

MAKING AN IMPRESSION: Videos, Websites and Infographics That Have an Impact

National PAC Conference | March 4-7, 2018

REBECCA JAMI

ACCESS Marketing Services

KEVIN REID

REAL Strategies

TRACY WINN

Anthem, Inc.

INFOGRAPHICS

GRAPHIC DESIGN = PROBLEM SOLVING

- Engage reader visually – *65% of the population are visual learners**
- visual sound bites/twitter posts
- Hierarchy of information

**University of Alabama 2015 study*

INFOGRAPHICS

A DECISION FOR INNOVATION

The LillyPAC Mission

INFORM federal and state public policymakers about Lilly, ENCOURAGE public policies that allow us to innovate, MAKE LIFE BETTER for our patients

Why is Lilly Involved in Politics?

Lilly participates in the political process to help inform the debates regarding health care and pharmaceutical innovation globally.

What's at Stake?

Issues like price controls, access to prescription drugs, intellectual property protection and tax reform are increasingly being debated in Congress and many state legislatures.

What is LillyPAC and Why Should I Contribute?

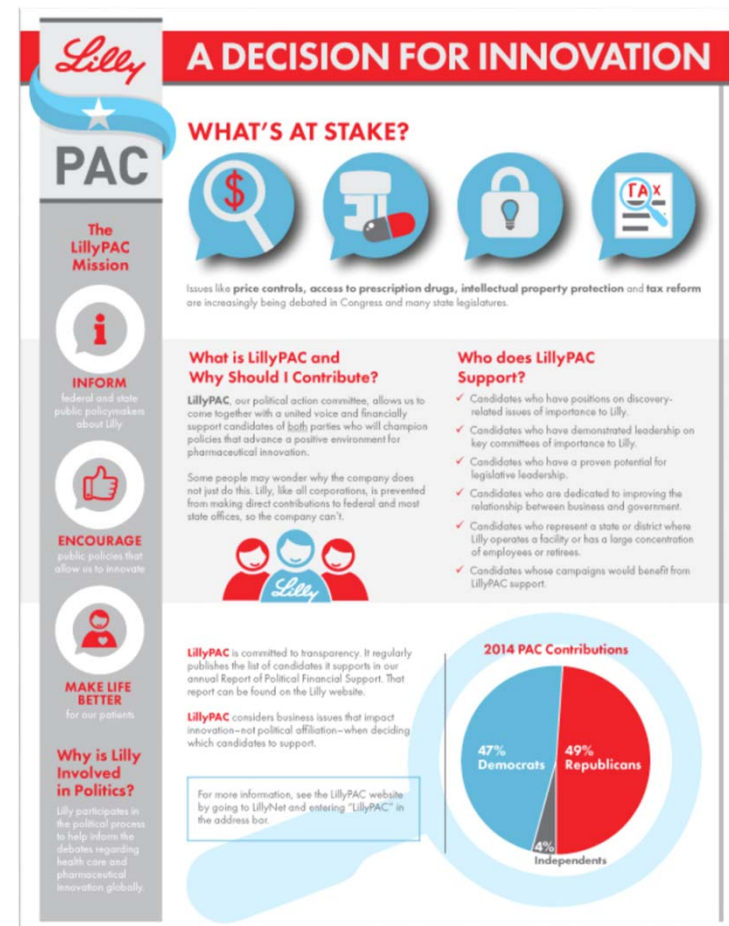
LillyPAC, our political action committee, allows us to come together with a united voice and financially support candidates of both parties who will champion policies that advance a positive environment for pharmaceutical innovation. Some people may wonder why the company does not just do this. Lilly, like all corporations, is prevented from making direct contributions to federal and most state offices, so the company can't.

Who does LillyPAC Support?

Candidates who have positions on discovery-related issues of importance to Lilly.

- Candidates who have demonstrated leadership on key committees of importance to Lilly.
- Candidates who have a proven potential for legislative leadership.
- Candidates who are dedicated to improving the relationship between business and government.
- Candidates who represent a state or district where Lilly operates a facility or has a large concentration of employees or retirees.
- Candidates whose campaigns would benefit from LillyPAC support.

INFOGRAPHICS



INFOGRAPHICS

VISUALS = HIGHER ENGAGEMENT

Types of visuals with highest engagement:

- **41.5%** | Infographics + other original graphics
- **25.7%** | Charts + data visualizations
- **20.2%** | Video

<https://venngage.com/blog/visual-content-marketing-statistics/>

INFOGRAPHICS

HOW IMPORTANT ARE VISUALS To an outreach/marketing strategy?

- **60.8%** | “Absolutely Necessary”
- **31.7%** | “Very Important”
- **5%** | “Important”

<https://venngage.com/blog/visual-content-marketing-statistics/>

INFOGRAPHICS

INFOGRAPHICS IN ACTION

First-Time Homebuyer Savings Accounts

- First campaign that used infographics as the primary communication method.
- Used in three different campaigns across the country
- Fully integrated into all elements of the campaign
- Engagement levels were 2-6 times higher than the typical campaign

INFOGRAPHICS

BUYING YOUR FIRST HOME JUST GOT EASIER

The Mississippi legislature recently passed the First-Time Homebuyer Savings Account Act, which allows you to save the money you need - tax-advantaged - to go toward the purchase of a home.

