

# *The Components of an Integrated PAC Fundraising Campaign*

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US GOVERNMENT RELATIONS

- **Eligible class: 21,156 (5,340 Members)**
- **Participation rate: 25.24% (12% in 2010)**
- **Average donation: \$546**
- **Surpassed \$2.9 Million in Receipts (2015-2016)**
- **Solicit year-round**

# Critical Components...

3 Key components to every campaign

- **Survey says...**
- **The 4 Cs: Competition, creativity, customized messaging and closing...**
- **PITMOV**

# Competition...

# State of the PAC

## 2016 Goals

1

### Raise \$2.7 Million for 2015-2016 Cycle

(January '15 – December 31, 16: \$2,920,819)  
*14% ↑ vs. previous cycle (+\$337,599 versus 2013-14)*



2

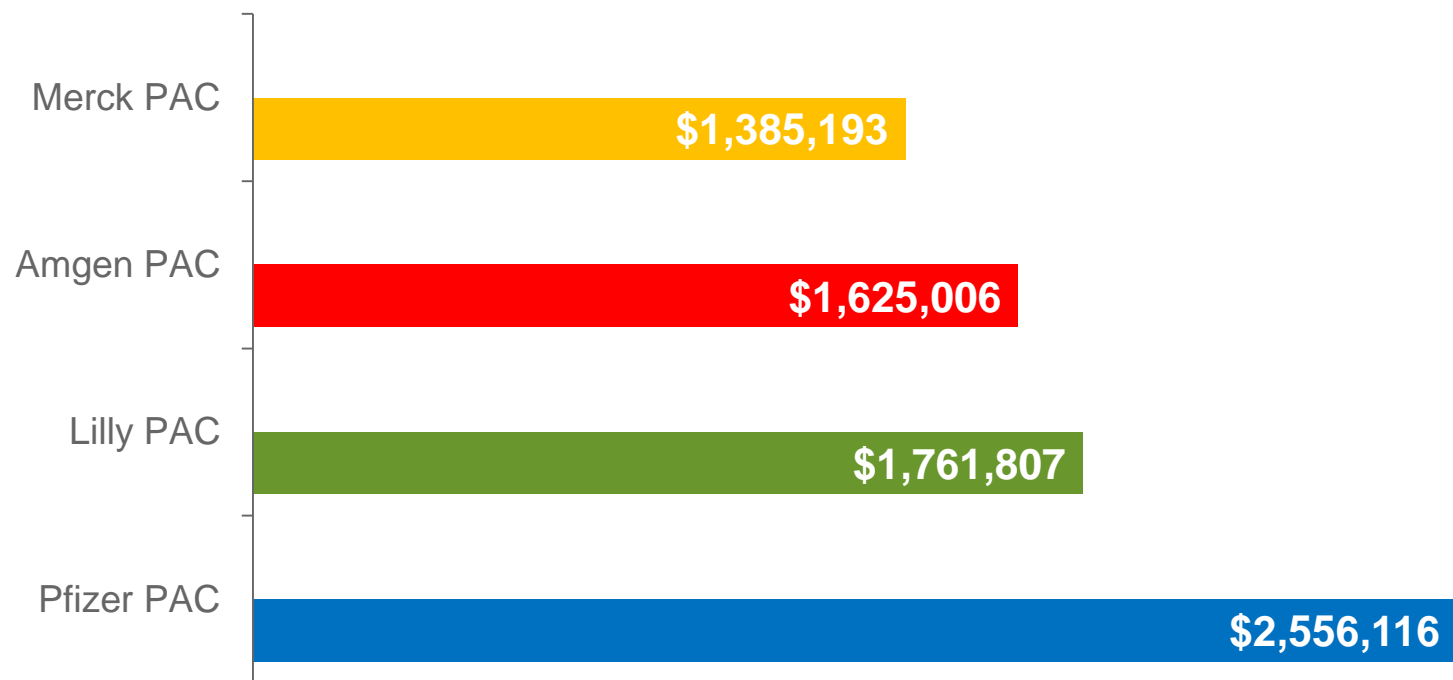
### Recruit 750 New PAC Members by December 31, 2016

*(+1,118 New Members & 838 bump ups)*

# Industry PAC Comparison

## 2015–2016 Cycle Receipts

(January 2015 – October 19, 2016)



SOURCE: Federal Election Commission

# 2016 PAC Participation Goals *by Division*

## Corporate Affairs

74% PAC Participation  
200 PAC Eligibles  
149 PAC Members (+14)

**Goal** | +11 PAC Members  
80% PAC Participation

## Pfizer Innovative Health

55% PAC Participation  
5,044 PAC Eligibles  
2,772 PAC Members (+243)

**Goal** | +53 PAC Members  
56% PAC Participation

## Legal

41.88% PAC Participation  
277 PAC Eligibles  
116 PAC Members (+12)

**Goal** | +62 PAC Members  
65% PAC Participation

## Human Resources

24.46% PAC Participation  
323 PAC Eligibles  
79 PAC Members (+8)

**Goal** | +19 PAC Members  
30% PAC Participation

## Compliance

24.45% PAC Participation  
165 PAC Eligibles  
42 PAC Members (+6)

**Goal** | +28 PAC Members  
40% PAC Participation

## Strategy, Portfolio & GCO

23.14% PAC Participation  
389 PAC Eligibles  
90 PAC Members (+11)

**Goal** | +10 PAC Members  
25% PAC Participation

## Finance & Business Dev.

23% PAC Participation  
1,257 PAC Eligibles  
237 PAC Members (+42)

