. Jefferson Beauregard Sessions (R)	United States Senate	\$2,000
Jo Bonner for Congress Committee	Rep. Josiah Robins Bonner, Jr. (R)	Congressional District 01	\$7,000
Martha Roby for Congress	Rep. Martha Roby (R)	Congressional District 02	\$4,000
Mike Rogers for Congress	Rep. Michael Dennis Rogers (R)	Congressional District 03	\$5,500
MoBrooksForCongress.Com	Rep. Morris Jackson Brooks, Jr. (R)	Congressional District 05	\$5,000
Robert Aderholt for Congress	Rep. Robert B. Aderholt (R)	Congressional District 04	\$3,000
Shelby for U S Senate	Sen. Richard Craig Shelby (R)	United States Senate	\$2,000
Tallatchee Creek Inc, PAC	Sen. Jefferson Beauregard Sessions (R)	Leadership PAC	\$5,000
Terri Sewell for Congress	Rep. Terri A. Sewell (D)	Congressional District 07	\$2,000
<b>ALASKA</b>			<b>\$7,000</b>
Denali Leadership PAC	Sen. Lisa Ann Murkowski (R)	Leadership PAC	\$5,000
Lisa Murkowski for U.S. Senate	Sen. Lisa Ann Murkowski (R)	United States Senate	\$2,000
<b>ARIZONA</b>			<b>\$18,000</b>
Committee To Re-Elect Trent Franks To Congress	Rep. Trent Franks (R)	Congressional District 08	\$7,000
Pastor for Arizona	Rep. Ed Pastor (D)	Congressional District 07	\$3,000

# Examples~ quarterly newsletters

WELCOME TO THE NEW ENGPAC NEWSLETTER

EMPLOYEES OF NORTHROP GRUMMAN POLITICAL ACTION COMMITTEE



ENTERPRISE NEWSLETTER

FIRST QUARTER

*ENGPAC supports a strong defense for our nation, and a strong defense enables a strong economy.*

## FEATURED STORY

### PAC Match Donors Support the Conservation Fund to Address Climate Change and Habitat Loss

*by Michelle Bahk, Enterprise Services and Chief Strategy Office Communications*

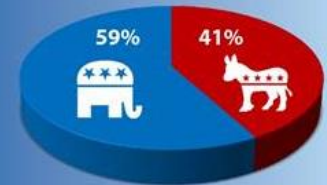
Northrop Grumman employees boost donations to non-profit organizations such as The Conservation Fund through ENGPAC's charity match program, PAC Match. Donors supporting The Conservation Fund impacted a number of environmental and biodiversity endeavors.

[READ MORE](#)

Total amount disbursed for the 2015/2016 Election Cycle  
(January 1, 2015 – March 28, 2016):

**\$2,588,750**

ENGPAC has supported 306 candidates in the 2015/2016 cycle with an average \$2,600 contribution.



## ENGPAC ENGAGEMENT



**Left:** U.S. Sen. Mark Kirk (Illinois), left, listens as Emeline Grey, Land and Avionics C4ISR division program manager, explains the importance of the Common Infrared Countermeasures (CIRCM) program to the Rolling Meadows campus and the warfighter. During his visit, Sen. Kirk was briefed on other key programs such as AC/MC-130J RFCM, EA-PUP and OpenPodTM. *Photo by: JR Trevino*



**Right:** ENGPAC Ambassadors Michael Doss and Robin Sokoloski held an ENGPAC Pizza and Politics Luncheon in Lake

# Examples~ state “report card”

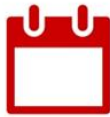
What about California?



\$338,500



41 candidates



150+ events



\$479,760 to  
464 different charities



Reporting back to donors on what the PAC did in their state goes a long way to make it feel personal.



# Examples~ post-election conference call



**ENG PAC**  
**2016**  
**POST-ELECTION**  
**CONFERENCE CALL**  
**NOV 10 2 PM EST**  
**featuring SID ASHWORTH**  
Open to ENG PAC members ONLY  
[Click here to rsvp](#)



## 2016 POST-ELECTION CALL HIGHLIGHTS

**1**

### OVERALL VOTER TURNOUT WAS DOWN

Only 58% of registered voters actually voted compared to 59% in 2012 and 62% in 2008.

**2**

### PRESIDENTIAL ELECTION WAS CLOSE

For only the fifth time in history, the winner of the popular vote did not win the electoral college.

**3**

### PREDICTIONS WERE WRONG

Pollsters, pundits and experts were surprised with the results.



# My most asked questions...

1. What have I given this year?
2. What is my charity?
3. How can I change my contribution or charity?
4. Has my charity match check been cashed?

Welcome back, Jennifer! ([Log out](#))

Last Contribution: 11/18/2016  
Amount: \$15.74 via Payroll  
Contribution Total Year to Date: \$452.98

## Your Current Charities

[Add A New Charity](#)

You currently have 1 enrolled charity. You may select up to 2 charities.

[Edit](#)

[Delete](#)

[Delete and Add New](#)

Status: **Current**

### TASTE OF THE SOUTH COMMITTEE (Tax ID: 521343458)

P.O. BOX 2826

WASHINGTON, DC 20013

Program Name:

Percentage: 100%

## Your Charity Payment History

\*Check Cleared Dates are only available starting 2013

Year: **2015**

Charity: **TASTE OF THE SOUTH COMMITTEE (Tax ID: 521343458)**

Percent/Amount: **100%**

Check Amount: **\$912.84**

Pay Date: **03/08/2016**

Clear Date: **03/31/2016**

Check#: **4317**

Year: **2014**

Charity: **TASTE OF THE SOUTH COMMITTEE (Tax ID: 521343458)**

Percent/Amount: **100%**

Check Amount: **\$884.26**

Pay Date: **05/04/2015**

Clear Date: **06/30/2015**

Check#: **1294**

***THE VALUE OF PERFORMANCE.***

***NORTHROP GRUMMAN***

A blue curved line graphic that starts below the company name and sweeps upwards and to the right, ending under the right side of the name.