4 THINGS YOU NEED TO KNOW:

Any Mississippian who has never purchased, owned or part-owned a home in any state is eligible. Parents and grandparents can open and contribute to an account for their children or grandchildren.

Individuals or couples can establish an account at their local bank or credit union and there is no maximum for the amount that can be saved overall.

Annual contributions that are eligible for tax deductions are capped at \$5,000 for married joint filers and \$2,500 for all other filers.

All interest and dividends earned on this account can be claimed as an income tax deduction.

Visit FirstHomeMS.org or contact a Mississippi REALTOR® to learn more.



THERE'S GOOD NEWS FOR MISSISSIPPIANS LOOKING TO PURCHASE THEIR FIRST HOME*

The Magnolia State has signed into law a new savings account program supporting first-time homebuyers. Known as the First-Time Homebuyer Savings Account Act, Mississippi is taking proactive measures to help state residents realize the dream of homeownership. With the First-Time Homebuyer Savings Account, you're one step closer to finding your perfect home! Here are the details on Mississippi's latest program benefiting first-time homebuyers:

WHO?

Mississippians who haven't purchased, owned, or partially owned a home in Mississippi or any other state.

WHAT?

A savings account for first-time homebuyers that offers tax advantages for individuals up to \$5,000 a year and up to \$10,000 a year for couples.

SAVINGS FROM A FIRST-TIME HOMEBUYER ACCOUNT CAN BE USED FOR:

- ✓ Down Payments
- ✓ Loan Origination Charges
- ✓ Appraisal Fees
- ✓ Credit Report Fees
- ✓ Closing Costs
- ✓ And more!

WHEN?

You can open a First-Time Homebuyer Savings Account at any bank, credit union, or other financial institution licensed to do business in Mississippi. It can be a cash deposit account or money market account.

WHERE?

You can create a First-Time Homebuyer Savings Account at any bank, credit union, or other financial institution licensed to do business in Mississippi. It can be a cash deposit account or money market account.

FOR SALE

BUY A HOME IN LESS THAN 18 MONTHS

When the First-Time Homebuyer Savings Account is paired with a low down payment loan, the average Mississippian can afford to buy a home in less than 18 months.

HOW?

Talk to a trusted advisor, such as your local REALTOR®, to help you understand all the tax benefits associated with homeownership, and to help ensure you're getting the most out of Mississippi's new law, the First-Time Homebuyer Savings Account Act.

WHY?

When you are ready to buy a home, you will have the savings you need. Plus, money deposited in the account is deductible from state income, which lowers your tax bill. Interest earned on the deposits is also free from state income tax.

WITH THESE FIRST-TIME HOMEBUYER SAVINGS ACCOUNTS, THE AMERICAN DREAM IS WITHIN REACH FOR MORE MISSISSIPPIANS.

-Governor Phil Bryant

To learn more about the First-Time Homebuyer Savings Account, visit: FirstHomeMS.org

Invest in yourself. Invest in your future. Invest in your dream.



TO RENT OR TO BUY? That is the question.

You've always dreamed of owning a home, but what advantages does homeownership actually offer?

Use the checklist below to find out if homeownership is right for you:

- ✓ **YOU'RE LOOKING FOR STABILITY AND PREDICTABILITY.** Homeownership can provide more stable housing costs from year to year with a fixed-rate mortgage. Unlike a rent check, mortgages act like a savings plan that help build homeowner equity.
- ✓ **YOU WANT GREATER PRIVACY AND FREEDOM.** Homeowners have the luxury to design their home in the way they please.
- ✓ **YOU'RE READY TO INVEST IN YOUR COMMUNITY.** There's pride in homeownership. Homeowners are more likely to be involved in civic engagements, local elections, and volunteer work compared to renters.
- ✓ **YOU'RE READY TO INVEST IN YOURSELF.** Homeownership provides greater financial stability through equity buildup. That means you'll have more money over time to build your personal net worth.

So, maybe homeownership is the right choice. What should you do next?

The easiest place to start is by opening a **First-Time Homebuyer Savings Account**, which Mississippi signed into law this year to provide incentives to encourage people to save more of their own money towards the purchase of a home. From there, **work with a REALTOR®**, who can further explain the advantages of homeownership.

To learn more about the **First-Time Homebuyer Savings Account**, visit: FirstHomeMS.org



Invest in yourself. Invest in your future. Invest in your dream.



INFOGRAPHICS



INFOGRAPHICS



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Should you rent or buy a home? Learn more about Mississippi's First-Time Homebuyer Savings Accounts before making a decision.





First-Time Homebuyer Savings Accounts
First-Time Homebuyer Savings Accounts are unlocking homeownership for Mississippians.

FIRSTHOMEMS.ORG

Learn More


DESKTOP

SOCIAL MEDIA

 **I Love Real Estate**
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Like ...

Should you rent or buy a home? Learn more about Mississippi's First-Time Homebuyer Savings Accounts before making a decision.




First-Time Homebuyer Savings Accounts
firsthomems.org

Learn More


Like Comment Share

MOBILE

INFOGRAPHICS



Mississippi
REALTORS
Property Professionals - Community Champions



Coming in 2018: A New Way To Save For Your First Home

One of the biggest obstacles to owning a home is saving up enough money for the down payment.