**Goal** | +77 PAC Members  
25% PAC Participation

## Business Technology

26.2% PAC Participation  
1,439 PAC Eligibles  
377 PAC Members (+53)

**Goal** | GOAL ACHIEVED  
25% PAC Participation

## Pfizer Essential Health

22.7% PAC Participation  
1,431 PAC Eligibles  
325 PAC Members (+169)

**Goal** | +186 PAC Members  
35% PAC Participation

## Medical

26.15% PAC Participation  
130 PAC Eligibles  
34 PAC Members (+4)

**Goal** | GOAL ACHIEVED  
25% PAC Participation

## Pfizer Global Supply

8.93% PAC Participation  
3,182 PAC Eligibles  
284 PAC Members (+40)

**Goal** | +135 PAC Members  
13% PAC Participation

## Worldwide Research & Dev.

8.80% PAC Participation  
4,898 PAC Eligibles  
431 PAC Members (+44)

**Goal** | +75 PAC Members  
10% PAC Participation

# Top Campaigns of 2016...

**1,118 New PAC Members / 838 Member 'Bump Ups'**  
 Achieved 25.59% participation prior to HSP integration

<b>Pfizer</b> PIH	PIH PAC Challenge Drive to 75!	<b>306 New PAC Members</b> 457 Increased Contributions
<b>Pfizer</b> Global Women's Council	One Bold Move Campaign	<b>257 New PAC Members</b> 113 Increased Contributions
<b>Pfizer</b> PEH	NA Year Beginning Meeting & John Young Drive to 35	<b>175 New PAC Members</b> 40 Increased Contributions
<b>Pfizer</b> Finance & Business Development	Frank D'Amelio Video	<b>73 New PAC Members</b> 1 Increased Contribution (C. Circle)
<b>Pfizer</b> VOC	Dinner with Albert Day on the Job with Leaders	<b>42 New PAC Members</b> 61 Increased Contributions
<b>Pfizer</b> GIP GEP VOC	Puerto Rico Pride to 75!	<b>32 New Members</b> 2 Increased Contributions
<b>Pfizer</b> Legal	'Ante Up' & Drive to 65!	<b>22 New Members</b> 33 Increased Contributions
<b>Pfizer</b> Oncology	POAs I & II	<b>22 New PAC Members</b> 54 Increased Contribs. (2 C. Circle)
Chairman's Circle / President's Cabinet	Luncheon	<b>20 New PAC Members</b> 1 New President's Cabinet / 19 New Chairman's Circle
<b>Pfizer</b> PGS	Drive to add 5%!	<b>19 New PAC Members</b> 6 Increased Contributions



