



Crafting a Targeted and Thoughtful Engagement Strategy

Brendan B. Adams
Sr. PAC Manager, Global Gov't Affairs
April 22, 2021

Agenda

LET'S MAKE
LIFE
Delicious
Kraft Heinz



- **Kraft Heinz PAC Overview**
- **Employee Engagement During a Time of Crisis**
 - (1) COVID-19 Pandemic Response
 - Coffee Conversation with Global Gov't Affairs Head
 - Appreciation videos from footprint elected officials
 - Shifting from in-person to expanded virtual GOTV
 - (2) Jan.6 Tragic Events
 - Response to media inquiries
 - PAC-giving criteria reevaluated
- **PAC Re-Engagement**
 - (1) Charity PAC Match incentive
 - (2) Re-engagement through education – PAC trivia
 - (3) Other PAC benefits and incentive ideas

Kraft Heinz PAC Overview



Kraft Heinz PAC established in 2015 after the Kraft and Heinz merger

- Kraft PAC & H.J. Heinz PAC consolidated into one entity

Rebranded/Relaunched PAC in 2019:

1. Rebranded PAC with new logo consistent with corporate logo
2. Created new PAC website to make information easily accessible to PAC members and provide an easy way to join online
3. Most comprehensive solicitation to all PAC eligibles since merger
4. Key focus on education and incentives

Employee Engagement During a Time of Crisis: COVID-19



Educate Through Transparency – Virtual Coffee Conversation w/Global Gov't Affairs Head

- April 2020: update provided to U.S. employees on GA teams' critical efforts w/elected officials to:
 - (1) Lead on implementing COVID-19 plant safety protocols
 - (2) Categorize plant/R&D employees and suppliers part of supply chain as essential workers keeping our plants open to put food on store shelves and tables during the pandemic.

Cultivate a Positive Culture Through Appreciation

- May 2020: Global Gov't Affairs teamed up with footprint elected officials to thank employees with:
 - (1) Thank you videos from relevant elected official displayed on plant T.V. message boards
 - (2) Video compilation produced & shared with U.S. employees

Thank You Video to Employees from Footprint Elected Officials



KraftHeinz

#WEGOTYOUAMERICA

THANK YOU FOR EVERYTHING YOU DO



Employee Engagement During a Time of Crisis: COVID-19 (cont'd)

To receive a link
on how to vote,



Voter Center Launched in Partnership w/NAM

- Provided info on voter registration, absentee/mail-in voting, in-person early voting, and election day
- 2,200+ employee website visits
- In English/Spanish
- Text mobile feature

Communications – April to November 2020

- CEO Email
- Corporate Newsletter – 6 articles
- Newly Launched Quarterly Manuf. Newsletter – 1 article
- Election info displayed on Plant T.V. message boards/bulletin boards in English and Spanish
- Text/Mobile option shared on internal social media channel and Microsoft Teams
- Provided CDC safety guidelines to follow when voting

Joined Time to Vote in Oct. 2020

- Commitment to civic engagement through GOTV efforts and providing flexibility to vote

