



Finding Your Fundraising Campaign Style

March 7, 2017



P&G GGF: Then

In 2014, GGF receipts fell to an all-time low due to a number of factors:

- Limited by an eight-week period
- Lack of GGF education among employees (managers have been with the Company for 10 years before they ever see a GGF solicitation)
- Fewer eligible candidates due to operational restructuring



P&G GGF: Then

Where we needed to go:

- Grow PAC Receipts
- Focus on Increasing Participation Rates for Top Givers
- Broaden Employee Awareness on Key Public-Policy Issues



Global Government Relations
& Public Policy

2014 U.S. Election Results

Hope for Less Washington Gridlock, More Pro-Business Agenda

P&G Good Government Fund Members:

Yesterday's U.S. midterm elections produced a sweeping victory for Republicans at both the federal and state levels. Republicans gained control of the U.S. Senate, picking up at least seven seats with results in three states still outstanding, increased their majority in the U.S. House of Representatives, increased the number of governors offices they hold, and took control of several state legislative chambers previously under Democrat control.

Republican candidates benefited from voters' general dissatisfaction with Congress and the President, as well as unease over the economy, health care, foreign policy and illegal immigration that drove a move for change. Coming out of the least productive Congress in history, there will be increasing pressure on the Republican majority to work in a bipartisan fashion and legislate. The midterm voters were older, whiter and more conservative than those voting in the 2008 and 2012 Presidential elections. Independent voters played a critical role in the Republican sweep. For the first time in history, there will be more than 100 women in Congress.

U.S. House and Senate:

- Republicans gained eight Senate seats last night, bringing their total to at least 53, winning Democrat-held seats in Alaska, Arkansas, Colorado, Iowa, Montana, North Carolina, South Dakota, and West Virginia.
- Senator Mitch McConnell (R-KY) won re-election and will likely become Senate Majority Leader in 2015.
- Two Senate races have not yet been called. Virginia is too close to call with votes still being counted, while Louisiana's Senate race will be determined in a December 6th runoff election since no candidate received more than 50% of the vote last night.
- Republicans will hold at least 248 seats in the House, their largest majority since 1928, with several races still yet to be called.

U.S. State Elections:

- Republicans will control at least 31 governor's offices in 2015, up from 29 currently.
- Republicans won control of the Executive branch in previously Democrat-held Arkansas, Illinois, Maryland, and Massachusetts.
- The lone bright spot for Democrats in races for governor thus far was Pennsylvania, where businessman Tom Wolf (D) knocked off incumbent Governor Tom Corbett (R).
- In Ohio, incumbent Governor John Kasich (R) cruised to an easy victory over Cuyahoga County Executive Ed FitzGerald (D), 63.9%-32.9% as Republicans maintained control of all statewide offices as well as both the House and Senate.
- The Vermont governor's race will be decided by the state legislature, as neither incumbent Governor Peter Shumlin (D) nor travel agent Scott Milne (R) received more than 50% of the vote. Shumlin is expected to easily win the vote in the Democrat-controlled legislature.
- The race for governor in Alaska remains too close to call between incumbent Governor Sean Parnell (R) and attorney Bill Walker (I).
- Republicans gained control of several state legislative chambers previously held by Democrats – Minnesota House, Maine Senate, New York Senate, Colorado Senate, Nevada Assembly and Senate, New Hampshire House, New Mexico House, West Virginia House.

What this means for P&G:

With Congress firmly in the hands of Republicans, the last two years of President Obama's final term could go one of two ways.

The optimistic view is that the President and Congress, recognizing widespread voter dissatisfaction with the gridlock and partisanship of recent years, will work together to find middle ground and pass major legislation with bipartisan support. Historical precedent for this would be President Reagan working with Democrat House Speaker Tip O'Neill to pass tax reform and President Clinton working with a GOP Congress to pass sweeping welfare reform legislation. In this scenario, we could see real progress on important issues for P&G's business – including comprehensive tax reform, chemical regulation (TSCA) modernization, trade negotiating authority and free trade agreements, and cosmetics regulation – as well as action on immigration, entitlement reform, and the federal budget.

The other scenario is a deeper retrenchment from both sides, with Congress passing legislation they know the president will veto and the Executive and Legislative branches refusing to seek compromise on the major issues facing the country. In either case, Presidential politics will loom large and make the environment to get things done more difficult as we grow closer to November 2016.