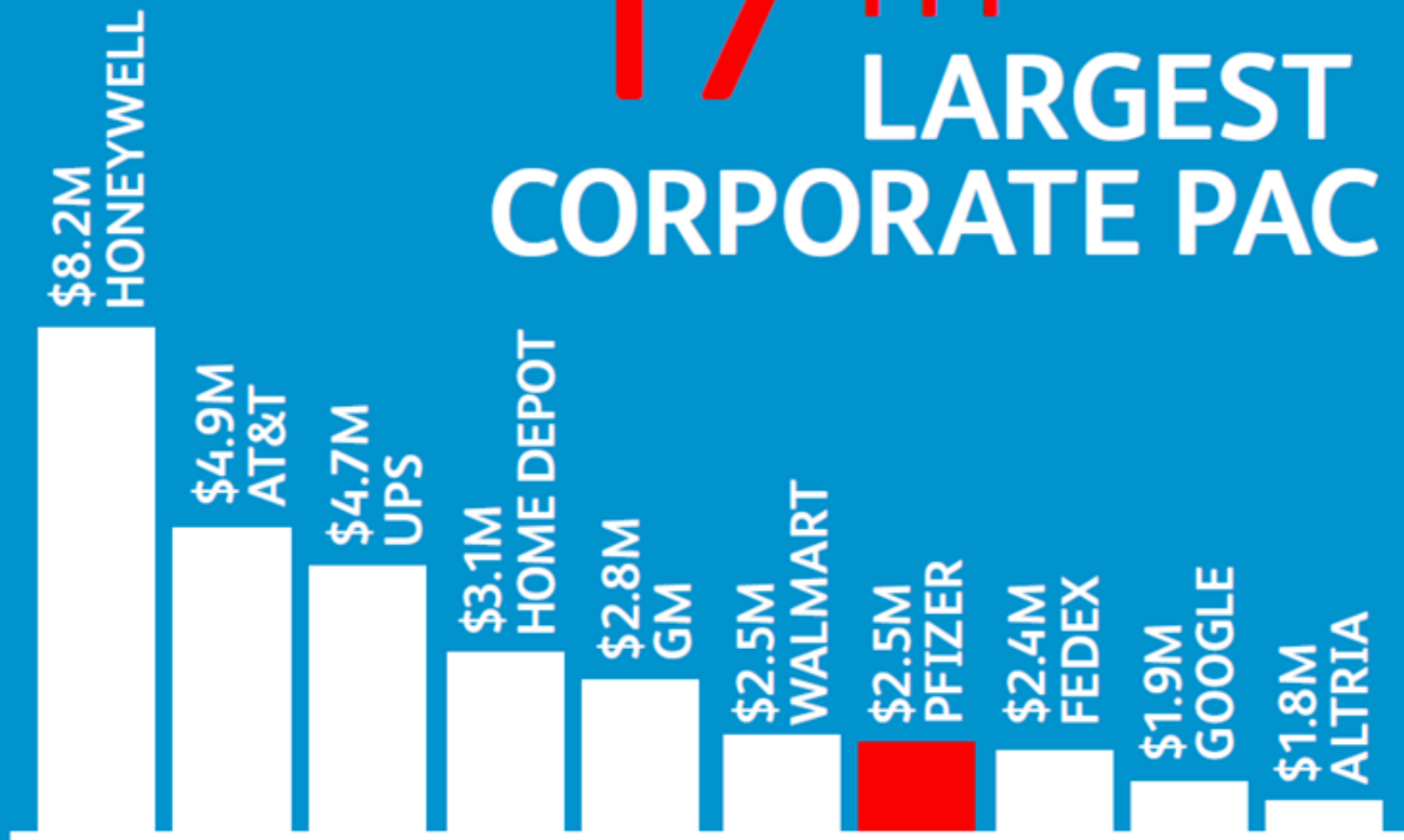


# State of the PAC: Division Participation

Division	Jan 18, 17
PIH IM	65%
PIH Vaccines	60%
PIH Oncology	56%
PEH	21%

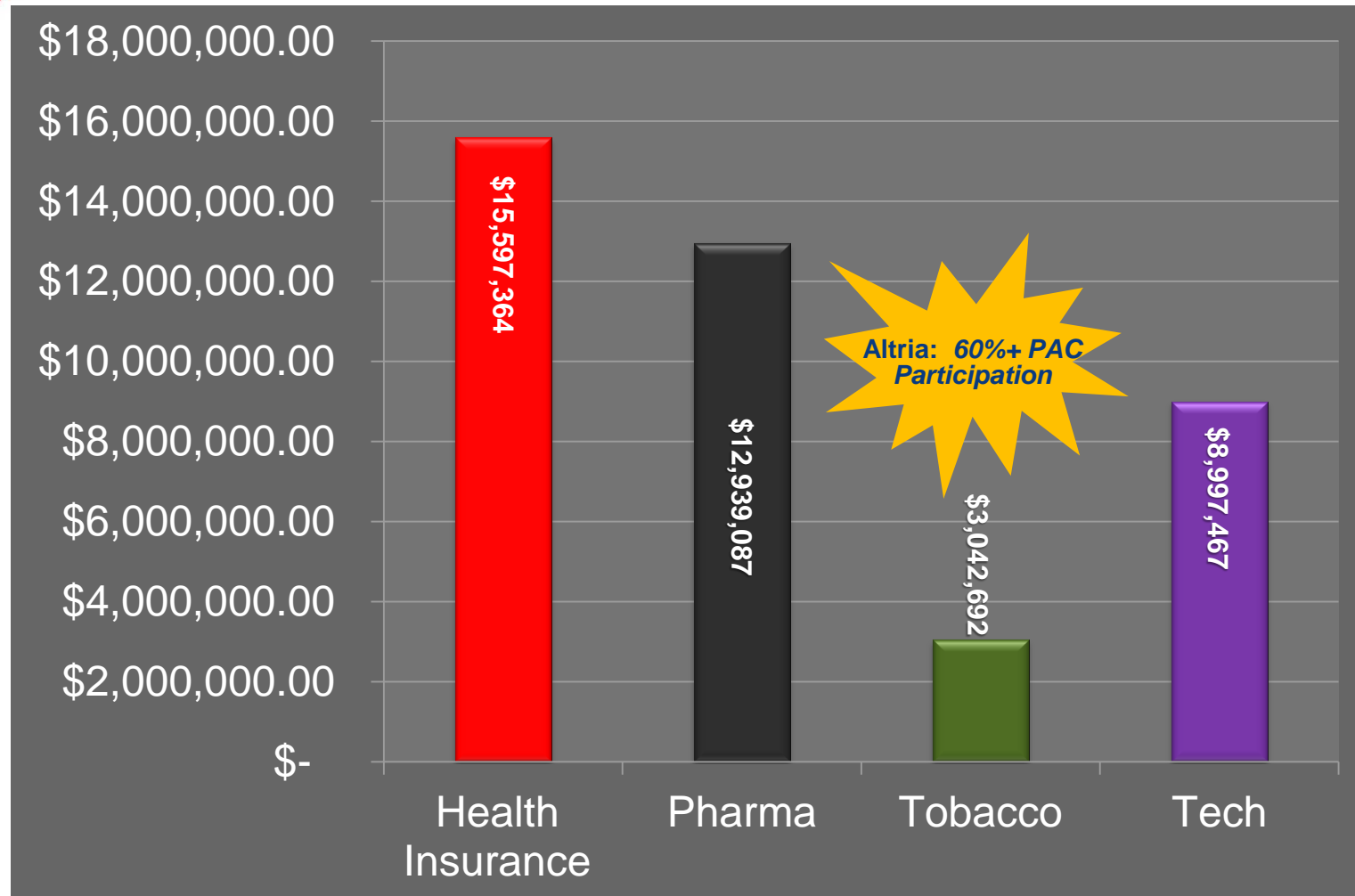


# 17<sup>TH</sup> LARGEST CORPORATE PAC



# Political Spending by Industry

*2015-2016 Cycle PAC Spend*



*\*Data from Open Secrets through September 2016*

# North Region PAC Participation

## By State

1	State	Eligible	Member	Percent	27	MD	142	70	49.30%
2	AK	2	2	100.00%	28	TX	433	208	47.58%
3	MT	10	8	80.00%	29	AR	60	28	46.67%
4	SC	82	64	78.05%	30	CO	109	49	44.55%
5	HI	9	7	77.78%	31	MN	65	47	72.31%
6	WA	88	65	73.86%	32	NM	17	9	52.94%
7	ID	15	11	73.33%	33	MS	76	31	40.79%
8	<b>KY</b>	<b>85</b>	<b>61</b>	<b>71.76%</b>	34	VA	388	1	0.26%
9	OR	40	27	67.50%	35	WY	5	1	20.00%
10	WV	31	20	64.52%	36	DE	26	1	3.85%
11	ND	11	7	63.64%	37	<b>ME</b>	<b>29</b>		
12	AL	87	55	63.22%	38	TN	394	123	31.22%
13	IA	38	24	63.16%	39	WI	178	50	28.09%
14	OK	53	32	60.38%	40	NC	718	190	26.46%
15	LA	68	39	57.35%	41	<b>KS</b>	<b>149</b>	<b>38</b>	<b>25.50%</b>
16	GA	178	99	55.62%	42	<b>PA</b>	<b>2,040</b>	<b>510</b>	<b>25.00%</b>
17	AZ	97	53	54.64%	43	<b>NY</b>	<b>2,445</b>	<b>606</b>	<b>24.79%</b>
18	NE	33	18	54.55%	44	<b>Total</b>	<b>21,031</b>	<b>5,099</b>	<b>24.25%</b>
19	<b>OH</b>	<b>246</b>	<b>134</b>	<b>54.47%</b>	45	CA	1,337	302	22.59%
20	DC	17	9	52.94%	46	<b>MO</b>	<b>737</b>	<b>156</b>	<b>21.17%</b>
21	NV	34	18	52.94%	47	<b>NJ</b>	<b>2,579</b>	<b>514</b>	<b>19.93%</b>
22	FL	322	169	52.48%	48	<b>MI</b>	<b>1,013</b>	<b>181</b>	<b>17.87%</b>
23	<b>VT</b>	<b>21</b>	<b>11</b>	<b>52.38%</b>	49	<b>IL</b>	<b>897</b>	<b>157</b>	<b>17.50%</b>
24	IN	127	66	51.97%	50	<b>CT</b>	<b>2,579</b>	<b>393</b>	<b>15.24%</b>
25	UT	37	19	51.35%	51	<b>RI</b>	<b>209</b>	<b>24</b>	<b>11.48%</b>
26	SD	6	3	50.00%	52	<b>NH</b>	<b>282</b>	<b>28</b>	<b>9.93%</b>
					53	PR	738	66	8.94%
					54	<b>MA</b>	<b>1,635</b>	<b>140</b>	<b>8.56%</b>
					55				

484 of 900 new PAC members nationwide are from the North region

\*PAC Participation as of 9/27/16



US GOVERNMENT RELATIONS

# 2016 Federal / Governor PAC Engagement

## Win/Loss Ratios...

		# of PAC-supported candidates	Won	% of candidates supported who won	Lost	Retired
