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TD Bank N.A. Political Action Committee (TD PAC)

Building and Leveraging a Charitable Match Program

Public Affairs Council National PAC Conference 2018

Pilar Maria Carpenter

Vice President

TD Bank Government Relations



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About TD Bank

- TD Bank, America's Most Convenient Bank® is one of the 10 largest banks in the U.S.
- TD Bank has 26,000 employees, 9 million customers and 1300 locations throughout the Northeast, Mid-Atlantic, Metro D.C., the Carolinas and Florida.
- TD Bank is a large regional bank, but it's business model is based on traditional banking services of taking deposits and making loans.
- TD Bank is a member of TD Bank Group and a subsidiary of The Toronto-Dominion Bank of Toronto, Canada, a top 10 financial services company in North America.



- Time and Temperature from TD Bank
- Regis and Kelly Ripa
- Free Pens, Lollipops and Dog Biscuits
- Legendary Customer Service
- Bank Human



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TD PAC Focus

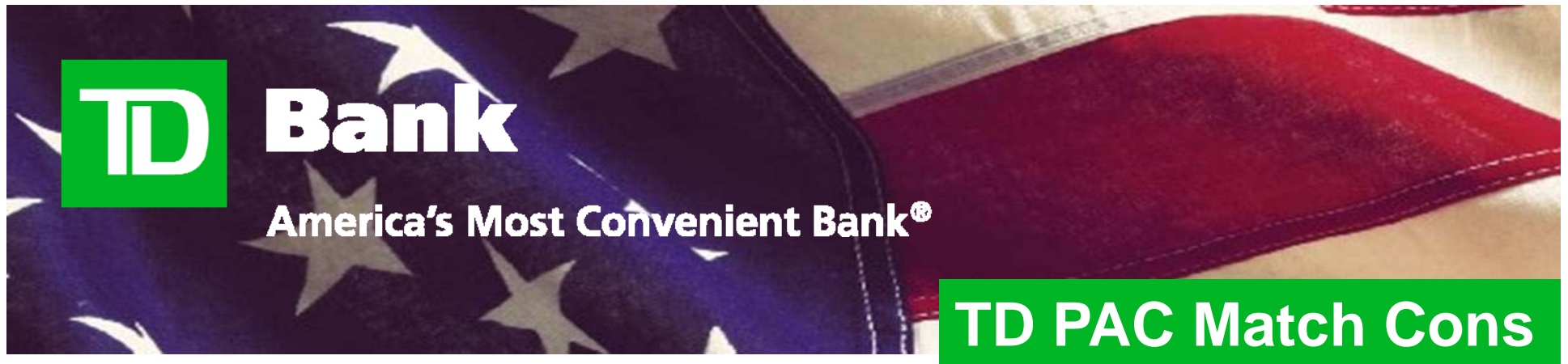
- Right Politics
- Right Size
- Right Governance
- Right Balance of Risk and Return



- May 2010 TD Bank PAC (TD PAC) approved by the Board of Directors.
- September 2011 Registered with Federal Election Commission.
- 2011 Results TD PAC members = 4 2011 receipts \$12,500 (checks)
- October 2012 Payroll Deduction Option / TD PAC Website operational.
- November 2012 Certified as multi-candidate political action committee.
- 2012 Results TD PAC members = 66 2012 receipts \$82,773
29 checks / 37 payroll deduction



- May 2017 TD PAC Charitable Match Program announced
- 220 TD PAC members with 2017 receipts \$182,374
29 checks / 191 payroll deduction
- 2017 TD PAC membership drive, with the introduction of the TD PAC Match 100 employees either raised their contributions to be eligible for the charity match or became new members.
- There was a 100% increase in new contributions compared to the 2016 membership drive.
- **TD PAC Match Payout of \$133,850 to 167 charitable organizations**



- We lost control of the decision making process
- We did not have good systems in place
- We did not fully understand the facets of the process before we began
- We were in reactive mode instead of proactive mode



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TD PAC Match Questions

- Parameters of the Program – which amounts will be matched?
- What is projected cost?
- How will PAC Match be funded?
- Who will manage and reconcile the custodial bank account? Where will that account be held?
- Choose whether to limit choice of charitable organizations that would be eligible for the program. Who will vet the charities?
- What would initiation date be – January 1 of same year, month that PAC Match was announced or following month?



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TD PAC Match Questions

- Match existing members or only new ones?
- Will this be an ongoing benefit or only for one year?
- Will the payroll deduction amounts be rounded up?
- What will the payout date to charitable organizations be? Quarterly for one time personal check members or a one time yearly payout in Q1 of following year for all members?
- Work with the United Way Campaign or keep the 2 entities separate?
- Who will send out the PAC Match checks and letters to charities?



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TD PAC Match Questions

- What is best wording for all communications? Charity letters; emails to members; etc.
- Who will send out confirmation emails to PAC Members?
- Who will reach out to PAC Members who have not chosen a charity?
- What is deadline to choose charity?
- Will the charities chosen by employees/PAC members who are no longer with company still be matched?



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TD PAC Match Questions

- Will you match members who may have signed up to be eligible for matching amounts via payroll deduction if the total receipts for initial year are below parameters or wait until end of following year?
- Are PAC Match contributions to charitable organizations tax deductible to the PAC member or the company funding account? Quick answer – No.



- Think Big
- Think the schedule and all processes through all the way to the end
- Get your basic systems in good shape
- Prepare to go over your projected budget spend – how will you and your company respond?
- Talk to as many PAC managers and PAC vendors as you can to get their input on best practices to prepare, implement and succeed in your goal for a PAC Match program.