At the state level, while significant challenges lay ahead in 2015, changes in control of statehouse chambers in Minnesota, Maine, Colorado, Nevada, and New Mexico and gubernatorial wins by Republican candidates in Illinois, Maryland, and Massachusetts (ending one-party control of government in those states) could mean that threats on issues like chemical regulation and Extended Producer Responsibility may be less than previously anticipated.

P&G Alumni on the Ballot:

Former P&G employees who won seats in Tuesday's elections include:

- Margy Condit (R-OH) who won re-election to the Ohio House of Representatives
- Congressman Steve Daines (R-MT) who won the open US Senate seat in Montana
- State Treasurer Doug Ducey (R-AZ) who was elected Governor of Arizona

Changes in Representation of P&G Facilities:

State	Facility	New Official(s)
AZ	Wal-Mart Team	Governor Asa Hutchinson (R) and Senator Tom Cotton (R)
AZ	Phoenix Plant	Governor Doug Ducey (R) and Congressman Ruben Gallego (D)
GA	Albany and LaGrange Plants	Senator David Perdue (R)
GA	Augusta Plant	Congressman Rick Allen (R)
IA	Iowa City Plants	Senator Jodi Ernst (R)
IL	North Chicago Plant	Governor Bruce Rauner (R) and Congressman Bob Dold (R)
MA	South Boston Plant	Governor Charlie Baker (R)
MD	Hunt Valley Plant	Governor Larry Hogan (R)
ME	Auburn Plant	Congressman Bruce Poliquin (R)
MI	Meijer Customer Team	Senator Gary Peters (D)
NC	Greensboro Plants	Senator Thom Tillis (R)
PA	Mehospary Plant	Governor Tom Wolf (D)

Additional post-election analysis provided by WPPAC can be found on wppac.com

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P&G GGF: Now

An outreach strategy was critical to our success:

- Second consecutive year of net positive growth in GGF receipts since 2008
- 16% participation rate
- GGF receipts totaled \$251,234.64





From the (common) ground up.
That's how GGF builds success.

[JOIN NOW →](#)

"It's not about supporting one party or another. It's about supporting candidates who will champion smart business policies."
—Deborah Majoras

There's a lot of talk about party affiliation these days. But here's something that might surprise you. P&G's GGF isn't focused on politics. We're focused on business. And that means we support any candidate who shares our goals—and will help P&G succeed.

When we move beyond politics, we move toward progress.



PEOPLE OVER PARTY
GGF financially supports the right candidates—regardless of party affiliation.



COMMON PURPOSE
Candidates who don't get our industry, our interests, and our concerns won't get our support.



REPUTATION MATTERS
Our legislative voice reflects our core values. Collaborative. Innovative. Progressive.

Before you join the GGF you deserve to know how it works. Everything we do should be grounded in what's best for our employees and the customers we care about.

[JOIN NOW →](#)

A few things you should know about GGF. The GGF does not support Presidential candidates or national political parties. You can also designate your contribution to a specific party or leave it to the discretion of the GGF. A new yearly contribution of \$200 qualifies for a matching contribution to a P&G approved charity.

Contact Us | Opt Out

Contributions to the GGF will be used for political purposes. Your decision about participating in the P&G GGF will in no way affect your employee status with Procter & Gamble. Contributions are voluntary and you have the right to refuse to contribute without reprisal. Any recommended contribution amounts are only suggestions and you will not be favored or disadvantaged by your decision to contribute more or less than the suggested amount, or not at all. A legal maximum of \$5,000 may be given to the GGF in a calendar year. You must be a U.S. citizen or a Green-card holder with permanent resident status to participate. The P&G GGF must make its best efforts to collect and report the name, address, occupation, and employer of each contributor who gives over \$200 in a calendar year.

Contributions to the GGF are not deductible as charitable contributions for federal income tax purposes. Contributions made in conjunction with the charitable matching program are also not deductible for federal income tax purposes, nor should any participating contributor receive any tangible benefit from the charitable contribution recipient.

P&G GGF: Now

How we got there:

- Reframe the Pitch
- Demonstrate Value to GGF Donors
- Launch Education and Outreach Strategy
- Refresh GGF Brand



What's going to bring out the best in our GGF? Bringing out the best in each other.