[Take the first step and plan to open a First-Time Homebuyer Savings Account at your local bank or credit union starting in 2018.](#)


Thanks to a new law passed in Mississippi, in addition to the money you save toward your purchase, the interest and dividend gains can also be claimed as a state tax deduction.

Want to learn more? [Sign up today to get the news and information you'll need to save and prepare for your first home purchase.](#)


Learn more about the First-Time Homebuyer Savings Account that is coming to Mississippi in 2018 by visiting [FirstHomeMS.org](#).

[Learn More](#)

P.S. Know someone who wants to buy a home one day? Pass along this email! Help us spread the word about Mississippi's new effort to encourage homeownership by saving for a down payment.



Mississippi
REALTORS
Property Professionals - Community Champions



A New Way To Save For Your First Home

If you've ever thought about owning your own home, you've probably wondered how you would ever save up enough money for the down payment.

Thanks to a new law passed in Mississippi, aspiring homeowners will soon be able to save for a down payment with the state's new First-Time Homebuyer Savings Account. [Take a minute now and learn more about this new way to save.](#)

Beginning in 2018, Both the money you save toward the purchase of a new home and the interest and dividends earned can be claimed as a state tax deduction.

These First-Time Homebuyer Savings Accounts are coming to Mississippi in 2018. [Learn more today about how it works and who qualifies.](#)

It takes time and planning, but becoming a homeowner is worth it!

[Learn More](#)

P.S. Know someone who wants to buy a home one day? Pass along this email! Help us spread the word about Mississippi's new effort to encourage homeownership by saving for a down payment.

PROSPECTING EMAILS

INFOGRAPHICS

HOW DID THE CAMPAIGN DO?

Across the three states...

- Display Banner Ads: .19% - .48%
- Display Pre-Roll Video: .38% - .49%
- Facebook Newsfeed: .6% - 1.6%
- Facebook Video: .54% - .89%

Average
Performance

Display: .08%
Facebook: .25%

...Up to 6 times the average

ENPAC Our Voice. Our Company. Our Future.

ENGAGE



Our PAC works by consistently engaging with elected officials and legislators.

EDUCATE



We educate them on the important impact their political decisions will have on our industry, our business and our customers.

ENPAC allows us to stand together as a single voice in support of candidates for elected office who will create a positive political environment for Energy and the energy industry.

Business, Not Politics

Our PAC is non-partisan. We select which candidates to support based on their ability to champion legislation that will have a positive impact on the energy industry, our future and our company. We do not choose candidates based on their political affiliation or platform.

ENPAC Give\$Back

All Eligible Energy employees who make the decision to support ENPAC via payroll deduction or at the President's Club level will have a portion of their annual contribution matched by a non-profit grant(s) charity of their choice.

\$ = \$



ENPAC President's Club

ENPAC President's Club recognizes members who make a deeper commitment to ENPAC. President's Club members receive a higher ENPAC Give\$Back match and are invited to attend special events with ENPAC leaders and public officials.

Cycle Receipts



ENPAC is completely transparent and shares all financial information and activities through our annual report and company website research. For more information visit: ENPACentergy.com

2016 BY THE NUMBERS

\$600,522
Contributed Voluntarily by Energy Employees to ENPAC

\$255,500
Was Given by ENPAC to 90 Federal Candidates & Committees

\$306,690
Was Given by ENPAC to 303 State Candidates & Committees

90 Charities designated
280 Eligible Employees
\$94,004 Contributions Through ENPAC Give\$Back

ENPAC Give\$Back

MAKES A DIFFERENCE

Double the impact. That's how many donors who are ENPAC Give\$Back members. One contribution to the PAC to protect our democracy. Your can be matched with a contribution of up to \$100 or even more from the company to make a difference for others in our community.

Energy Companies like us, or to be more charitable, we support the ENPAC Give\$Back program. The PAC will pay part of your payroll deduction in 2016. That way everyone who is eligible to be at the President's Club level will be able to have their contribution matched up to \$100.

Lets say ENPAC matched the Give\$Back program with a company that has a 10% payroll deduction rate. If you have another company that has a 5% payroll deduction rate, you will have the opportunity to double your contribution to protect our democracy. For example, if you have a 10% payroll deduction rate, you can contribute \$100 to the PAC. If you have a 5% payroll deduction rate, you can contribute \$50 to the PAC. If you have a 10% payroll deduction rate, you can contribute \$100 to the PAC. If you have a 5% payroll deduction rate, you can contribute \$50 to the PAC. If you have a 10% payroll deduction rate, you can contribute \$100 to the PAC. If you have a 5% payroll deduction rate, you can contribute \$50 to the PAC.

On to state law, ENPAC's members are not eligible for charitable match. Member donors who choose to make a contribution for their eligible charitable match receive a benefit based on the contribution, as approved by law.

