Incentivizing Long-Term PAC Engagement

Public Affairs Council Webinar January 12, 2017

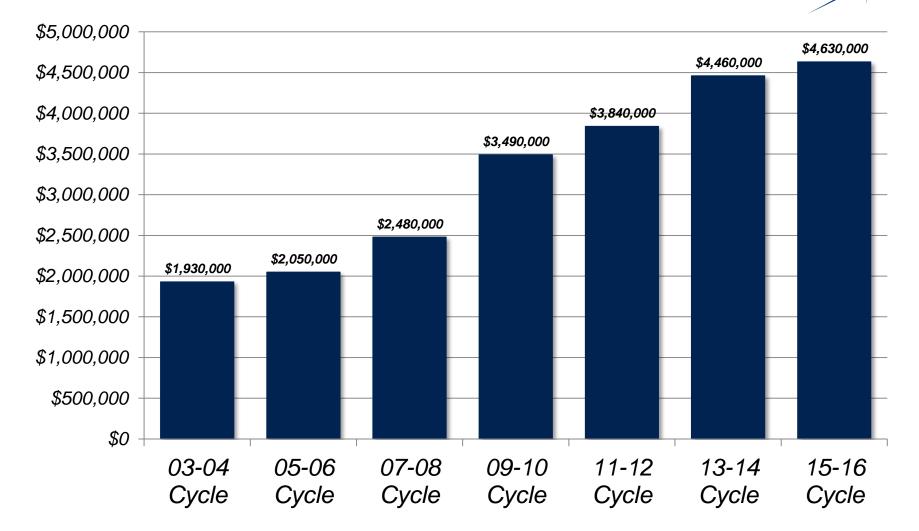
LOCKHEED MARTIN

Angel L. Riley Senior Manager, Federal and State Government Relations & PAC Affairs

LMEPAC Overview

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- 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



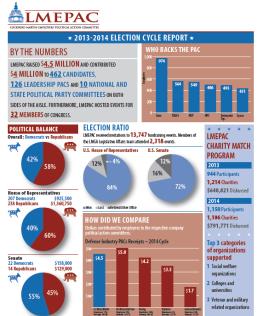
Corporate Culture

- Executive Leadership Support
- Highly visible program

Concise metrics

LMEPAC CHARITY MATCH PROGRAM 2015 PROGRAM YEAR SUMMARY 289 \$894.290 LMEPAC members charitable organizations contributed on behalf participated of employees ted suppor Top Categories of Supported Charitab Top 5 Financially Supported Charitable Organizations Organizations Ō Colleges and Veteran and Military Bay Society Universities Related Organizations \$128,335 \$83,119 \$15,554 WOUNDED WARROW AMERICAN CANEER BOY SCOUTS OF AMERICAN HEART FROECT IN: SOCIETY AMERICAN SCOUTS OF AMERICAN HEART \$20,750.55 \$18,064.47 \$12,188.75 \$9,031.75 BOY SCOUTS OF AMERICAN HEART ST JUDE CHEDRENS AMERICA ASSOCIATION INC. RESEARCH HOSPITAL INC \$667,282 LMEPAC CHARITY MATCH PROGRAM GROWTH Employees Participating Charites Supported Amount Contributed DO YOU WANT TO PARTICIPATE IN THE LMEPAC CHARITY MATCH PROGRAM? Contribute a minimum of \$250 to LMEPAC in a calendar year. The Corporation will match SIGN UP TODAY! And the definition of a standing of the standi

A Message From Marillyn



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

LOCKHEED MARTIN PROPRIETARY INFORMATION

LMEPAC Membership Incentives

- Charity Match Program
- Congressional Directory
- **Cook Political Report** •

- Vineyard Vines Scarf or Tie



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- Lanyard
- Quarterly Conference Calls
- Periodic LMEPAC newsletter

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





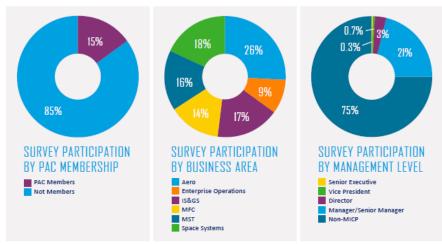
LMEPAC Survey Results

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- 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



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







LAFPAC







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DEFENDING OUR FUTURE



LMEPAC Video Teaser: https://vimeo.com/193902579/d7db3cd646

Questions





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LOCKHEED MARTIN PROPRIETARY INFORMATION