JOIN NOW

"A competitive GGF helps all of us succeed." –David Taylor

At P&G, our competitive spirit is what drives us forward. And now it's time to carry this same commitment to our Good Government Fund (GGF). Why is this so important? Because legislators in Washington are constantly making decisions that have a direct impact on the jobs we do.

The GGF helps us support public officials who understand our business and the challenges we face.

- PRODUCT FORMULATION**
Our customers rely on us to deliver products they can count on.
- ENABLING INNOVATION**
We need to preserve our ability to push innovation forward.
- TAXES AND TRADE**
Pro-growth tax and trade policies help our company stay competitive.

If we want to tackle these challenges head-on, P&G's GGF needs to be stronger—and your participation plays a big part in making this happen. After all, if anyone knows how to get the job done, it's each and every one of us.

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Let's finish the same way we started. Together.

JOIN NOW

The GGF will only be as strong as we make it.

Wow. We've come a long way in eight short weeks. If you've already contributed during GGF's 2016 campaign, we can't thank you enough. And if you haven't, you may be wondering why you should consider giving now.

Here's why it still matters:

- DRIVE**
We're only **[\$55555]** from reaching our 2016 campaign goal. We're all too competitive to fall short now—let's get this done in true P&G fashion.
- BUSINESS**
There are so many issues at stake for P&G, from taxes to U.S. trade. The success of our business and our jobs depends on a strong legislative voice.
- FORWARD**
P&G is always focused on the big picture, and that includes our communities. Your \$200 contribution qualifies for a GGF match to an approved charity.

All of the contributions that we receive now have to last through next year—and we have a lot to accomplish between now and then. That's why it's important to get your contribution in by **[August 31]**. Adding your name to our 2016 campaign? We can't think of a better ending.

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P&G GGF: Future

Where we are going:

- Continue Growing **Participation and Receipts**
- Expand **Educational Efforts**
- Build a **Peer-to-Peer Policy Engagement Program**



 **GGF**
Good Growth Fund


A match made in kind:
Your contribution.
Our charitable donation.


[JOIN NOW](#)


"It's so much more than simply giving to the GGF. It's about giving back to the organizations we care about." – Carolyn Tastad


One of the great things about P&G employees is that we care about our business. But we care even more about the people we serve. That's why GGF Match is such an important part of who we are. We're not just strengthening our voice on Capitol Hill—we're strengthening our voice in the communities we care about.


For those who didn't contribute to the GGF last year, for every new GGF contribution of at least \$200, we'll make a matching charitable donation. For those who did contribute to the GGF last year, for every dollar by which you increase last year's GGF contribution, we'll make a matching charitable donation, so long as this year's contribution is at least \$200.

 **United Way**
Promoting strong communities

 **artswave**
Supporting local arts (Cincinnati employees)

 **Habitat for Humanity**
Building new hope

 **P&G Children's Safe Drinking Water**
Advocating clean resources

 **Tide loads of hope**
Providing a fresh start

A donation to the GGF will not replace your personal donation to the United Way or any of the other eligible 501 (c)(3) organizations. GGF funds are only used to support candidates who are running for office. Employees may participate in each program as they choose. GGF's PAC Match program is a benefit that enables qualifying GGF donations to be matched with corporate dollars to help support local communities and charities across the nation.

It's the perfect time to join us, or take your support to the next level. P&G's success is just the beginning of bigger and better things for our company—and the world around us.

[JOIN NOW](#)

A few more things you should know about GGF. The GGF does not support Presidential candidates or national political parties; however, we do support congressional and state candidates. For these individuals, you can designate your contribution to a specific party or leave it to the discretion of the GGF. A new yearly contribution of \$200 qualifies for a matching contribution to a P&G approved charity.

Contacts | Opt Out

Contributions to the GGF will be used for political purposes. Your decision about participating in the P&G GGF will in no way affect your employment status with P&G or G&S. Contributions are voluntary and you have the right to refuse to contribute without reprisal. Any recommended contribution amounts are only suggestions and you will not be forced or disadvantaged by your decision to contribute more or less than the suggested amount, or not at all. A legal maximum of \$1,000 may be given to the GGF in a calendar year. This must be a 10% share of a 501(c)(3) or a 501(c)(29) holder with permanent resident status for participants. The P&G GGF must make its best efforts to collect and report the name, address, occupation, and employer of each contributor who gives over \$200 in a calendar year.

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Thank You

Questions?