<b>*Senate</b>						
	<i>Democrats</i>	9	6	67%	1	2
	<i>Republicans</i>	23	19	82%	3	1
	<i>Independents</i>	0	0		0	0
	<b>Total Federal Senate</b>	32				
<b>*House</b>						
	<i>Democrats</i>	96	88	91.60%	6	2
	<i>Republicans</i>	109	97	89%	8	4
	<i>Independents (PR)</i>	1	1	100%	0	0
	<b>Total Federal House</b>	206				
<b>**Governor</b>						
	<i>Democrats</i>	8	5	62.50%	1	1
	<i>Republicans</i>	9	4	44.40%	2	2
	<i>Independents (PR)</i>	1	1	100%	0	0
	<b>Total GV</b>	18				
<b>TOTAL</b>		<b>256</b>	<b>221</b>		<b>21</b>	<b>12</b>
<b>% of Total</b>		<b>100%</b>	<b>86.33%</b>	<b>86.30%</b>	<b>8.20%</b>	<b>4.69%</b>

# GIP Cluster 2 Northeast District PAC Leaders

67 New Pledges!

✓ 33 New Members

✓ 34 Members

Increased  
Contributions

Highest PAC % Participation in C2 Northeast *(as of 6/16/16):*

4-Way Tie: Rochester, Detroit, Grand Rapids, Manchester & (100%)

Highest PAC % Participation Growth: **Long Island** (+56%)

*Both Districts above will be recognized at a team dinner at a restaurant of their choice and a \$50 debit card!*

- **Rochester: 100% (+8%)** – Wins Tiebreaker with +\$above Grand Rapids (\$3,720 in total team \$; +\$1,082 above Detroit)
- **Detroit: 100% (+28%)**
- **Grand Rapids: 100% (+40%)**
- **Manchester: 100% (+11%)**
- **Newark: 92% (+39%)**
- **Poughkeepsie: 91% (+28%)**
- **Hartford: 90% (+40%)**
- **Manhattan: 89% (+45%)**
- **Boston: 82% (+28%)**
- **Long Island: 78% (+56%)**

*The PAC % rates above are as of 6/16/16. There will be a winning District in both overall PAC participation and overall growth from baseline in PAC participation. Ties will be broken based on the overall value of a Districts' collective PAC contributions.*

**Important:** DBMs cannot ask (solicit) direct reports to contribute to the PAC. DBMs may only educate colleagues on the role and purpose of the PAC. This is because decisions to give to the PAC must be completely voluntary and colleagues must not feel coerced or forced into contributing to the PAC.



# \$tate of the PAC: GIP SAM Regional PAC Participation

Update as of 6/16/16: THE GO-TO PAC REGION -- #1 in GIP!

