

I've Been Handed the PAC—Now What?

Part II: Starting or Rebranding a PAC

2019 National PAC Conference
Miami, Florida

Desiree Kennedy

Washington Representative

Health Policy and Government Affairs

Elekta

Focus where it matters.



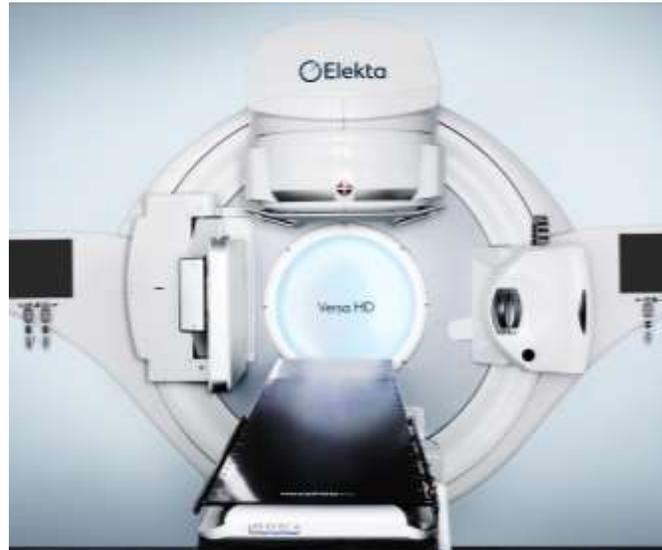
Introduction to Elekta and Elekta PAC

Who is Elekta?

We are Precision Radiation Medicine

- International medical device manufacturer
- Global HQ: Stockholm; Americas HQ: Atlanta, GA
- Approximately 4,000 employees worldwide; 1,000 in the US
- Mid-size device company in a niche market

Focus where it matters.



Where Do I Fit In?



Peter Gaccione
Executive Vice President
North & Central America

Robert Thomas
Senior Vice President
Health Policy &
Government Affairs



Desiree Kennedy
Washington Representative
Health Policy & Gov. Affairs



- Elekta PAC Manager
- Elekta Inc. Health Policy and Government Affairs Specialist
- Internal Communications Lead, North and Central America

Elekta PAC

The Beginning



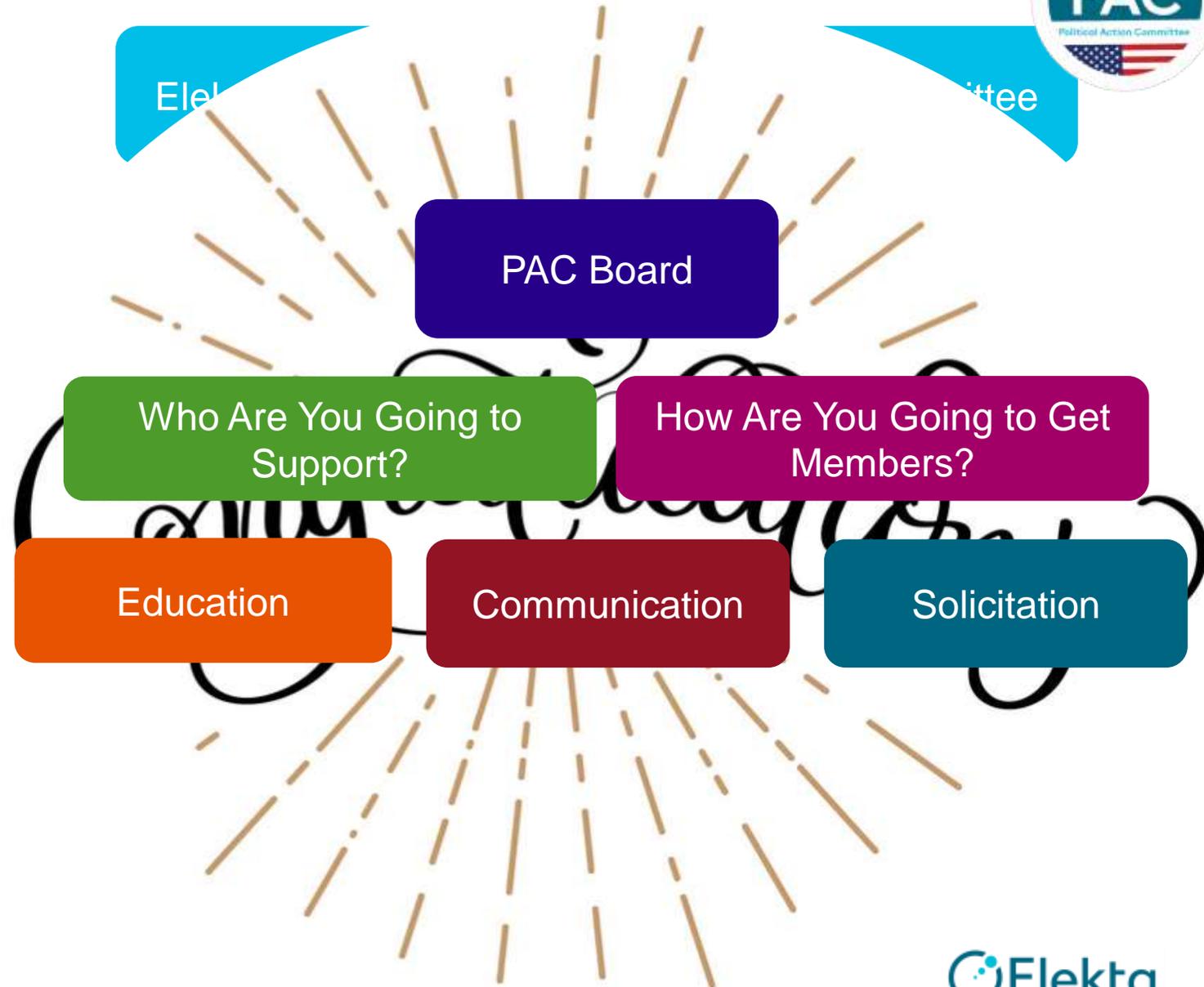
State of Affairs:

