

EMAIL: PEER TO PEER SOLICITATION PAC CAMPAIGN

Subject: Support the PAC
Audience: PAC Members and Non-Members
From: PAC Campaign Committee Champions

Dear _____,

As a fellow North Carolina agent and [Company Name] PAC member, I want to make the case for why this campaign deserves your attention. And, then I want to ask you to make a decision today – whether to join your colleagues and support the PAC.

If you already decided to join but haven't had time to enroll, **please know that it only takes 30 seconds to pledge on the PAC website. Or, feel free to reply to this email and indicate the monthly amount that you wish to contribute and Government Relations will process your request.** The recommended contribution is \$50 per month, or, you can increase to Governor's Club at \$100 per month or Chairman's Circle at \$200 per month.

If you haven't decided, you'd agree that legislative decisions affect your agency and our broader industry. Government decisions impact how effectively you and all of our fellow [Company Name] [REDACTED] are able to serve our customers. It's vitally important to understand that PAC represents the interests we all share by helping elect pro-[Company Name] candidates.

Philosopher Harvey Cox once said, "Not to decide is to decide." If you decide to participate in PAC, you will be joining your fellow agents in promoting our shared political interests. If you don't decide anything and leave it to others, then you have also made a decision. You have decided to let other interests determine the outcome of important elections. That is a risk we cannot afford to take.

You may be thinking you'd rather support candidates on your own or via another industry PAC. We certainly can support candidates through a variety of options, but they may or may not understand why. The point is that political contributions made through PAC send a clear message to candidates. The candidates know what issues are important to you and the insurance and financial services industry. This is something your personal political contribution and contribution to other industry PACs may not achieve.

As I'm proud to support the PAC, I encourage you to take part in this special 40th anniversary annual campaign. **Click on the PAC website and take 30 seconds to pledge by reviewing the recommended amount along with other new exciting club level benefits.**

Sincerely,

Your 2016 PAC Campaign Committee Champions

EMAIL: EXECUTIVE LEVEL SOLICITATION PAC CAMPAIGN

Subject: Support the PAC
Audience: C-Suite Executives
From: CEO

Dear _____,

The success of [Company Name] depends significantly on sound public policies at the national, state, and local levels of government. Every day, issues vital to [Company Name]'s numerous stakeholders are debated and decided in the U.S. Congress, in state legislatures, and in local forums across the country— issues such _____

That is why [Company Name] participates in the political process through contributions from the [Company Name] Political Action Committee (PAC) and through company contributions, where allowed and appropriate under state and local law. While our annual PAC growth has been impressive, recent gains have been offset by cancellation of PAC _____ due to job changes and retirements. For PAC to meet the increasing political requests at the federal, state, and local levels, **I'm asking for your voluntary consideration to choose to contribute the maximum amount to PAC** _____

Your support of our PAC is important in giving us an opportunity to help determine who will govern us and who will set the business climate in which we operate. What happens in Washington and in the state legislatures does affect how we serve our members and our company's bottom line. The reality is that one harmful law or regulation has the potential of destroying years of hard work. Since its founding in 19XX, PAC has made it possible to provide candidates with the resources to run their campaigns. Thank you for considering this invitation as it's important for the leaders of our company to make a personal investment in PAC.

Please know your support is greatly appreciated and needed. Thank you in advance for your help with our efforts to support and protect our company's future. [Company Name]'s priorities cannot be accomplished without helping elect candidates who understand our business philosophies and hear directly from those within our operational environment. If you have any questions, please contact John Smith, _____, Government Relations at (555) 555-555. Thank you for your consideration.

Sincerely,

CEO

Disclaimer

EMAIL: ANNIVERSARY PAC CAMPAIGN SOLICITATION

Subject: XX Years and Counting
Audience: PAC Members and Non-Members
From: CEO

Dear _____,

As business professionals, we understand the importance of investing. Every day we invest resources to help ensure the continued vitality of [Company Name]. This is why I believe investing in the [Company Name] Political Action Committee (PAC) is so important. We cannot escape the fact that government plays a massive role in determining the conditions under which we operate our businesses.

