

An Integrated Approach to PAC and Grassroots that Benefits Both

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Overview

PAC

- 27,000 Eligible
- 6,000+ members
- 22% Participation
- \$2.1M Raised in 2017
- 8th Largest Corporate PAC

Grassroots

- 17,000 Emp. Advocates
- 6,000 Retiree Advocates
- 2018 rebranding and relaunch



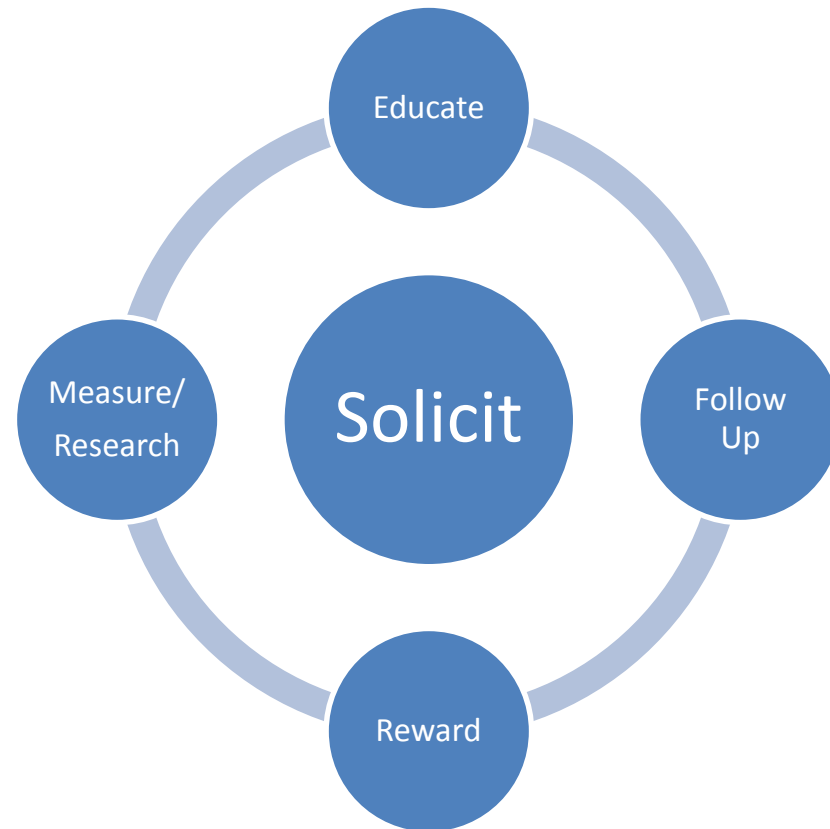
1 + 1 = 3

Distinct, Yet Similar

- Grassroots



- PAC



Building the Platform

- Brand
- Infrastructure



Investing Resources

- Time
- Dollars
- Executives



- Measure what matters
- Build your story
- Manage expectations



Takeaways

- Grassroots and PAC are complimentary
- Every communication builds your brand
- Deploy resources for the greatest impact
- Control the storyline



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