- Washington Office opened in 2014
- The benefits of having a PAC quickly became clear
- Elekta company culture was not primed for U.S. political engagement – creating a PAC was an uphill battle from the start
- Officially launched Elekta PAC in 2015

Primary Challenges:

- European Company Culture
- Lack of Foundational U.S. Government Understanding
- Negative Connotation and Perception
- No PAC Structure
- Internal Corporate Challenges

You have a PAC... What now?





About Elekta PAC

Facts and Figures

2015

- PAC launch
- 51 Members at start; 39 at end
- ~ \$52,000 in contributions
- Top-heavy
- Major company reorganization from 2015 to 2016
 - Lost two PAC Board Members & 12 PAC Members
 - ~ \$40K per cycle in contributions

2016

- PAC rebuilding year
- Soft solicitation
- 55 PAC Members
- ~ \$45,000 in contributions

2017

- Active solicitation
- 69 PAC Members
- ~ \$45,000 in contributions
- New company leadership mid-2017
- End of year company restructuring

2018

- Active solicitation
- Elekta PAC Ambassador Program pilot launch
- 87 PAC Members
- ~ \$60,000 in contributions



Elekta PAC Ambassador Program



Elekta PAC Ambassador Program

Impact on the 2018 Solicitation Process

- In March 2018, Elekta PAC had 47 Members
 - Significant membership turnover due to internal corporate changes
 - Lost most of the high-level donors
 - 2018 solicitation to focus on low-dollar, high membership numbers
- Launched Elekta PAC Giving Levels and Ambassador Program



Elekta PAC Ambassador Program

Impact on the 2018 Solicitation Process

The Proof is in the Numbers

- 40 new PAC Members = nearly 100% increase in PAC Membership
- Nearly 50% increase in PAC contribution levels



Elekta PAC Ambassador Program

Process to Create and Launch

- Board Approval and Strategy Development
 - Proven that peer-to-peer solicitation is one of the most, if not the most, effective way to increase comfortability with the PAC and contributions
 - Company culture
- Ambassador Selection
 - Current engaged PAC Members
 - Location? Team? Likability? Visibility?
 - Leadership buy-in
- Incentive
 - Leadership Opportunity
 - Participation in trip to D.C.
 - Recognition and prize for highest performing Ambassador



Elekta PAC Ambassador Program

Ambassador Preparation and Training

- In-person or Web-Ex training on the basics of a PAC, the role of the Ambassador, and Ambassador dos and don'ts
- Provide a tool kit with all necessary materials:
 - Elekta PAC talking points
 - Key PAC facts and figures
 - Email templates
 - Target list and numbers
- Hold them accountable
- Make it easy for them!



Elekta PAC Ambassador Program

Into the Future: 2019 and Beyond

- Public recognition for all PAC Ambassadors and special recognition for highest achieving Ambassadors
- High-performing Ambassador offered open seat on the Board
- Expansion of the Program
 - Target additional offices and teams
 - Create “up-and-coming” Ambassadors with PAC Ambassador mentorship

Lessons Learned



Key Lessons Learned

Launching and Managing a PAC

- Leadership buy-in is key
- Don't underestimate the power of champions
- The power of the Pilot —Don't be afraid to take risks and try new things!
- Communication, Education, and Solicitation: Know the difference
- Use the resources afforded by the PAC world
- Let feedback be your guide



Key Takeaways

Where Do I Begin?

Starting a PAC/Pilot Program

- Find your internal champions
- Know everything you can about the legal structure and compliance
- Find your Treasurer
- Create your strategy and think ahead
- Be creative, be fluid, and take risks (but NOT with compliance)!

Managing a PAC

- Reconsider your communications structure/educational practices
- Identify one area for improvement and propose three ways to improve it
- Identify your champions and get buy-in for new ideas early
- Solicit feedback on the PAC



Questions?



Thank you!

Now on to 2020!

Desiree Kennedy

desiree.kennedy@elekta.com

(404) 202-9278

Focus where it matters.