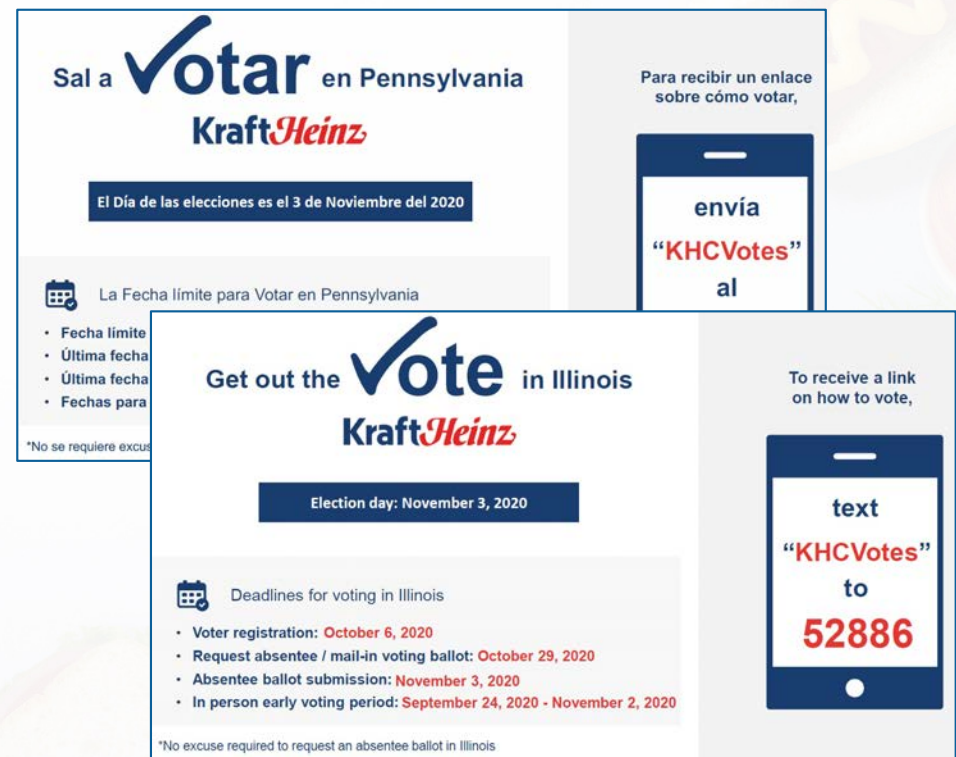
Employee Engagement During a Time of Crisis: COVID-19 (cont'd)

GOTV Voter Center



The screenshot shows the GOTV Voter Center website. On the left, there are two main sections: "See Your Candidates" and "Register to Vote". The "Register to Vote" section contains a form with the following fields: Title, Legal first name, Last name, Suffix, Street address, Zip code, Email address, and Phone number. To the right of the form, there is a message from the Kraft Heinz Company, stating that they have partnered with the National Association of Manufacturers to provide access to a non-partisan voter center. The message also mentions that the election tool provides a one-stop shop to check voter registration status, register to vote, request absentee voting instructions by mail, find key election dates and deadlines, polling location, and basic information on candidates running for public office where you live. The message concludes by stating that as the company continues to navigate through the COVID-19 pandemic, they want to make sure all of their employees have the resources and tools they need to vote, and that all states will hold elections at the federal, state, and local levels on November 3, 2020.

GOTV for Plant T.V. Message Boards & Bulletins



The screenshot shows the GOTV for Plant T.V. Message Boards & Bulletins website. It is divided into two main sections: Pennsylvania and Illinois.

Pennsylvania Section:

- Header: Sal a **Votar** en Pennsylvania **KraftHeinz**
- Text: El Día de las elecciones es el 3 de Noviembre del 2020
- Text: Para recibir un enlace sobre cómo votar,
- Text: envía "KHCVotes" al
- Text: La Fecha límite para Votar en Pennsylvania
- List:
 - Fecha límite
 - Última fecha
 - Última fecha
 - Fechas para
- Text: *No se requiere excus

Illinois Section:

- Header: Get out the **Vote** in Illinois **KraftHeinz**
- Text: Election day: November 3, 2020
- Text: To receive a link on how to vote,
- Text: text "KHCVotes" to 52886
- Text: Deadlines for voting in Illinois
- List:
 - Voter registration: **October 6, 2020**
 - Request absentee / mail-in voting ballot: **October 29, 2020**
 - Absentee ballot submission: **November 3, 2020**
 - In person early voting period: **September 24, 2020 - November 2, 2020**
- Text: *No excuse required to request an absentee ballot in Illinois

Employee Engagement During a Time of Crisis: Jan. 6 Response



Bloomberg

Kraft Heinz

"Due to the tragic events that occurred in Washington, D.C. on Jan. 6, we are re-evaluating our PAC-giving criteria and have suspended future PAC contributions to members of Congress that opposed the certification of the Presidential election. It is critical we adhere to the democratic process and the rule of law. We support the peaceful transition of power."