\$94,004.27

SECOND HARVEST FOOD BANK
RUSSELL K. ROYCE

ENPAC Payroll Deduction Authorization

☐ No, I would like to join President's Club.
☐ 14 of 24 of base salary (Salary <\$75,000)
☐ 14 of 24 of base salary (Salary \$75,000 - \$124,999)
☐ 14 of 24 of base salary (Salary \$125,000 +)
☐ Lifetime President's Club (14 of 24 salary ranges)

☐ YES, I would like to join ENPAC
Please deduct \$ _____ per pay period

of the PAC Committee you wish to join:
320
21
Louisiana 324
Texas 321
Mississippi 331
New York 309

Signature required for payroll deduction
Payroll deductions are taken over 24 pay periods annually.

I am contributing to the Political Action Committee as indicated here. Prior to contributing, I am aware:

- That contributions to the PAC are not deductible for federal tax purposes.
- To the prohibitions and limitations of the Federal Election Campaign Act.
- Of my right to refuse to contribute without reprisal.
- That the guidelines for contributing on the authorization card are merely suggestions. I may contribute more or less than the guidelines suggest or nothing at all and I will not be favored or disadvantaged by reason of the amount of my contribution or my decisions not to contribute.
- That I must be a U.S. citizen or a permanent resident (i.e., a green card holder who resides in the U.S.) to contribute to the PAC.

Return this completed form to: ENPAC, A.T.C.B.Y.-248

Contributors to PAC are not deductible for federal income tax purposes. They will be used for political purposes and are subject to the prohibitions and limitations of the Federal Election Campaign Act. Your contribution is completely voluntary. You also may give more or less than the suggested guideline or nothing at all. Your decision to participate or not participate will have no impact on your position with the company.



Thank you for
being a member of
Anthem
Anthem PAC



Thank you for
being a member of
Anthem
Anthem PAC

Anthem
Anthem PAC

Anthem POLITICAL ADVOCACY

EDUCATE
federal, state and local public
policymakers about Anthem

PROMOTE
public policies that allow
us to transform health care
for our members

BUILD
quality relationships
with our Government
and our elected officials

Anthem
Anthem PAC

Anthem PAC, our political action committee, allows us to join together to help educate candidates and lawmakers at the federal and state levels to make sure they understand and how we are transforming health care with trusted and caring solutions.

Directed officials at every level have a huge impact on our business. Their decisions can either almost every aspect of what we do. Our government not only regulates how we do business, but they also use of our biggest customers.

Who Does Anthem PAC Support?

Candidates who:

- support public policy that promotes **competition and free markets** in the delivery and financing of health care that promote a **role for the private sector** in public programs, and that are in the **best long-term interest** of our customers, shareholders and Anthem.
- demonstrate **leadership** on key customers of importance in Anthem's business.
- are in **competitive races** or have significant financial need.
- represent a state or district where Anthem has a large concentration of **associates, customers and/or members**.

Anthem
Anthem PAC

Anthem PAC is committed to **transparency**. It regularly publishes the list of candidates it supports in our annual political giving and related activity report. That report can be found on the Anthem PAC website: www.anthempac.com.

Corporations are legally prohibited from making direct contributions to federal and many state candidates running for office.

Anthem PAC considers business issues—not party affiliation—when deciding which candidates to support. In the 2016 cycle, 51% of PAC contributions went to **Republicans** and 45% went to **Democrats** at the federal level.

Contributors to PAC are not deductible for federal income tax purposes. They will be used for political purposes and are subject to the prohibitions and limitations of the Federal Election Campaign Act. Your contribution is completely voluntary. Your suggested guidelines or no-action of all. Your decision to participate or not participate will have no impact on your position with the company.

visit www.anthempac.com for more information

Anthem
Anthem PAC

ENROLL TODAY!

YES! I am making the business decision to join Anthem PAC today!

I wish to join the Chairman's Circle.

- ☐ **GOLD** \$5,000 per year/\$192.30 per pay (EVs may only qualify at the Gold level)
- ☐ **SILVER** \$2,600 per year/\$100 per pay (SVPs may only qualify at the Gold or Silver level)
- ☐ **BRONZE** \$1,300 per year/\$50 per pay (VPs may only qualify at the Gold, Silver or Bronze level)
- ☐ **PEWTER** \$1,030 per year/\$40 per pay (All other associates may qualify at the Gold, Silver, Bronze or Pewter level)

I prefer to join at the level indicated below.

- ☐ **THE CAPITOL CLUB**—0.5% of base salary

_____ % of base salary to be deducted per pay period
\$ _____ per pay period.
\$ _____ one time personal check made payable to Anthem PAC
\$ _____ one time payroll deduction

NAME (please print) _____
ASSOCIATE ID _____
BUSINESS UNIT POSITION/TITLE _____
☐ I am a U.S. citizen or lawful permanent resident.

I understand that my contribution is not deductible for federal income tax purposes. I understand that my participation in Anthem PAC is strictly voluntary and I have the right to refuse to contribute without reprisal. I understand that recommended contribution guidelines are only suggestions and that I may give more, less, or nothing at all to Anthem PAC and the company will not favor or disadvantage me based on whether I contribute or how much I contribute. I am aware that federal law requires political committees to use best efforts to report the name, mailing address, occupation, and name of employer for each individual whose contributions exceed \$200 in a calendar year. I understand that my payroll deduction will automatically renew annually until revoked or I leave the company. I am a U.S. citizen or lawful Permanent Resident Alien status.

