

November 8, 2017

REPORTING OUT TO YOUR PAC COMMUNITY



A BRIEF HISTORY

- About Guardian
 - Fortune 250 company
 - Mutual life insurance company – owned by our policyholders
 - Product suite includes: life insurance, disability income insurance, annuities, dental and vision insurance and employee benefits
- About Guardian's PAC
 - Re-Established in 2012
 - Eligible class of approximately 570 employees
 - Currently 208 members; 36% participation rate
 - Estimated receipts 2017-2018 cycle \$350K



OVERALL COMMUNICATIONS STRATEGY

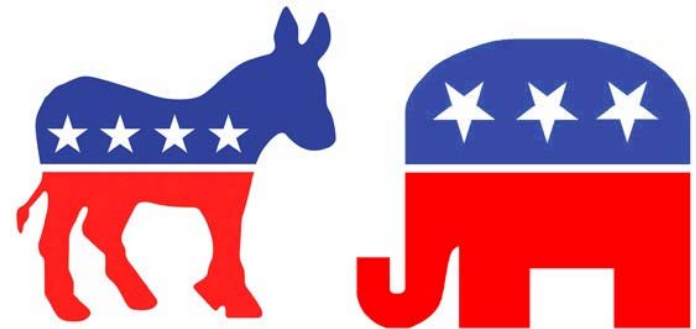
- Formal
 - Quarterly Newsletters
 - Yearly Annual Reports
 - Annual Month Long Solicitation Campaign
- Informal
 - Webinars
 - Meet and greets
 - Office hours
 - One-on-One
- On the Horizon
 - PAC Video



WRITTEN COMMUNICATIONS

Yearly Solicitation

- Key considerations during our solicitation drive we look to use all communication avenues and key communicators to raise awareness
 - Once a year, timed for when employees are most willing to listen/read our message
 - How can we employ leadership in our message?
 - Where are our eligible employees most likely to look for information?
 - Who else can deploy our message?
 - One-on-one touchpoints
 - Our champions' message



FORMAL COMMUNICATIONS

Ways We Connect Year Round



Newsletters

Benefits: keeps community informed; creates brand recognition; teaching and educational tool

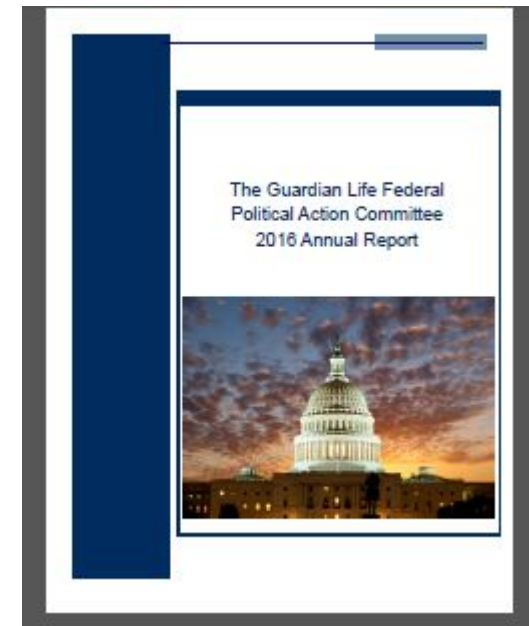
Restrictions: limited feedback; one-way communication

Annual Reports

Benefits: Shows Transparency; showcases the breadth of the PAC's work over the year

PAC Website

Updated with quick facts, all written communications, by-laws and FAQs



INFORMAL COMMUNICATIONS

- Every event or in-person interaction can make an impact
 - Creates brand recognition
 - Encourages questions and discussion
 - Self selected attendance; you know who participates
- Webinars
 - Reaches our contributors throughout the country
 - Topics that affect the company, “insider’s” perspective
- Meet and Greets
 - “Exclusive” opportunity for PAC members
- One-on-One/Office Hours
 - Individual touch points to pitch the PAC and answer questions in a safe environment



CONTACT INFORMATION

Lisa Strikowsky
Director, Government Affairs
Guardian Life Insurance Company of America
212-919-7615; Lisa_Strikowsky@glic.com