Baseline as of 5/31/16

GIP Region	PAC Participation %
Gil Floyd -- Cluster 1 FI/GA	92.73%
Eliza Cha -- Cluster 1 Pacific Northwest	88.00%
LaSonja Chapple - IS NE/Central	85.58%
Gregg Northcutt - Cluster 1 Atlantic Coast	77.12%
Ally Jones - Cluster 1 West	76.00%
Annette Montandon -- IS South	72.22%
Jim Besse -- IS West	70.59%
Lori Greene -- Cluster 1 Great Plains	69.90%
Scott Shelton -- Cluster 2 Midwest	67.54%
Bob Williams Cluster 1 OH-MI	66.67%
Tom Degennaro - Cluster 2 West	65.81%
Floyd Whitten -- Cluster 1 Gulf Coast	63.06%
<b>Hank Allen -- Cluster 2 Northeast</b>	<b>63.00%</b>
Jeff Harshfield -- Cluster 2 South	59.50%
Todd Liddell - Cluster 1 TX/NM	55.68%
Chris Peterson Cluster 1 TN-KY-IN	54.55%
Ken Smith -- Cluster 2 Southeast	53.39%
Ed Kowalewski, Inflammation, East Region	46.91%
Todd Willis -- Cluster 3	45.37%
Rich Lombardo -- Cluster 2 Mid-Atlantic	44.00%
Nelson Morales Mejias -- Puerto Rico GIP	42.00%
Todd Foster, RM, GIP Rare Diseases	41.51%
Fran Barnette -- Cluster 1 Mid Atlantic	41.30%
Tim Duffy -- Cluster 1 Northeast	36.84%
Dave Norris, NSD, Neuroscience, GIP Rare Diseases	34.52%
Chris Thompson, Inflammation, West Region	29.41%

GIP Region	PAC Participation %
<b>Hank Allen -- Cluster 2 Northeast</b>	<b>93.20%</b>
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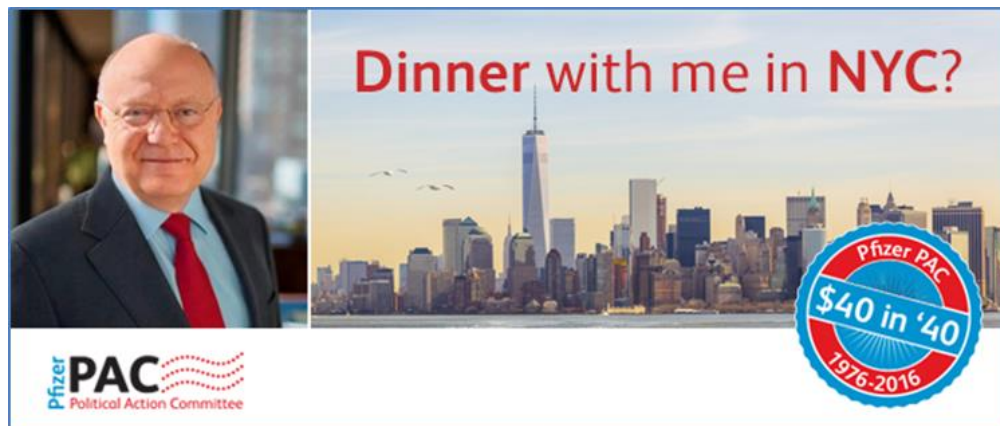


# Creativity...



# Bump Up Strategy...

**~40 total bump ups to \$1000/annually**  
*+\$40,000 in Pfizer PAC revenue over 12 months...*



**Dinner with Ian in NYC**

**86 New PAC Members**

*43 Increased Contributions*

- **33 New Capital Club Members (\$1,000/year)**
- **11 New Leadership Council Members (\$500/year)**

# Creative PAC Campaigns



Sumant Ramachandra, SVP, R&D Head, PEH & Pfizer PAC invite you to join us for a PAC Reception

The Impact of Policies and Regulations on Pfizer a PEH and What the 2016 Elections and PAC Mean to





# Global Women's Council One Bold Move PAC Drawing

Click **Here** to Enter





Join the PAC or increase your contribution for a chance to  
**WIN A TRIP FOR TWO TO CALIFORNIA WINE COUNTRY!**

Unwind in Northern California, where you and a guest can savor top-rated wines and delectable culinary delights, meander through local boutiques, and hike and bike through the rolling hillsides of wine country.

All you need to do is: **JOIN NOW**

**!** Join the PAC or increase your contribution between **March 31 and May 31**, and you will be automatically entered to win!

**!** Current PAC members who **increase** their contribution by \$1 or more a pay period will be automatically entered.

**Trip includes:**

-  A weekend for two (2) in picturesque Northern California wine country
-  Transportation to the region\*
-  Dining credit to enjoy the local cuisine of your choice (value \$200 USD)
-  Two (2) nights luxury accommodation\*

 Winner will be chosen at random from all entries received.  
Winner will be notified by June 10

**JOIN THE PAC OR INCREASE YOUR CONTRIBUTION BY CLICKING HERE**

 Contest ends May 31, 2016

**+370 PAC Pledges:  
257 New PAC Members  
113 Increased Pledges**



**AND THE WINNER OF THE GLOBAL WOMEN'S COUNCIL ONE BOLD MOVE PAC DRAWING IS...**





ner  
Democrats  
t Relations

**Jen Swenson**  
Sr. Director, Senate Republicans  
Federal Government Relations

**Paula Burg**  
Sr. Director, Senate Democrats  
Federal Government Relations

ations Directors here in Washington, D.C. so that you know who is representing your business 'party' – Pfizer – with Congressional elected officials.

