# Incentivizing Long-Term PAC Engagement

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

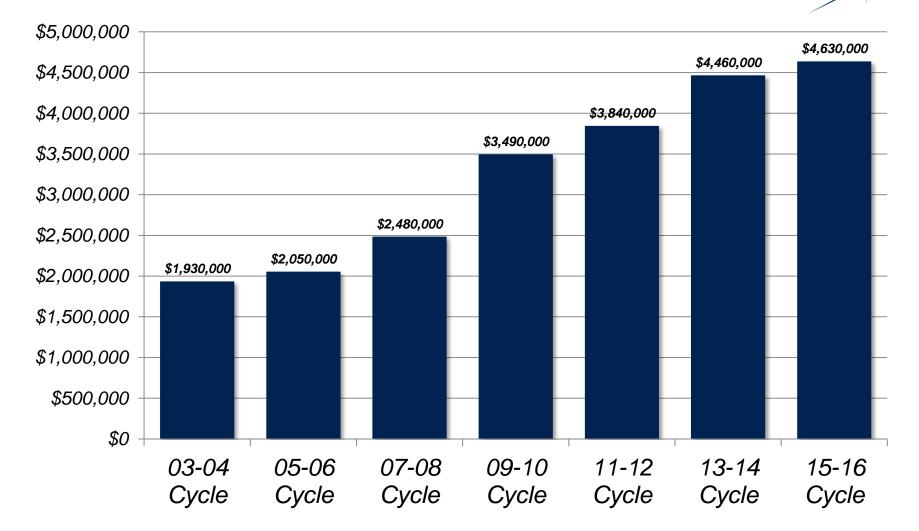
LOCKHEED MARTIN

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



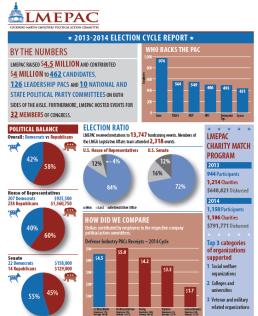
### **Corporate Culture**

- 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



Lapel Pin







- 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





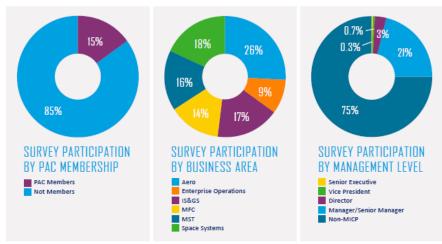
## **LMEPAC Survey Results**

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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





#### Angel L. Riley 703.413.5743 angel.I.riley@Imco.com

LOCKHEED MARTIN PROPRIETARY INFORMATION

