


A large, irregular blue ink splatter or watercolor blotch serves as the background for the text. The splatter is centered and has a textured, painterly appearance with various shades of blue and white. The text is white and centered within the blue area.

# Securing Senior Leadership Support of the PAC

*Stephanie Frye, EMD Group*

*Stephanie Mathias, Cox Enterprises*



Which one best  
describes your  
support  
situation?

**Solid Foundation...**

OR

***...Uphill Battle***



Who  
What  
When  
Where  
Why

Who can best help convey the importance of leadership support of the PAC?

What does leadership support mean?

When is it best to cultivate leadership engagement?

Where are the leaders?

Why is leadership support important?

## Roles & Responsibilities



**Attend CovestroPAC events, meetings and calls**

**Consider CovestroPAC financial support**

**Review and approve PAC budget**

**Promote the CovestroPAC brand and help educate PAC-eligible employees**

**Provide input and approve CovestroPAC policies and procedures**

**Be trained and engage in appropriate fundraising outreach including willingness to sign targeted solicitations**

**Provide input to ensure rollout of PAC activities and objectives do not conflict with major company events (i.e. United Way campaign)**

**Help identify potential "PAC Ambassadors" (peer-to-peer campaign) within their business or service units (2019)**

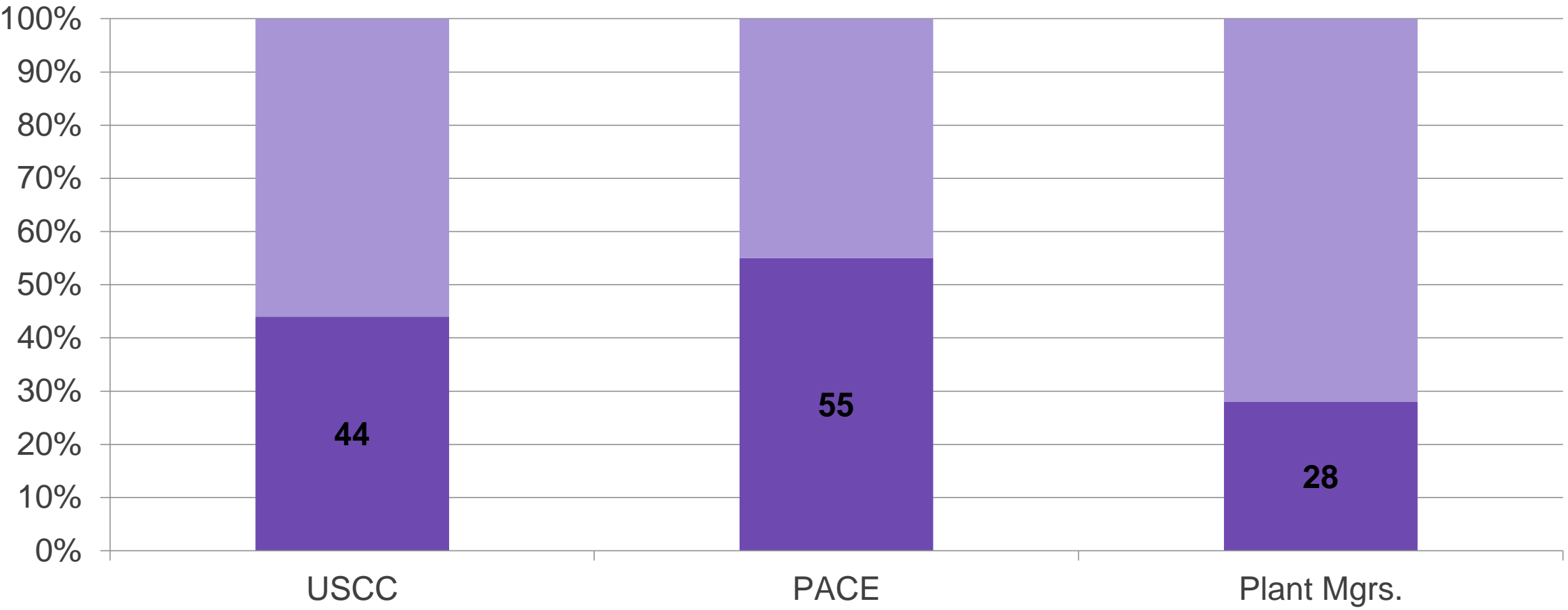


# Your job as PAC POC

- Make your leaders feel comfortable
  - Inform them of how involved legal is
- Benchmark
- Anticipate questions and prepare to answer as many as possible
- Manage your PAC board
- Keep them updated
- Know where to find others that may not be executives
- Follow up, follow up, follow up!

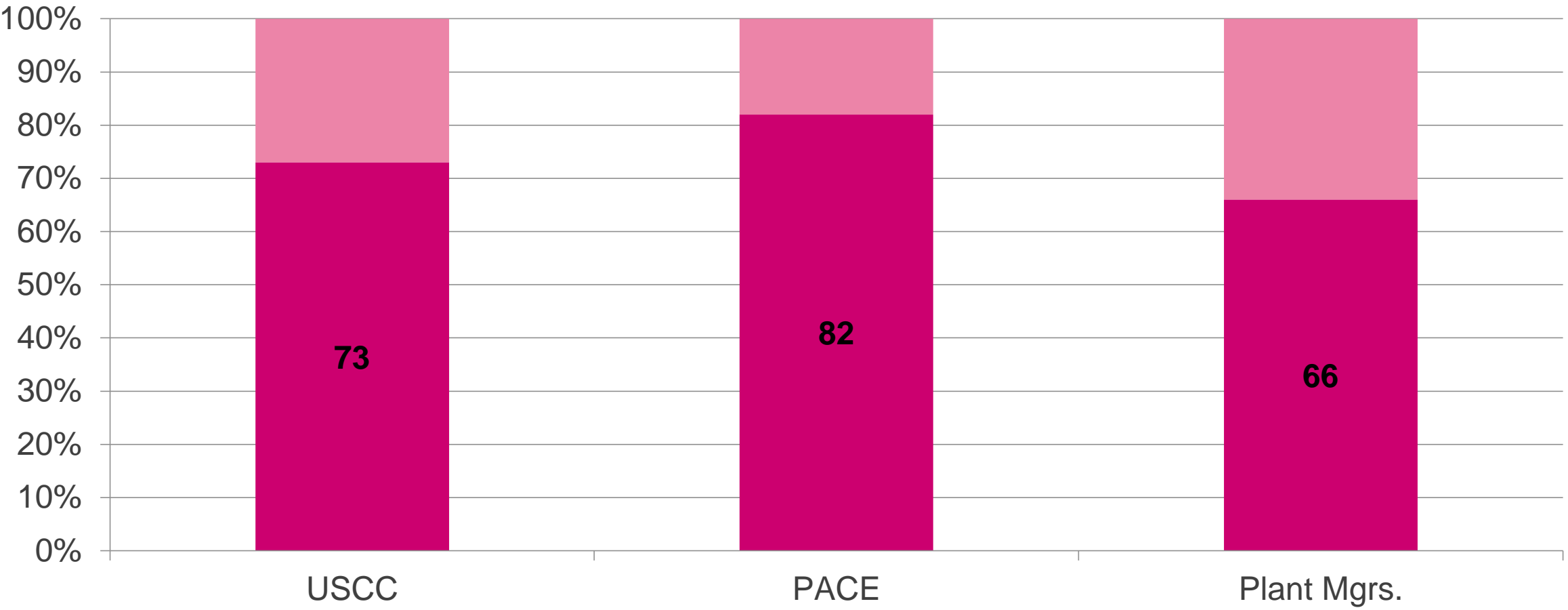
# Leadership Participation

(as of November 1, 2017)



# Leadership Participation

(as of December 31, 2018)







*Thank you!*  
Questions? Email us!

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