— Michael Mullen
Senior Vice President, Corporate Affairs

Corporate Response

- Kraft Heinz's response to media inquiries included support for a peaceful transition of power

Kraft Heinz PAC Actions Taken

- Contributions paused to Jan. 6 objectors
- PAC-giving criteria re-evaluated and updated
- Implementation of updated PAC-giving criteria

Kraft Heinz PAC Re-Engagement: Charity PAC Match Incentive



Kraft Heinz Charity PAC Match Program

- Launch: May 2021
- Goal: Enhance value of joining PAC
- \$1 for \$1 Match: PAC contributions to be matched \$1 for 1 (up to \$750) w/corporate donation to 1 of 3 pre-approved charities:
- Communications Plan: Each solicitable employee to be contacted via email at least 3 times (i.e., CEO, PAC Chair, and senior leaders) with 1 on 1 follow-up by PAC Ambassadors through virtual calls/emails
- New PAC Video for Website: Tool to educate about the PAC and introduce the new charity PAC match program



American
Red Cross



Employee Engagement through Education

NFL Football & NHL Hockey Tickets



Company Branded Swag



DC Themed Swag



Game of Skills – PAC Trivia

- Eligibility: All PAC Eligibles
- How to Determine Gift Recipient: Example – 1st PAC eligible to answer question(s) correctly receives gift(s)

Sample Trivia Questions

- When was the [insert company] formed?
[hint: look at "About" web page]
- Are PAC contributions voluntary?
[hint: look at "FAQ" web page]
- Why do PACs only accept voluntary contributions from eligible employees, but not corporate funds?
[hint: look at "FAQs" web page]
- How does the charity PAC match program work?
[hint: look at "Charity PAC Match" web page]

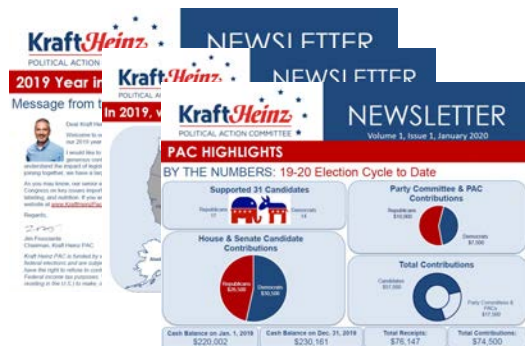
Other PAC Benefits and Incentives

Informational Updates

- Year in Reviews, periodic newsletters and email updates

In-Person or Virtual Events

- Q&A sessions with public officials/candidates
- Political speakers (e.g., subject matter experts from NJ)
- Networking opportunities
- Coffee or lunch with company leadership
- Washington, DC trips for certain level donors



PAC Branded Gift Ideas

- | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> Backpacks Books Coasters Customized Gift Cards Facemasks Flag flown over U.S Capitol Building Lanyards Mouse Pads Paper Weight | <ul style="list-style-type: none"> Parking Spot Close to Building Pen with Stylus Political Books Plaques Scarfs Stress balls Travel Mugs Ties White House Ornaments |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|