SIGNATURE _____ DATE _____
Return this completed form either by scanning and emailing a copy to tracy.winn@anthem.com or sending it by mail to Anthem PAC at 1001 Pennsylvania Avenue, NW, Suite 710, Washington, DC 20004.

Authorized representatives of the health care industry are prohibited from lobbying Congress or its members on health care issues.

2017 House Oversight Committee

Lobbying

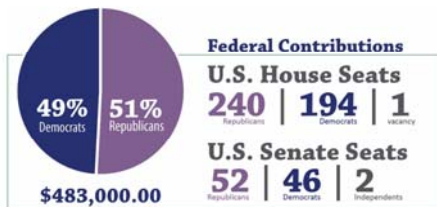
Key to our strategy is to ensure that the health care industry is held accountable for its lobbying activities. We will continue to monitor and report on the industry's lobbying activities, including its efforts to influence Congress, the courts, and the public. We will also continue to work with Congress to ensure that the industry is held accountable for its lobbying activities.

Approximate 2017 Lobbying Expenditures through Sept. 30

FEDERAL **STATE**
\$3.7 million \$3.5 million

Political Contributions

The health care industry has made significant political contributions to members of Congress and the courts. We will continue to monitor and report on these contributions, and we will work with Congress to ensure that the industry is held accountable for its political contributions.



Page 6

Health care industry representatives are prohibited from lobbying Congress or its members on health care issues.

Bipartisan Individual Market Stabilization	Administrative Regulatory Actions	2018+
<ul style="list-style-type: none"> Ongoing bipartisan conversations on individual market stabilization. Elements discussed include: <ul style="list-style-type: none"> Appropriating CSR funds through 2019 Opening catastrophic metal plans to all eligible individuals Streamlining application and approval process for state innovation ("3332") waivers 	<ul style="list-style-type: none"> Trump Administration announced end of CSR funding. Executive order to expand non-ACA options in individual and small group markets. Reported executive order expanding "hardship exemptions" to the ACA's individual mandate. Proposed rule on the Notice of Benefit and Payment Parameters with changes for individual and small group markets for 2019. 	<ul style="list-style-type: none"> Continued destabilization, including executive orders and rulemaking by the Administration, may increase the pressure for action in 2018. "Bare counties" may reemerge for 2019 leading to govt. program buy-in discussions. Many Democrats focused on both protecting the ACA and advancing Single Payer.

Health care industry representatives are prohibited from lobbying Congress or its members on health care issues.

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- Defend federal requirements for actuarially-sound rates and rate transparency.
- Advocate for CMS to further advance policies that promote access to managed long-term services and supports.
- Advocate for CMS to reconsider some of the inflexibilities put in place by the previous Administration, including the minimum MLR mandate on states.

Page 2

Advocacy

Health care industry representatives are prohibited from lobbying Congress or its members on health care issues.

Key Advocacy Priorities

- Maximize our rate environment, including avoiding damaging changes to risk adjustment methodology;
- Stop or slow the movement toward encounter data-based risk score calculations until all technical and operational issues are resolved;
- Secure a streamlined and meaningful Star Ratings system that appropriately adjusts for beneficiaries' low socio-economic status.

Health care industry representatives are prohibited from lobbying Congress or its members on health care issues.

Other Key Issues

Health Insurance Tax (HIT) Relief/Repeal	Children's Health Insurance Program (CHIP) Reauthorization	Special Needs Plans (SNP) Reauthorization
<ul style="list-style-type: none"> There is growing bi-partisan support to extend HIT relief for 2018 and potentially future years. Achieving relief is dependent on: <ul style="list-style-type: none"> Sufficient support to add HIT relief to must-pass legislation; Consensus on the length of time to provide relief; Whether health plans can implement HIT relief in 2018 this late in year. 	<ul style="list-style-type: none"> Federal authorization for CHIP expired Sept. 30, 2017. Funding is not expected to run out for states until later this year. Congress had indicated to states that they will act to reauthorize before end of year. 	<ul style="list-style-type: none"> Federal authorization for SNP expired Dec. 31, 2018. Antihem is advocating for permanent reauthorization of all SNP types. Senate passed CHRONIC Care Act with permanent reauthorization in September. House drafted legislation reauthorizes Chronic and Dual-eligible SNPs for 5 years.

Conclusion

Health care industry representatives are prohibited from lobbying Congress or its members on health care issues.

