

# Incentivizing Long-Term PAC Engagement

**Public Affairs Council Webinar  
January 12, 2017**



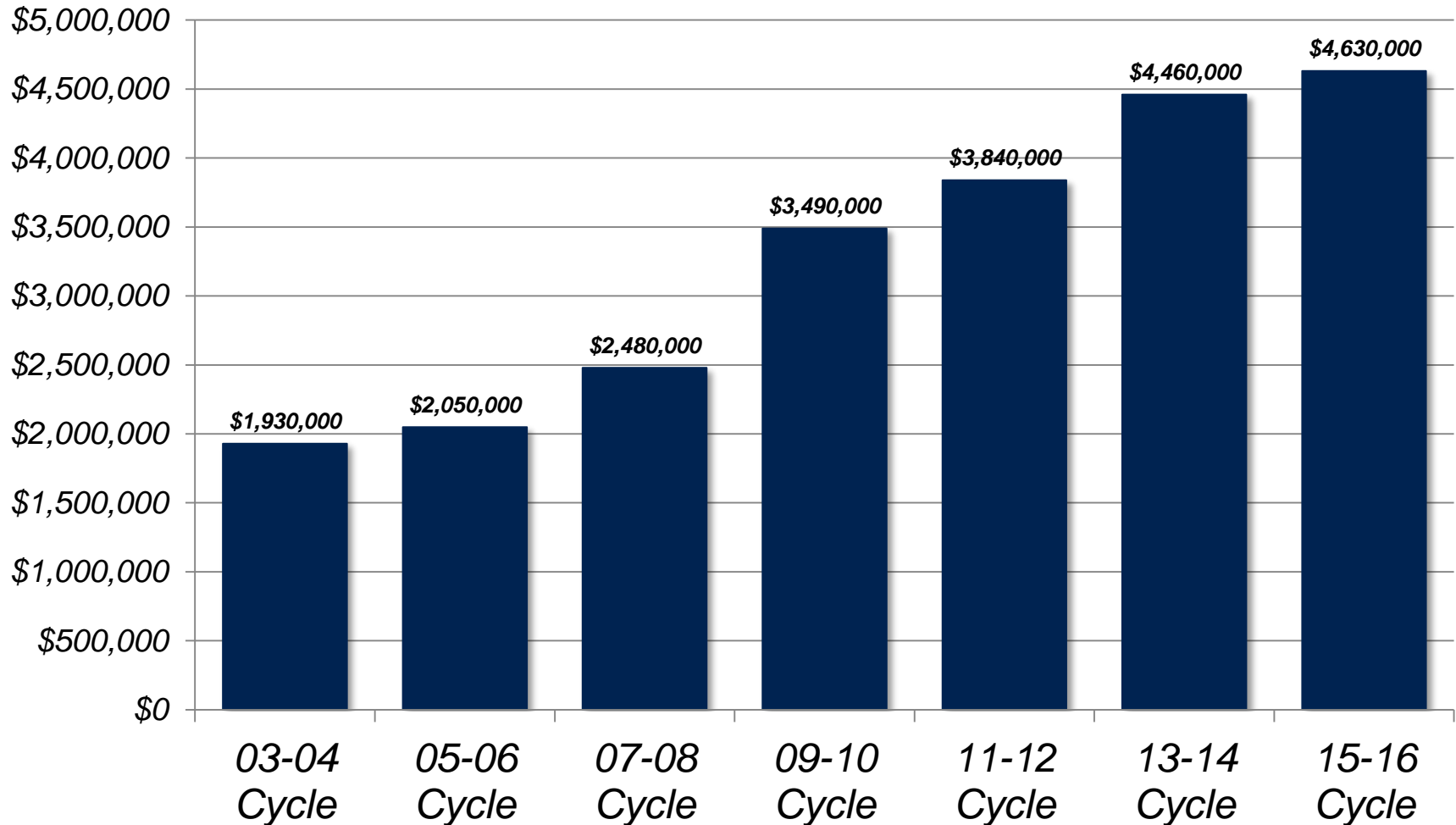
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Government Relations & PAC Affairs**

# LMEPAC Overview



- **One of the largest defense and aerospace industry PACs**
- **Approximately 52,000 PAC eligible employees**
- **Governed by Board of Directors**
- **Vigorous compliance policies and procedures**
- **Strong relationship with legislative affairs team**
- **Managed by three person staff**