LET'S MAKE
LIFE

Delicious

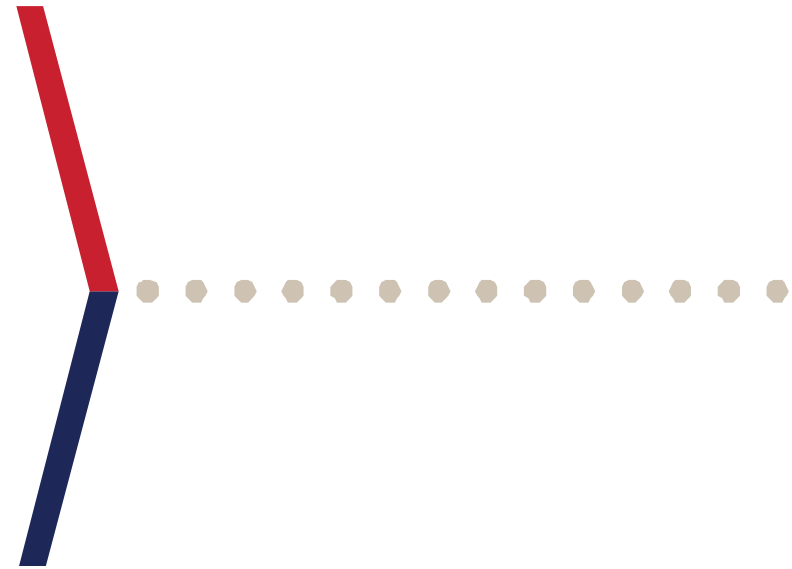
Kraft *Heinz*

Thank You



Crafting a Targeted and Thoughtful Engagement Strategy

Meghan Everngam
National Association of Home Builders
April 22, 2021



NAHB Overview

National Association of Home Builders

- Federation – over 700 Local and State Home Builder Associations across the U.S.
- 140,000 Individual Members - Builders, Associates, Affiliates
- Headquarters is in Washington, D.C.
- Large Governance Structure
- Grassroots Organization



BUILD-PAC Overview



DISBURSED NEARLY

\$2.9
million

Played In Over **100** Competitive
Congressional Races

Supported **355** Candidates



won on Nov. 3rd

★ 2019-2020 Election Cycle ★

RAISED OVER

\$3
million

from NAHB members across the federation

NAHB gave
45 Defender of
Housing Awards
to Members of Congress



★ States That Met Their Cycle Fundraising Goal ★



Over 100
state fundraising events held
by BUILD-PAC

NAHB ENDORSED

159

Candidates for the
U.S. Senate and House

88%
won their races



Capitol Club
34 NEW
MEMBERS



Platinum Club
16 NEW
MEMBERS



Gold Key Club
239 NEW
MEMBERS

Fundraising Focus

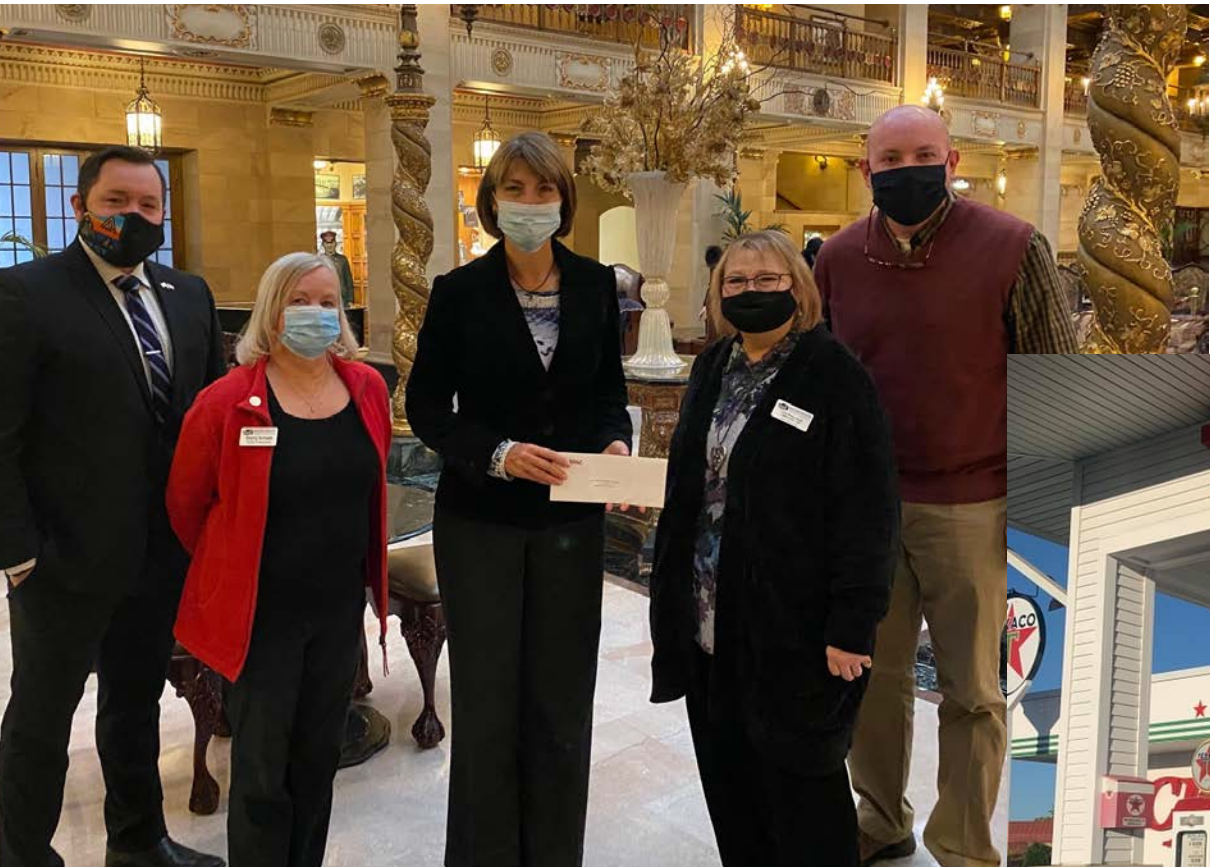
- State Fundraising
- NAHB Leadership
- High Donor Clubs