Page 3

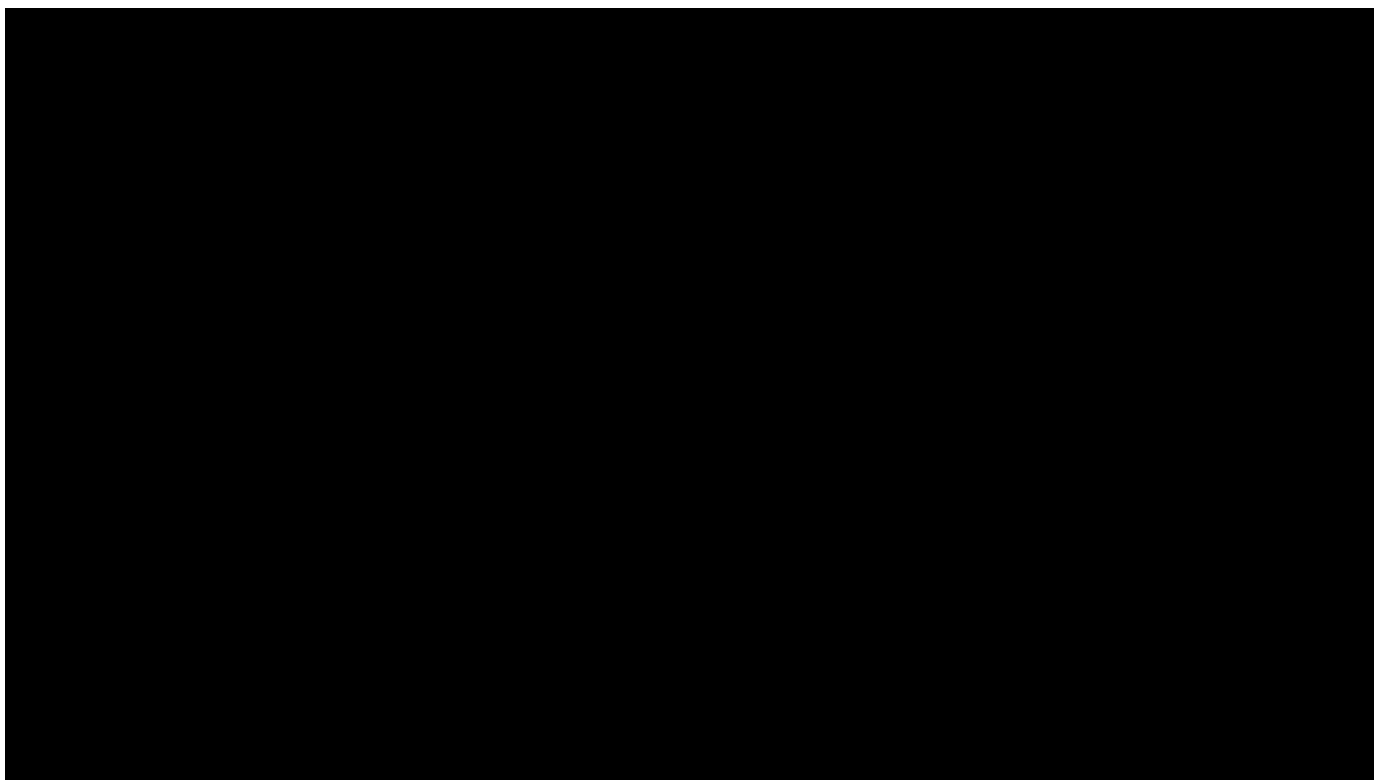
VIDEOS

Digital Video Penetration is GROWING!

- **81.9%** - Video is expected to reach 81.9% in 2018 in the US, according to eMarketer.
- **72 minutes** - Users spent an average of 72 minutes a day with video in 2017,
- **32 minutes** - with 32 of those minutes spent with mobile video.
- Video, and mobile video in particular, is a great way to **engage your users and raise awareness.**

VIDEOS

VIDEOS



WEBSITES

TELL YOUR STORY

**Incorporate your GRAPHICS and
PHOTOS**

WEBSITES

- **Corporate Style Guidelines vs. PAC Brand**
- **Style shift away from DC/Politics**
 - Out with DC imagery; focus on human relationships
 - Red/White/Blue –secondary colors or not at all
 - “Political Involvement” becomes “Advocacy for our Industry”


WEBSITES

DESIGN

- **Mobile responsive – priority**
 - 2011 – 46 mins per day on Mobile
 - 2017 – 3 hours and 18 minutes per day on Mobile
- **Color – consider branding**
- **Dynamic entry points** – Treating every page of a website as a landing page and designing the pages based on that

WEBSITES

ACCESS - Single Sign On



Anthem.
Anthem PAC

LOG IN

To log in, simply provide your Last Name and your six-seven digit payroll associate ID number.

Last Name


Password

[Log in](#)

If you've forgotten your password, please [click here](#) to contact Tracy.

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WEBSITES



Anthem PAC


Welcome back, Tracy! ([Log out](#))

[About Us](#) | [Increase Support](#) | [Who We Support](#) | [Anthem ACT](#) | [Resources](#)

Welcome, Tracy!

Thank you for supporting Anthem PAC. Your voluntary financial support of the PAC provides Anthem an effective voice on issues that directly impact our customers and our business.


[Increase Your Support](#)



Why Anthem PAC Matters

Choosing to support Anthem PAC is a business decision, not a political decision.


[Learn More](#)



How Anthem PAC Compares

See how Anthem PAC compares with other industry-related and Fortune 500 PACs.

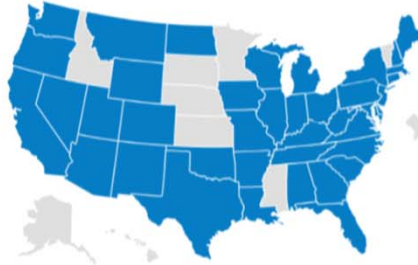
[Learn More](#)



Contact Tracy Winn

Send Tracy Winn, Anthem's PAC manager, your questions or comments about the PAC.