# Customized Messaging...

From: Scarduffa, Marc  
Sent: Monday, December 5, 2016 4:23 PM  
To: Meehan, Matthew B  
Subject: FW: US Government Relations Update

[#FirstName#],

The question I get asked most about our Pfizer Political Action Committee is, "What value does it bring to me?" To best answer this question, I hope you will take a few minutes to read our most recent Government Relations update. As you digest the information I think you will discover that the value of the PAC comes from the opportunities it provides our state and federal Government Relations colleagues to educate lawmakers at all levels of government about the work that Pfizer does generally and, more specifically, the work that each and every one of us does each day to discover new medicines and ensure access to those medicines for patients. With your support of the PAC, we are able to responsibly align Pfizer's voice with the policymakers and elected officials who value the work you do here at Pfizer. Whether you're motivated by serving patients by discovering, developing or distributing new treatments or another personal motivation – the PAC impacts all of us because the policies impact all of us. You have a choice to make and I hope you'll choose to support Pfizer.



# U.S. GOVERNMENT RELATIONS UPDATE

## Virginia – Surviving and Thriving with Metastatic Breast Cancer

An event bringing together metastatic breast cancer experts, law makers and advocates to discuss the latest in treatment and research was held on November 3 in Richmond. The collaborative event between Pfizer and CACV, the Cancer Action Coalition of Virginia, also highlighted the importance of screening and the need for additional funding for research, the importance of diversity in clinical trials, the disparity in outcomes as well as the social aspects of living with MBC. Virginia Delegate Dolores McQuinn presented a resolution by the General Assembly proclaiming every November as "Metastatic Breast Cancer Awareness Month" in the Commonwealth.



To read more about the event, click [here](#)

## Silbermann Leads on Vaccine Policy in D.C.



Pfizer Vaccines President and General Manager Susan Silbermann held multiple post-election meetings with key leaders and staff on Capitol Hill as well as with the National Vaccine Program Office within the U.S. Health and Human Services Department. Silbermann also participated in a panel discussion with Shot@Life to help increase awareness of pneumococcal vaccines. Rounding out a busy visit to the nation's capital, adult vaccination was the topic of discussion at a Women's Leadership Roundtable where Silbermann led a discussion highlighting the critical role women play in making sure their family members are inoculated against disease.

## Illinois – Chicago Approves Sales Representative Licensure

The Chicago City Council approved Mayor Rahm Emanuel's proposal to require all pharmaceutical sales representatives working in the city to be licensed and adhere to multiple new reporting requirements, as part of the mayor's opioid abuse deterrence strategy. Pfizer's Government Relations Director testified before Chicago's Committee on Budget and Government Operations about Pfizer's partnership with the city on opioid abuse. We were successful in postponing the effective date of the ordinance and are pursuing a strategy to modify the new requirements.

## Tax Reform Gains Momentum

In the wake of the election, President-elect



Several other events were held around the country to raise awareness about MBC. Also, the unique online 'It's About Time' campaign, sponsored by Gilda's Club, hosted a 13-hour Facebook event recognizing Metastatic Breast Cancer Awareness Day, featuring a different advocacy partner or patient tackling a different topic every hour. Each event began at 13 minutes past the hour, recognizing that someone dies from Metastatic Breast Cancer every 13 minutes.



More information about the event can be found [here](#)



# Pfizer's Get Out the Vote & USGR Initiatives



## FLORIDA VOTER REGISTRATION DEADLINE EXTENDED TO OCT. 18<sup>TH</sup>



[Click here for the Florida Voters Website](#)

**Voter Registration Deadline:**  
October 18, 2016

**Early Voting:** October 29, 2016 – November 5, 2016

**Vote-by-mail Information:**  
[Click here for detailed information/ deadlines](#)

**General Election:** November 8, 2016

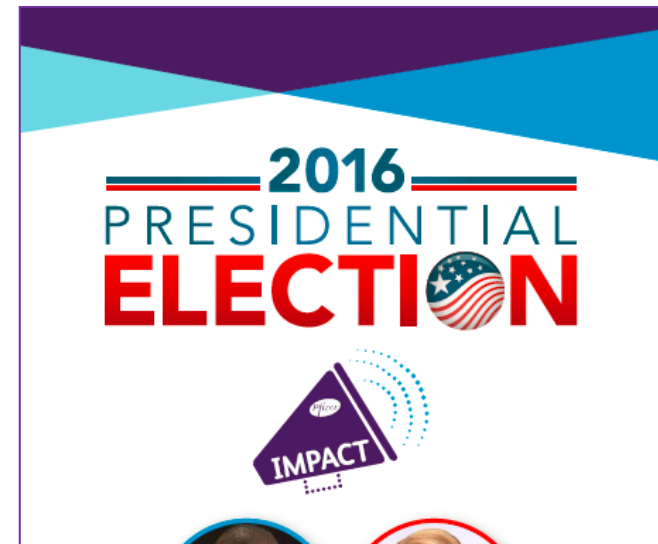
*Your vote can make a difference!*

**[www.PfizerElectionCenter.com](http://www.PfizerElectionCenter.com)**


A one stop resource for recent news, information on elected officials/candidates and voting registration, including polling locations, deadlines, and absentee voting.

Participation in any Pfizer Grassroots mobilization is completely voluntary and is not a requirement of your employment at Pfizer.

<b>51,775</b> GOTV communications sent to colleagues	<b>35,107</b> GOTV communications opened by colleagues	<b>70.43%</b> Open rate for GOTV communications
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30,994	1,200	1,180
Election updates sent to colleagues	Colleagues participated in Election Tele-Town Hall	Colleagues participated in Election Panel/WebEx




**Donald J. Trump**
  
@realDonaldTrump

Follow

I am working on a new system where there will be competition in the Drug Industry. Pricing for the American people will come way down!