This year, we proudly celebrate the XXth anniversary of PAC. Since 19XX, PAC has provided opportunities for our [REDACTED] to participate in the American political process, and I would appreciate your voluntary consideration to join us by becoming a member today. **Click on the PAC website and take 1-2 minutes to pledge by reviewing the recommended amount along with other new exciting benefits.** If you're already an PAC member, know of my sincere gratitude. Benefit from this campaign reminder by considering increasing your contribution. Review the website which highlights your recommended giving level along with new club giving levels.

Our political system is designed to accommodate the diverse views and concerns of many groups across the country, including associates and agents of [Company Name]. Lawmakers consider issues regularly that affect our industry and members. [Company Name] must be involved in the process of how ultimately public policy ideas are shaped, or we stand to lose. It is critically important that we help elect pro-[Company Name] candidates who understand our concerns and business philosophies.

Thank you for all that you do for our customers, our business partners, and [Company Name]. Because of your engagement, we are well positioned [Company Name] to support strong public policy, promote sustainable growth, and deliver on the promises we have made. Your support of PAC is important in giving us an opportunity to help determine who will govern us and who will set the business climate in which we operate. For questions regarding PAC membership, please email Jane Smith, Government Relations Manager, at [PAC@\[Company Name\].com](mailto:PAC@[Company Name].com) or call (555) 555-5555.

Sincerely,

CEO

Disclaimer

EMAIL: INFORMING EXECUTIVES OF PAC CAMPAIGN & SOLICITATION

Subject: PAC Campaign Strategy
Audience: Executives
From: Government Relations Executive

Dear _____,

This year, PAC is proudly celebrating its XX anniversary. For the last several decades, your PAC has been advocating for [Company Name]'s employees with unprecedented levels of legislative and regulatory activity. PAC continues to help protect the industry we operate in to ensure the future of our business remains strong for years to come.

From your local city hall to the Statehouse, and all the way to the U.S. Capitol, our elected officials are making decisions that decide the outcome of issues that impact our company and how we serve our customers. As an officer, no one knows better than you do the impact both good and bad policies have on our business. Through your support, PAC represents [Company Name]'s interests and builds our political strength at every level of government. **Your support of PAC is paramount in providing us with the opportunity to help determine who will govern us and who will set the business climate in which we operate.** The reality is that one harmful law or regulation has the potential of destroying years of hard work.

Below, you will find an outline of the campaign's targets and key communication dates. Please note the following updates:

- PAC Campaign (_____)
- Wear your PAC lapel pin on _____ coordinated with CEO kickoff email
- Recommended giving levels will be a focus of this year's campaign
- If you're giving at or above recommended, no action is required during the campaign
- If your not a member or below recommended, the new PAC website provides a seamless pledge process

Please know your support is greatly appreciated and needed. Thank you in advance for your help with our efforts to support and protect our company's future. [Company Name]'s priorities cannot be accomplished without helping to elect candidates who understand our business philosophies and hear directly from those within our operational environment.

If you need another PAC lapel pin, please email Jane Smith, Government Relations Manager, at [Jane.Smith@\[Company Name\].com](mailto:Jane.Smith@[Company Name].com) or call (555) 555-5555, and one will be delivered. Should you be inclined to join or increase your _____

With sincere gratitude,

John Smith

[Company Name] PAC Chair

EMAIL: THANK YOU FOR SUPPORTING THE PAC

Subject: Thank You for Supporting the PAC
Audience: PAC Members
From: CEO

Dear _____,

With the 2016 Political Action Committee (PAC) campaign coming to a close, I'd like to take a moment to thank you for your investment as a PAC member. I commend and celebrate your involvement in the PAC as it enables [Company Name] to effectively engage in the political process and seek good government that supports the work we all do.

As we reflect on the past XX years, I invite you to take a look at how much your contribution has made a difference for [Company Name] and our customers. With your support, PAC has raised an estimated \$X,000,000 and made contributions to more than 1000 candidates this past election cycle. Without you, we'd have difficulty in leading on critical issues that are important to you and me.

Politics is not a spectator sport. You understand if [Company Name] does not speak out, remain involved, and help shape the discussion on issues vital to our industry, someone else will. Because of your support, PAC can continue to strengthen support for our business at every level of government. Thank you for backing the PAC and recognizing what you already know to be an important part of our future at [Company Name].

With sincere gratitude,

CEO