State Fundraising

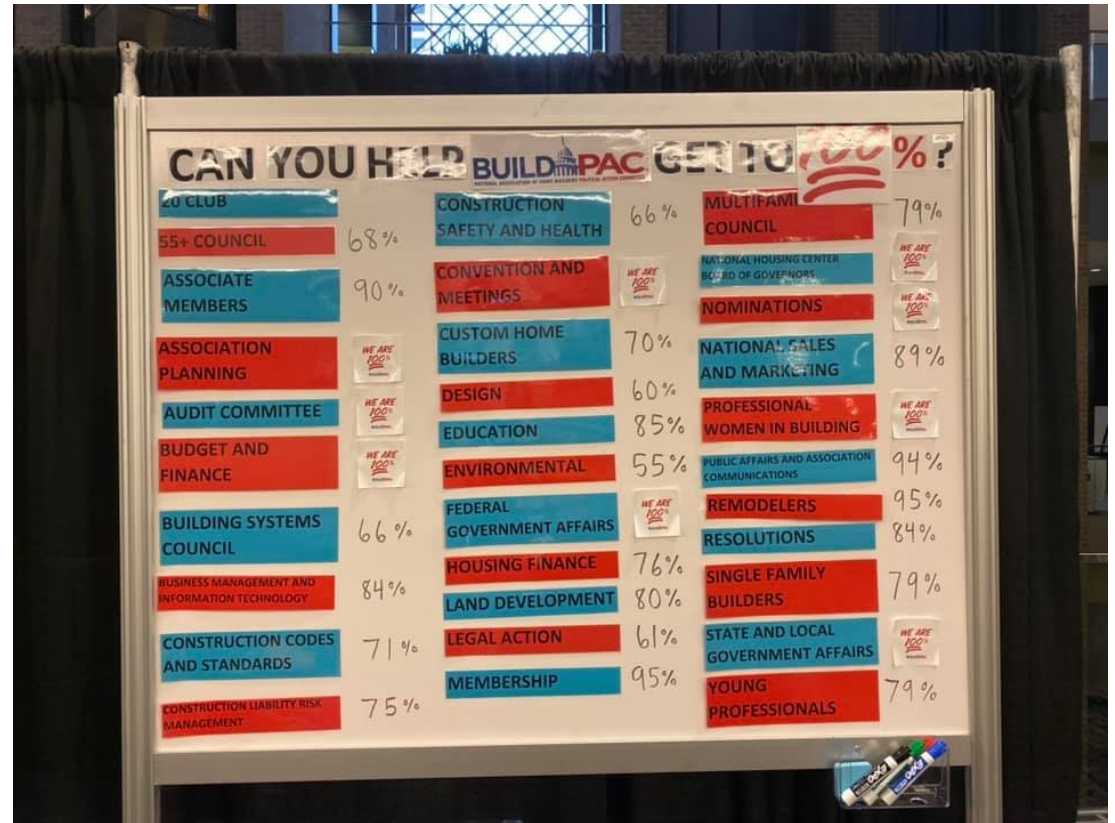
- Board of Trustees
- Fundraising Goals
- Peer to Peer
- Education
- Competition
- Check Deliveries + Endorsements