RETWEETS  
3,086

LIKES  
13,611



8:46 AM - 7 Mar 2017

3.2K
3.1K
14K

# Closing...

# Common Objections and Myths

- “I don’t agree with “X” legislator and the PAC gave to him/her...”
- “I am not political...”
- “I don’t agree with lobbying (don’t like, don’t believe in, etc...) our political system and don’t think this money should have to come from me....”
- “The PAC and politics don’t really impact me and my job...”
- “The PAC only gives to the \_\_\_\_\_ party...”
- “I don’t know where my money goes...”

## **Key steps to work through colleague objections:**

Listen, Empathize, Clarify, Verify and Close...





# Fundraising Guidelines: The Do's and Don'ts of Recruitment

## What you should do...

- Listen...be empathetic -- put yourself in their shoes and consider the policy issues that they may relate to
- Find ways to engage colleagues (1:1; formal meetings, conference calls, CRGs, POAs, etc.)
- Ask if they are a member...trust their response
- Show a visual when you can
- Ask the colleague if they would be willing to contribute...most have never been asked
- Do coordinate with other Ambassadors
- Ask the PAC Team if you are unsure...
- Refer state specific questions to state GRD/ADM and Matt Meehan
- Send 'Thank You' notes
- Send inquiries to Matt Meehan:
  - [matthew.b.meehan@pfizer.com](mailto:matthew.b.meehan@pfizer.com)

## What you should not do...

- Do not get into a political debate or battle
- Do not call / email colleagues who don't appear on your list
- Do not tell the colleague that you know that they are a non-member
- Do not tell the colleague about the PAC Ambassador incentive

## What you MUST do...

- Use PAC disclaimers anytime you are asking colleagues to consider contributing



# PITMOV...

# Preparation is the Mother of all Victory!

- Video (intro), snail mail and written testimonials from leaders
- Ambassadors (PAC profiles; peer and leader testimonials; SALES Training & Objection Handling...)
- Pre-Post Meeting/Event/Campaign Communication (subject lines <6 words)
- Live panel / conf. call(s) – policy focus (“Policy” Action Committee)
- Drawings – with customized policy messaging that is business unit specific
- Closing: Multiple “asks” from leaders, Ambassadors and peers
- Website – highlighting winners, colleague faces, event recap, etc.

# Successful Campaigns: *Preparation and Execution*

## Pre-Meeting/Campaign

- Eligible audience targeted & baseline PAC participation
- PAC ribbons? PAC-members only?
- Leader host pre-meeting email message (% PAC participation goal, raffle, reception, call-to-action)
- Reception invitation via Outlook

## Meeting

- Ambassadors (in person and profiles...) – including 'Why I support the PAC...' from the leader host...
- PAC booth
- Drawing/raffle presence
- Host live event/reception with speakers
- Video to kick-off @ live event
- Testimonial from the stage
- Q&A with leadership
- Marketing/collateral

## Post-Meeting

- Thank you
- Results of fundraiser: new members; \$ raised; # of bump up contributors...
- Winners of drawing
- Follow up email solicitation (email cascade with video; links to broadcast, etc.)...
- Post photos and results to website
- Board & Steering Committee Update

# Example 1: PAC Events -- Preparation for the Communication Cascade

## Pre-Campaign/Launch

Pfizer Oncology Colleagues,

We are just one week away and I wanted to inform you that our U.S. Government Relations/Pfizer PAC team with 143 active PAC members. Thank you! The PAC team will run a new campaign to grow participation even shaping oncology. The PAC team will run a new campaign to grow participation even shaping oncology. The PAC team will run a new campaign to grow participation even shaping oncology.

To engage our team contribution by a reflects the high

**The Pfizer Oncology PAC Challenge**

**Drive to 65!**

Pfizer Oncology

PAC

Maya Martinez-Davis and Pfizer PAC invite you to join us for a PAC Reception

**Pfizer State & Federal Government Relations:  
Our Work on Policies that Impact the Current Oncology  
Landscape and Insights into the 2016 Elections**



## Campaign

When **You** support **Your PAC**

From: ☐ Gruber, Joseph  
To: ☐ Meehan, Matthew B  
Cc:  
Subject: Following up...

[#FirstName#],

I hope you had an opportunity to see Frank's message about the critical importance of supporting the PAC contribution (click [here](#) to join). As a longtime member of the PAC Board and Pfizer PAC Treasurer, I have we support. For instance, I learned that 65% of colleagues' contributions go to federal policymakers and PAC will never support a policymaker for his or her position on a social, religious or political issue. That the elected official is solely dependent on their position on issues that impact patient access to medicines, va issues that impact our ability to operate, like protecting our patents and intellectual property and creatin

I am proud to sit on Pfizer's PAC Board because I believe in our system of ethical and responsible support believe in those same ideals, then please consider a small contribution to the PAC.

Remember: The amount is not important – \$1 or \$2 a pay period is just fine. What is important is that mo our support for those who support us. Click [here](#) to join.

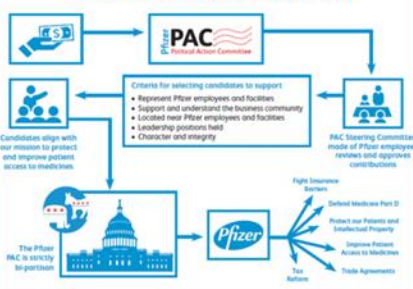
Thanks for your consideration!

