DOING WORE WITH LESS: GROWING YOUR PAC DESPITE SHRINKING BUDGETS

AN INTERACTIVE SESSION CO-PRESENTED BY:



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Yes, you.....



Covernment makes decisions that affect our business





ENGPAC is our voice in the defense industry

We provide bipartisan support to champion and defend our industry





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our participation in ENGPAC is confidential and will not be displaced to others one perception in each of the content and with one distribution of the PAC. Federal Election except as required by Federal Birs and for the administration of the PAC. Federal Elec-required PACs to report the name, making address, amount of donation, occupation and employer for each individual when the or becombinations regisperate in cursos a \$200 in a calendar year and such information will be posted by the Federal Election



JANUARY - DECEMBER 2017



(\$) Contribute \$500: to ENGPAC.

The money you give is used support candidates who advocate for the defense industry.



JANUARY 2018

ENGPAC empil is sent to you to confirm your charity Information.

Charity name, tax id and mailing address must be correct on ENGPAC website.





to your selected charities.

Accompanying letters include your name and home address.

MARCH 2018



Track your check number and cashed date on the ENGPAC website.

MATCH PROCESS COMPLETE



QUESTIONS?

CONTACT JENNIFER BROOKS JENNIFER.BROOKS@NGC.COM



READY TO LOG ON?

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PAC Newsletter



PAC Board Chair Message

Legislative Issue Update



November elections which will prove election year. All 435 seats in the United States House of Representatives and 34 of the 100 Representatives and 34, of the 100 seats in the United States Senate will be up for grabs. In addition, 36 Governors and 87 of the 99 state legislative chambers are holding elections and numerous local elections will also be contested.

I'm pleased to report that the Best Buy PAC is healthy at over glo leaders from across the company. We have disbursed \$345,500 so far, and are on track to raise nearly \$560,000 for the 2018 election cycle (2027-2018) to candidates who consider our point of view on issues that can impact our growth and competitiveness.

The Best Buy PAC Board (see voice heard.

Member Spotlight 2017 PAC Match Program

Making an ImPACt









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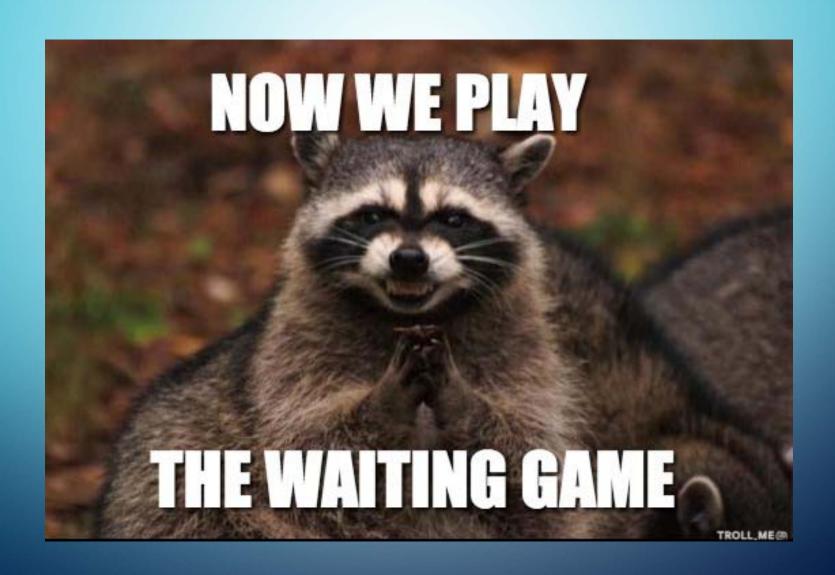
PAC MATCH PROGRAM CHANGES

Leadership presented with need to make some modifications to our overall PAC Match budget given growth of the PAC.

- How to make changes in PAC Match program without losing members?
- Scenerio planning, focus groups, talked with PAC board/PAC Champions, etc.
- Came to decision to create a tiered approach for members.
- Presented to PAC Board, got governance ok and moved forward with plan.

Communication/Implementation plan

- Communicate and get buy in of PAC Board, walk them through tiered approach plan. Advocates for plan and point for their peers in addition to Gov Affairs staff.
- Emailed all PAC Match eligibles announcing changes to PAC Match program.
- Put announcement in the quarterly PAC Newsletter.
- Two Gov Affairs employees personally called all PAC eligibles (300+ employees) and talked them through their unique tiered approach plan that would be implemented the following year.



OUTCOME

• Only 1 person out of the 300 stopped their PAC contribution and sited the change to the PAC Match program was the reason.

Tips on making changes to your PAC match program

- Find out if there's any other places in your PAC administration budget to cut first.
- Create advocates who can help with messaging and talking to peers about changes.
- Communicate in multiple vehicles to PAC members. Be consistent with your message.
- Create open line of communication, be transparent. Be there to listen and hear feedback.
- Be prepared for anything.....

THANK YOU FOR YOUR ARTICIPATION!



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