

Continuous PAC Engagement



Adam Shores
Senior Manager of Public Affairs
Allstate Insurance Company

Allstate Overview



- **Largest Publicly-Held Personal Lines Insurer**
- **Protecting 16 Million Households**
- **78,000 Professionals**
 - **42,000 Employees**
 - **12,000 Agency Owners**
 - **~ 24,000 Agency Staff**



Allstate Culture

OUR SHARED PURPOSE

BE A FORCE FOR

GOOD



Advocacy Ecosystem

Advocate for Good

Political Engagement



Political Communication



Issue Advocacy



**TAKE
YOUR
STAND**



Our PAC Philosophy

Less About Politics, More About People

Tied to Business Issues



Tied to Individuals



Tied to Local Markets



Tied to Fun!



Engagement Strategy

Sustained Engagement Programs

ALLPAC Ambassadors

- Peer-to-peer Interaction
- Tied to Business Units
- Ongoing/Conversational

Local Market Competition

- Modeled After Business Competition
- Focused on Business Priorities
- Position Our State Lobbyists

Business Unit Outreach

- Focused on Business Units
- Ongoing Communication on Key Issues
- Leadership Engagement and Endorsement

Local Action Teams

- Tied to Local Grassroots
- Focused on State-based Priorities
- Avenue for Agency Involvement



Transparency

Let Members Be a Part of the Team

Target Fundraising & Membership Goals



How We Stack Up



Regular Issue Updates



2016 Results



**42% Membership Growth
Over PY**



**14% Contribution Growth
Over PY**



Thank You!