Joe

## POLITICS IMPACTS EACH OF US every day, both professionally and personally.

Pfizer works to protect patients, our customers and employees and ensure a secure base for our business going forward. However, legislative and regulatory decisions can influence this, making the need for a strong political presence essential. Pfizer's Political Action Committee (Pfizer PAC) helps ensure that Pfizer's voice is heard on Capitol Hill and across our 50 state capitals, but our impact is only as strong as your support.

### THE PATH OF YOUR CONTRIBUTION



## Post-Meeting

Oncology Colleagues,

Thank you for your support and engagement with the Pfizer Political Action Committee made to the PAC over the last week. Please join us in celebrating the winning just shy of our goal to 65% goal (59.1% participation). Pfizer Oncology North America contributions is the result of your collective efforts. We are grateful for your tremendous support.

PAC DISCLAIMER:  
Contributions  
contribute money  
citizen or carry a gra

**+132 PAC Pledges:  
97 New PAC Members  
35 Increased Pledges**

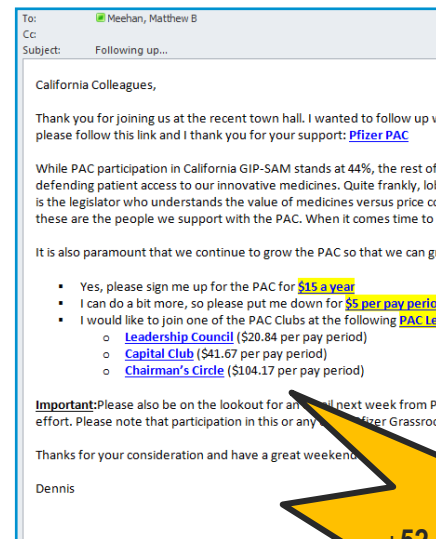
PAC Performers...		
850 New PAC Members / 500+ Member "Bump Ups" / 25.69% participation		
Pfizer Global Women's Council	One Bold Move / Own It	257 New PAC Members
Pfizer PIH	Pfizer Challenge Campaigns	113 Increased Contributions
Pfizer PEH	GIP PAC Challenge	201 New PAC Members
Pfizer Finance & Business Development	Drive to 75!	310 Increased Contributions
Pfizer VOC	Year Beginning Meeting & John Young Drive to 35	175 New PAC Members
Pfizer PIH & PEH	Frank D'Amelio Video	40 Increased Contributions
Pfizer PGS	Dinner with Albert	73 New PAC Members
Pfizer Oncology	Day on the Job with Leaders	42 New PAC Members
Chairman's Circle / President's Cabinet	Puerto Rico Pride to 75!	21 Increased Contributions
	Drive to add 5%!	40 New PAC Members
	POA I	2 Increased Contributions
	Luncheon	40 New PAC Members
		13 New PAC Members
		15 New PAC Members
		1 New President's Cabinet / 14 New Chairman's Circle

# Example 2...Pfizer Grassroots Event and/or USGR Newsletter

## Meeting/Fly-In/Event



## Post-Meeting



+52 New PAC Members

### Please consider supporting the Pfizer PAC

Connell, Keith J

You forwarded this message on 12/5/2014 7:47 AM.

Sent: Wed 12/3/2014 10:32 AM

To: Meehan, Matthew B



Keith Connell  
Regional Business Director  
Southeast Region  
Global Innovative Pharma Business

South Carolina Colleagues,

Thank you for joining the South Carolina Grassroots Tele-Town Hall to learn more about how Government Relations colleagues like Melissa Bishop-Murphy and Dee Dowe are working to support you and the important work we do on the commercial side of the...





# Example 3...PAC Event

## Pre-Meeting (recruit; market)

## Meeting (table/reminder and host event)

## Post-Meeting



**IAN READ**  
CHAIRMAN & CEO  
&  
**SALLY SUSMAN**  
EXECUTIVE VICE PRESIDENT, CORPORATE AFFAIRS  
AND CHAIR OF THE PFIZER POLITICAL ACTION COMMITTEE

REQUEST THE HONOR OF YOUR PRESENCE AT THE  
PFIZER POLITICAL ACTION COMMITTEE


### LEADERS' FOCUS DAY PAC LUNCHEON

WITH SPECIAL GUEST  
**GROVER NORQUIST**  
FOUNDER AND PRESIDENT OF AMERICANS FOR TAX REFORM


TUESDAY, THE TWENTY-EIGHTH OF FEBRUARY  
TWO THOUSAND AND SEVENTEEN  
AT ELEVEN-THIRTY IN THE MORNING  
IN THE CITY OF ORLANDO  
PACIFIC BALLROOM C – DOLPHIN HOTEL

Contributions to Pfizer PAC are not deductible as charitable contributions for Federal income tax purposes. Contributions are completely voluntary and will be used for political purposes. These are suggested contribution levels and merely guidelines and you are free to contribute more or less or none at all without reprisal. Federal law requires us to use our best efforts to collect and report the name, mailing address, occupation and name of employer of individuals whose contributions exceed \$200 in a calendar year. You must be a U.S. citizen or carry a green card to participate in the PAC.

### Political Action Committee



Pfizer PAC "Pfacts"	
1	% PIH PAC Participation
2	Pfizer Party Ratios
3	Candidates / Elected Officials Engaged
4	Patent Mobilization
5	Where does the money go?

 US GOVERNMENT RELATIONS



### Announcing the Pfizer GAA Double our ImPACT Challenge



GAA colleagues who join the PAC as new members or current PAC members who increase by \$1 or more will be entered for a chance to win!

 18% → 36% = 300 New GAA PAC Members 

**+62 PAC Pledges:  
60 New PAC Members  
2 Increased Pledges to  
5,000/year**