[Contact Now](#)



Who We Support

Anthem PAC has a key presence at the local, state and federal levels. We work closely with legislators across the country to make sure that we have the maximum impact on issues that affect our customers and our business.


[Learn More](#)

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WEBSITES

**First-Time Homebuyer Savings Account**

What is it? Who is it for? When? Why? Where? FAQ Resources

Infographic: To Rent or Buy?

Sign Up To Learn More



TO RENT OR TO BUY?
That is the question.

You've always dreamed of owning a home, but what advantages does homeownership actually offer?

Use the checklist below to find out if homeownership is right for you:

☒

YOU'RE LOOKING FOR STABILITY AND PREDICTABILITY.
Homeownership can provide more stable housing costs from year to year with a fixed-rate mortgage. Unlike a rent check, mortgages act like a savings plan that help build homeowner equity.

INFOGRAPHICS IN EMAIL

Our world can be a dangerous place.



No time is safe in Congress or the state houses when lawmakers can make decisions that jeopardize our programs and products. Marginalized laws and regulations threaten our ability to deliver trusted, innovative solutions to make our world a safer place.

We make it safer—
at Raytheon...and in politics.

For any mission, for anywhere in the world, Raytheon products give our military an unfair advantage to help them succeed and come back home safe.

Our success requires commitment.

- Committed, talented employees like you with dedicated resources and a laser focus on our mission.
- Committed members of Congress and state lawmakers who advance policies that make it possible for us to achieve our mission.

RAYPAC's Commitment:

- Bring employees together to help elect lawmakers who are pro-business, pro-defense and pro-Raytheon.
- Put your financial support behind federal and state candidates who will protect and advance our technology and leadership in defense, civil government and cybersecurity.

RAYPAC: Employees like you building a safer political environment to make a safer world.

Join RAYPAC today.

Make a decision about RAYPAC
during this fall campaign for a chance to win
prizes in the RAYPAC Giveaway!

4 Smart Watches & 20 \$50 Amazon gift cards

Join RAYPAC and receive one chance to win. Current RAYPAC members are automatically entered and those who increase their support to a higher club level receive an additional chance to win.

YOU AND YOUR COLLEAGUES
MAKE IT POSSIBLE

2018 ELECTION CHALLENGES

7,000+

CONGRESSIONAL, GUBERNATORIAL & STATE LEGISLATIVE SEATS

RAYPAC

31,000
EMPLOYEES ELIGIBLE
TO PARTICIPATE

500
ADDITIONAL EMPLOYEE
DONORS NEEDED IN 2017

THE OPPORTUNITY

BUILDING A SAFER POLITICAL
ENVIRONMENT
TO MAKE A SAFER WORLD



RAYPAC is bipartisan and supports both Republican and Democratic candidates who share our views on programs and issues important to Raytheon.

RAYPAC

Employees like you building a safer political environment to make a safer world.

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4 Smart Watches & 20 \$50 Amazon gift cards

Join RAYPAC and receive one chance to win. Current RAYPAC members are automatically entered and those who increase their support to a higher club level receive an additional chance to win.

Raytheon employees make it possible
for RAYPAC to succeed.

Provides avenues for political engagement. Builds relationships with lawmakers. 100% USED TO
We make sure RAYPAC HELPS US COMPETE. PROTECTS OUR INTERESTS
is second to none. **You can't afford to NOT be a member!** Protects our company
Helps the agency in context. **NOT be a member!** and our workforce.
Helps me make a difference. **RAYPAC** Our voice on Capitol Hill
An investment in Raytheon's mission. I feel proud to belong. **RAYPAC** Advocates for
Supporting RAYPAC IS A NO-BRAINER. SUPPORTS LAWMAKERS. BIPARTISAN. A WAY TO DO MY PART. our programs
who represent. Protects our warfighters in the political arena. Extension of my commitment to Raytheon
our team's values.

Raytheon corporate funds may not be given directly to federal candidate campaigns.

RAYPAC depends on employee voluntary donations to support the election of candidates who will help us accomplish our mission.

RAYPAC

Employees like you building a safer political environment to make a safer world.



Join RAYPAC today.

Make a decision about RAYPAC
during this fall campaign for a chance to win
prizes in the RAYPAC Giveaway!

4 Smart Watches & 20 \$50 Amazon gift cards

Join RAYPAC and receive one chance to win. Current RAYPAC members are automatically entered and those who increase their support to a higher club level receive an additional chance to win.

INFOGRAPHICS IN EMAIL



Tracy Winn
PAC Manager

What Is It?

Hi! I'm Tracy Winn, fellow associate and manager of Anthem PAC.


As you settle into your new role, I'm sure you are developing an appreciation of our company's opportunities. One of the opportunities that you have at Anthem is to be a part of our company's political action committee (PAC).

Anthem has a reputation as a leader in transforming health care. This includes educating and engaging in the core public policy issues that impact our company, our customers and the communities we serve. Anthem PAC helps provide the opportunity to tell our story and ensure that our voice is a part of the conversation when important decisions that affect our business and our customers are being debated by lawmakers in the public space.