REALTORS® Political Action Committee (RPAC)

- Founded in 1969
- 1.2 million members
- 33% participation
- \$14 million/cycle



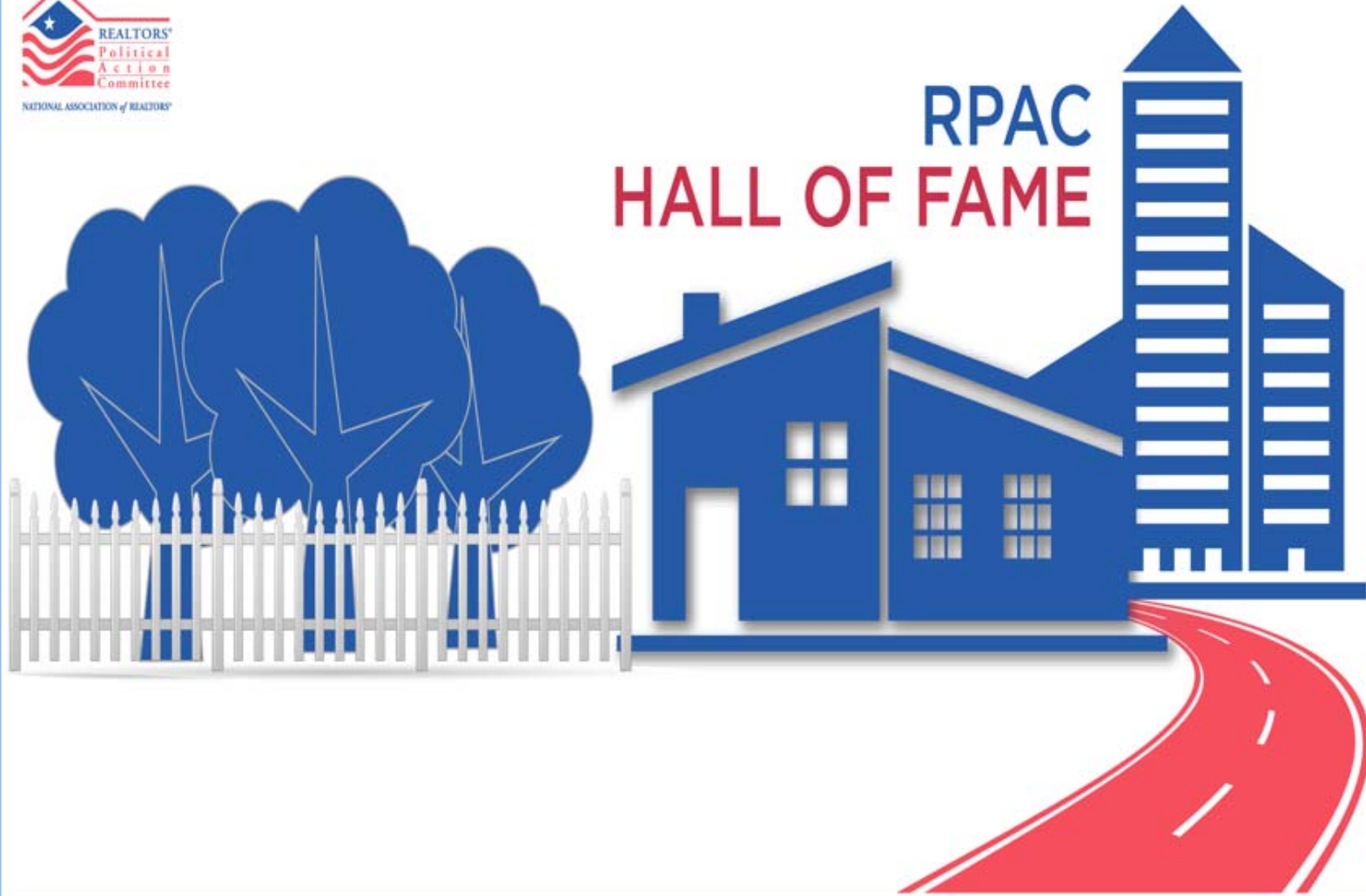
PAC Communications

- Monthly emails to RPAC leaders
- Major Investor Benefit emails
- Road to the RPAC Hall of Fame program
- Online fundraising campaigns
- State/local association staff communications
- President's Circle
- Election Cycle Reporting
- Staff Solicitation