# LMEPAC Receipt Growth as of 11/8/16

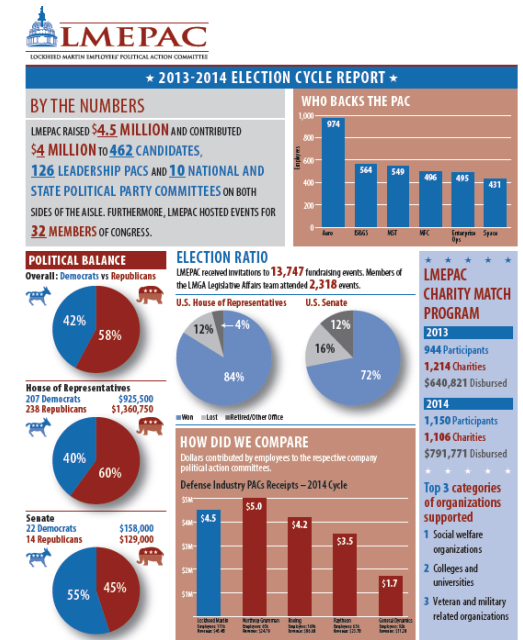
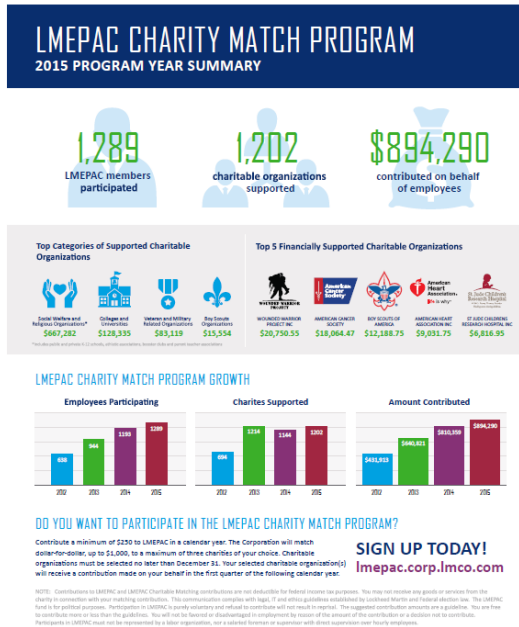


# Corporate Culture

- Executive Leadership Support
- Highly visible program
- Concise metrics

## A Message From Marillyn

Consider Joining the Lockheed Martin Employees' Political Action Committee Today!



# LMEPAC Membership Incentives



- Charity Match Program
- Congressional Directory
- Cook Political Report
- Lapel Pin
- Lanyard
- Quarterly Conference Calls
- Periodic LMEPAC newsletter
- Vineyard Vines Scarf or Tie



# LMEPAC Survey



- **Employee Awareness**
  - What is LMEPAC?
  - Do you know LMEPAC exists?
  - Knowledge of legislative priorities
- **Employee Participation**
  - Why did you join LMEPAC?
  - Why are you not contributing?
  - Increase/Decrease contribution
- **Employee Engagement**
  - LMEPAC Charity Match Program
  - What information would you like to receive?
  - Member benefits



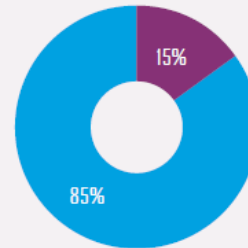
# LMEPAC Survey Results



- **Perception**
  - Partisan
  - Only for executives
- **Transparency**
  - Financial statements
  - Supported candidates
- **Political Education**
  - LMEPAC is a Super PAC
  - Appropriations process
  - Why do we need LMEPAC?

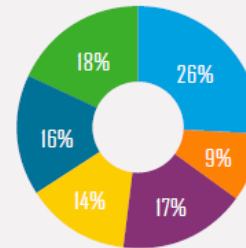
## LMEPAC SURVEY DEMOGRAPHICS

- Survey conducted **October 27, 2015 – November 7, 2015**
- Eligible employees invited to participate: **53,807**
- Responses: **4,772** for a **9%** participation rate



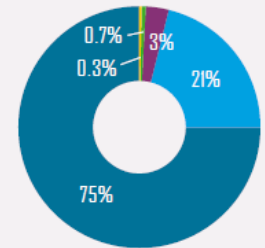
SURVEY PARTICIPATION  
BY PAC MEMBERSHIP

■ PAC Members  
■ Not Members



SURVEY PARTICIPATION  
BY BUSINESS AREA

■ Aero  
■ Enterprise Operations  
■ IS&GS  
■ MFC  
■ MST  
■ Space Systems

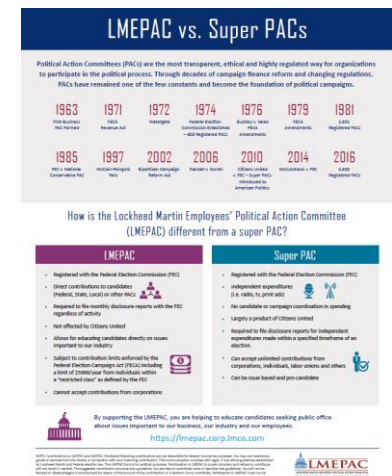
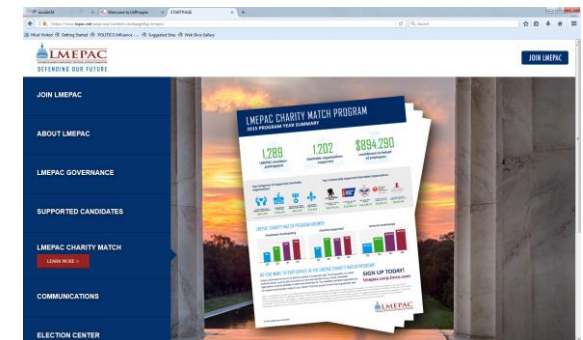


SURVEY PARTICIPATION  
BY MANAGEMENT LEVEL

■ Senior Executive  
■ Vice President  
■ Director  
■ Manager/Senior Manager  
■ Non-MICP

# Engagement Strategy

- Quarterly newsletter to all PAC Eligible Employees
- Visual Storytelling – infographics, redesigned website and more!
- Expand the LMEPAC Ambassadors Program
- Create Annual Report
- PAC Education video series







# DEFENDING OUR FUTURE



**LMEPAC Video Teaser:**

<https://vimeo.com/193902579/d7db3cd646>

# Questions



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