Anthem PAC is a political giving fund made up of voluntary contributions from our associates like you. Through Anthem PAC, we are able to identify and support federal and state candidates for elected office who share our interest in private sector health care solutions and are willing to listen to us on key health coverage issues that impact our company and our customers.

Please take a look at this short 2 minute video to get a better understanding of what a PAC is and the value it brings to Anthem.

Thank you.



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Disclaimer: Contributions to PACs are not deductible for federal income tax purposes. They will be used for political purposes and are subject to the prohibitions and limitations of the Federal Election Campaign Act. Your contribution is completely voluntary. You also may give more or less than the suggested guidelines or nothing at all. Your decision to participate or not participate will have no impact on your position with the company.



Tracy Winn
PAC Manager

Hi, it's Tracy, again! I am following up with more background on the role public policy plays in our business.

Did you know:



Government represents approximately 20-25 percent of our membership.



Government represents approximately 40-45 percent of our operating revenue.



As many as 75% of Americans are projected to leave their health benefits tied to the government in the future, either through Medicaid, Medicare, or the exchanges.

Elected officials at every level have a huge impact on our business. Their decisions affect what we do and our ability to deliver on our commitment to improve the lives of our customers and the communities we serve.

Luckily, these decisions are not made in a vacuum and are arrived at through careful consideration of numerous perspectives on the issues that matter. Our Public Affairs team monitors the core issues that affect our company and educates policymakers about the work we are doing to meet our customers' needs and improve their health.

That's why Anthem PAC - our political action committee - is too important to ignore. Anthem PAC helps provide the opportunity to bring our expertise and experience to the table.


Here is more important information you should know about Anthem PAC:

Anthem PAC considers issues that are core to our business - not political affiliates - when deciding which candidates to support.

2015/2016 Federal PAC Contributions



55%
to Republicans



45%
to Democrats



Corporations are legally prohibited from making direct contributions to federal and many state candidates running for office.




Anthem PAC is committed to transparency. The contribution criteria and the list of candidates and committees it supports is available for your review on the Anthem PAC website.

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INFOGRAPHICS IN EMAIL



Which Will You Choose?

Last year, Anthem PAC distributed the first in an annual series of collectible pins to Anthem PAC members.

This year we want you to decide on the design for the 2017 Anthem PAC pin.


Visit the [Anthem PAC site](#) to select your favorite and receive your pin when you join Anthem PAC today.


Vote Now

[Click here to unsubscribe.](#)

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Larkin Buchanan

President,
Midwest West Region



Pam Kufely

President, Midwest Region
and Specialty Services

Shaping Our Future

8

Health care has remained a top political issue for more than a decade, and 2017 may be one of the most critical years for our company since the passage of the Affordable Care Act.

With a new presidential administration, a Republican-controlled Congress, and new state officials, we are operating in a vastly different political environment that brings with it many unknowns. But, as with any uncertainty, this comes with both challenges and opportunities.

This is a time when strong relationships with lawmakers are essential.


Though Congress' first attempt to make changes to the ACA did not come to a vote, Anthem remains vigilant in our advocacy with lawmakers throughout the process. We will continue to be part of the conversation with members of Congress, governors, and state regulators to make sure that our experiences and expertise remain at the forefront as the policy debate over health care continues. These are conversations that will shape the future of our company and our industry.

Anthem PAC is a vital tool in those efforts.

As we kick off the 2017 Anthem PAC membership campaign today, we ask you to consider joining Anthem PAC. Your investment is greatly appreciated and crucial to our efforts to transform health care.

Thank you for your consideration.

Join Now



Making a contribution is easy and will only take five minutes of your time. Simply click on the [Anthem PAC link](#). Enter your login information below.

Last Name: [Last Name]

Associate ID Number: [First ID]

Click on the Join Now button. Confirm your information. Select your new pledge amount and click next. Certify that you are a U.S. Citizen. Type your full name as indicated, and hit submit.

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Election 2016

Tomorrow is Election Day

NOVEMBER 8



Tomorrow is Election Day

We hope everyone at Arthem who is eligible and registered to vote will make this one their voice heard in this important election!

Every election brings the potential for major impacts on our company, associates, members, and the communities we serve. If we want our elected leaders to enact common-sense policies, and work together to meet the needs of the citizenry, we all need to participate in the political process that decides those leaders.

Given how highly regulated our industry is, Arthem and its associates have a lot at stake. Political elections help create a positive political, legislative, and regulatory environment that supports our efforts to give all our customers access to quality, affordable health care that meets their individual needs.



Voting isn't just a right - it's a privilege and an important responsibility. Our democracy is only as good as those who show up and participate! Remember to make time to vote tomorrow.



As a reminder, Arthem's policy is that associates should make every effort to vote either before or after work hours. If work schedule and paid time-offing times do not allow associates to vote before or after work hours and they need to take time off during their work schedule, associates may take and be paid for up to two hours to vote. If the local state law requires more time off or more paid time to vote, associates may take up to the time allowed under the law.

States that have laws that provide additional time off to vote as well as details about earning voting time in payroll are available in our [HR](#) under "My Time Away/Short-Term Absences/Working".

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BUDGET

BUDGET

- It's a good idea to set aside a portion of your annual budget for creative
- In house design/marketing team?
- Freelance designers?
- Stock photos/stock graphics?