

E-mail from TargetCitizens

To: New HQ exempts; STLs and GMs

From: Target Citizens@target.com

(Insert mail date)

Subject line: A Message about TargetCitizens Political Action Committee

Dear XX,

Welcome to Target! I would like to introduce you to a key tool in our business success, **TargetCitizens Political Action Committee (PAC)**.

As a company, we have a lot at stake with what happens in Washington, from financial services to taxes to trade. Simply put, elected officials and policymakers have tremendous influence on virtually all aspects of our business. So it's really important that we build strong relationships with decision-makers and become more active citizens as we move ahead in Target's transformation. One of the best ways to do that is through our bi-partisan political action committee, or PAC, which leverages the voice of our team members to advocate for the issues that matter most to our business.

TargetCitizens PAC has a long history of intentional bipartisanship. For instance, in 2014 our contributions went 49 percent to Democrats, 49 percent to Republicans and 2 percent to a nonpartisan retail trade association. More information can be found in the 2014 TargetCitizens PAC Annual Report [highlight preceding PAC reference as a link?].

I joined **TargetCitizens PAC** because I know that it plays a critical role in the success of Target. **TargetCitizens PAC** helps make our voice heard in Washington, DC. Whether you give \$5 per pay period or join me at the "**You Give, We Give**" **PAC Match** level to support our key charitable partners, it is my hope that every eligible team member will consider joining this bi-partisan program.

Please visit the [TargetCitizens website](http://targetcitizens@target.com) to learn more and join. You may direct any questions to targetcitizens@target.com.

Thank you for considering joining many of your fellow team members in this important effort.

Sincerely,

Brian Cornell
CEO

*See the PAC match guidelines on the TargetCitizens website for more information on minimum requirements and a list of applicable charities.