

I've Been Handed the PAC—Now What?

Part II: Starting or Rebranding a PAC

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Miami, Florida

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Elekta

Focus where it matters.



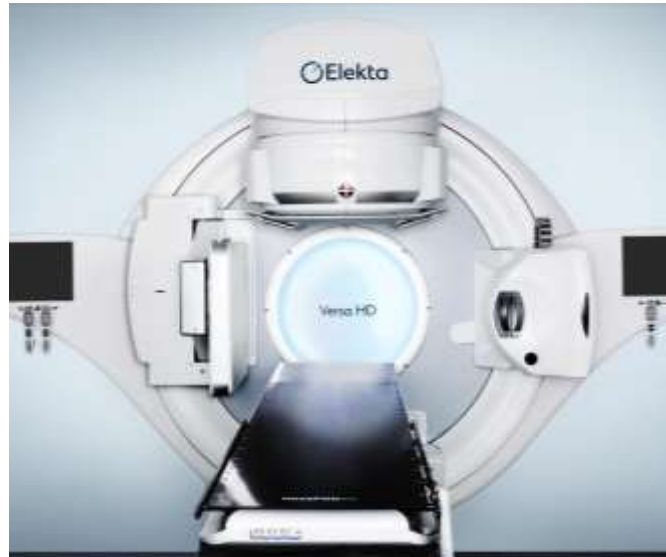
Introduction to Elekta and Elekta PAC

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
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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



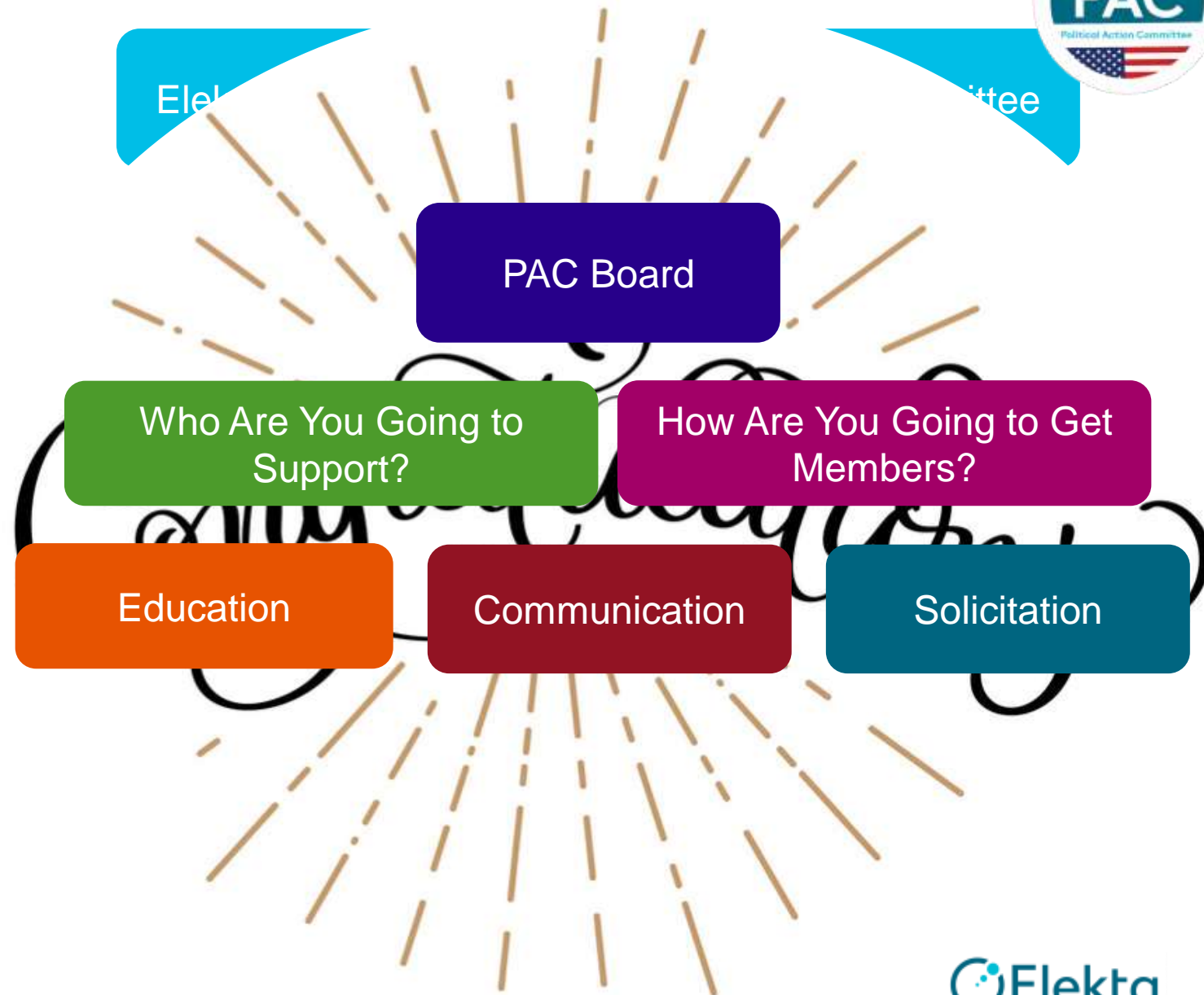
State of Affairs:

- 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!

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