RPAC HALL OF FAME



Road to RPAC Hall of Fame

RPAC Online Fundraising Campaigns

- Targeted messages to a specific audience
- Integration with web forms – linked directly to PAC Management System with funds deposited into the state's bank account
- Custom branding
- Support and training

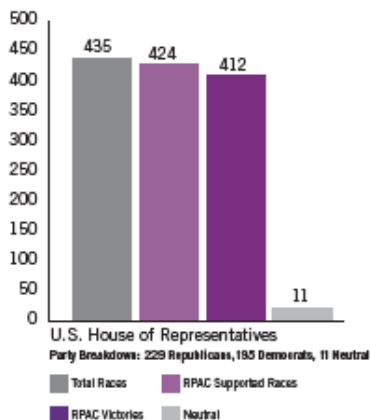


2015-2016

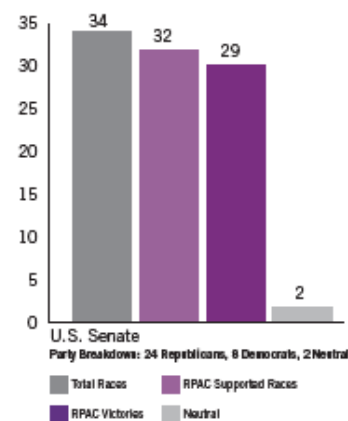
RPAC Federal Election Cycle Summary

I. Candidate Contributions, cont.

2016 House of Representative Races

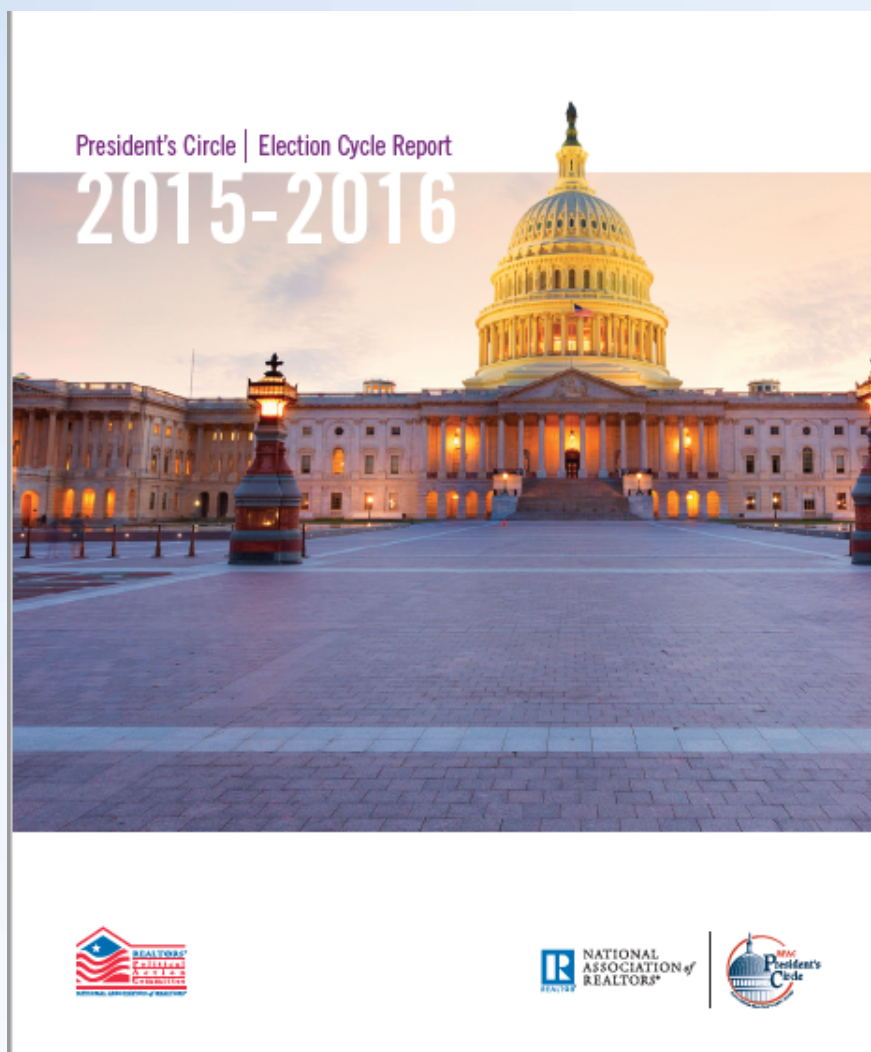


2016 Senate Races



412/424 House = 97% Success Rate
29/32 Senate = 90% Success Rate
441/456 Total = 97% Success Rate

Election Cycle Reporting





2016 ELECTION CYCLE

RPAC

The #1 trade association political action committee in the nation

NAR advocates for public policy initiatives that result in continuing a fundamentally sound and dynamic U.S. real estate market.



100%
President's Circle targets won their races

57%
Republicans

43%
Democrats

Federal PAC disbursements

RPAC disbursed \$5.2 million in federal races. We won 97% of our races and RPAC is the most bi-partisan major PAC in the country

\$4,395,500
in Presidents Circle dollars.

1,125
Presidents Circle Members

Average trade association PAC participation is 13%
RPAC has more than **DOUBLE** that!
Participation in RPAC
rose to an outstanding **33%**

RPAC raised
\$60,055,390

*Total includes RPAC and PAF monies received at local, state and national levels, President's Circle, Corporate Ally Program, and REALTOR® Champion events.



RPAC had
8,244
Major Investors



Staff Solicitation



**TAKE ME
OUT TO THE
BALLGAME**

HELP RPAC HAVE A PERFECT GAME!

IT'S EASY TO INVEST. SIMPLY VISIT:
WWW.REALTORACTIONCENTER.COM/PLAYBALL

ALL 2017 INVESTORS OF \$100 OF MORE WILL RECEIVE A TICKET TO A SUMMER BASEBALL GAME IN THEIR RESPECTIVE CITY.

INVESTMENT LEVELS	PRIZES
— Grand Slam: \$1,000+ – 25 entries in sweepstakes	— 15 custom jerseys
— Homerun: \$500 – 20 entries in sweepstakes	— 15 duffle bags
— Double: \$250 – 12 entries in sweepstakes	— 15 tervis tumblers
— Base Hit: \$100 – 5 entries in sweepstakes	— 5 \$150 MLB Gift Cards
— Batter Up: \$25 – 1 entry in sweepstakes	— 15 baseball tickets per office

DISCLAIMER: contributions are not deductible for federal income tax purposes. Contributions to RPAC are voluntary and are used for political purposes. The amounts listed are merely guidelines and you may contribute more or less than the suggested amounts. The National Association of Realtors® and its state and local associations do not favor or disadvantage any member because of the amount contributed or a decision not to contribute. You may refuse to contribute without reprisal. Your contribution is split between National RPAC & the state RPAC in your state. Contact your state association for more information about the percentages or your contribution priorities to National RPAC & the state RPAC. The National RPAC portion is used to support certain candidates and is charged against your limits under 52 U.S.C. 30601.



Answering Tough Questions



It's a marathon, not a sprint

- Engaging young professionals- YPN RPAC Pledge
- Consistent messaging
- Peer-to-peer outreach
- Major Investor benefits
- RPAC Hall of Fame



New Tactics

- PAC Data Modeling
- Social Media Direct Ads
- RPAC Rising Stars Program



Contact Information

Lauren Facemire

RPAC & Political Fundraising Managing Director

National Association of REALTORS®

202-383-1080; lfacemire@realtors.org



Questions?