NAHB Leadership

- NAHB Meetings
- Education
- Buy-in
- Peer to Peer
- Competition



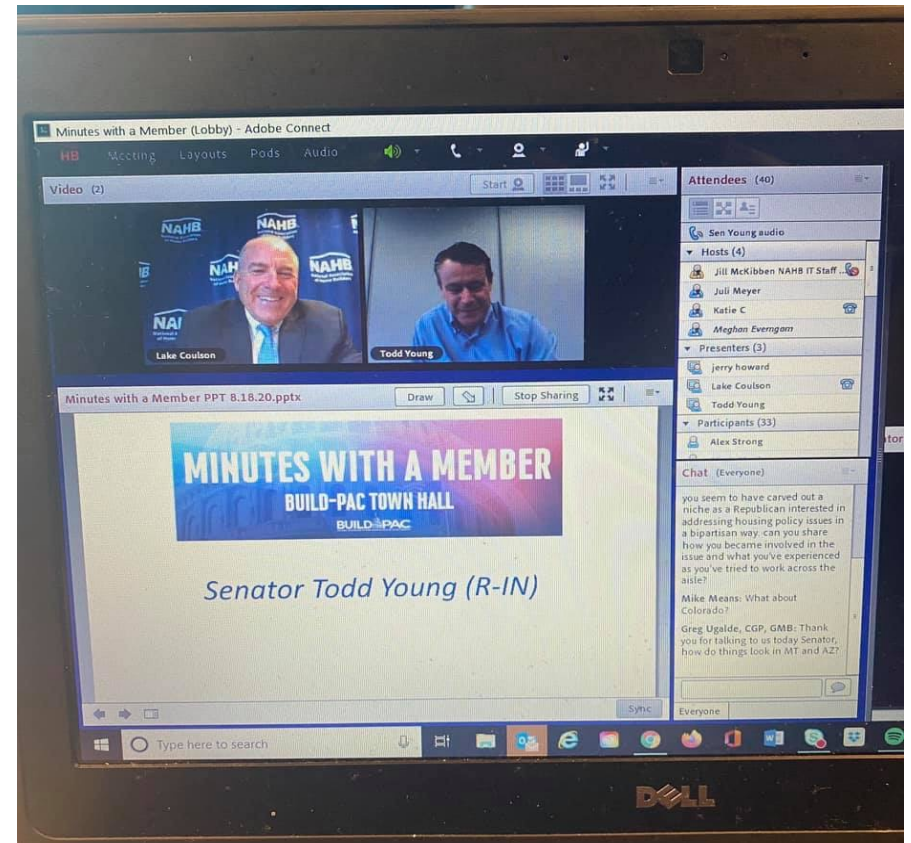
High Donor Clubs

- Culture
- Being Part of a 'Club'
- Peer to Peer
- NAHB Meetings
- Competition



Communication

- Newsletter Revamp
- NAHB Podcast
- Virtual Town Hall Series
- Facebook Groups
- Multiple Avenues





ONE VOICE **UNITED**

Creative Ways of Promoting Engagement



About ADPAC

- 163,000 eligible members
- 22,000 dental students
- General dentists and specialties
- Must have DMD or DDS degree
- Raised \$1.6 million in 2020
- 25,000 dentists participate in ADPAC; 75% at a \$50 contribution



Dentist of the 117th Congress



**Rep. Mike
Simpson**

ID-02
Re-elected
to 12th
term with
64%



**Rep. Paul
Gosar**

AZ-04
Re-elected
to 6th term
with 70%



**Rep. Brian
Babin**

TX-36
Re-elected
to 4rd term
with 74 %



**Rep. Drew
Ferguson**

GA-03
Re-elected
to 3rd term
with 65%



**Rep. Jeff
Van Drew**

NJ-02
Re-elected
to 2st term
with 52%



2020 and 2021 so far





Personal calls



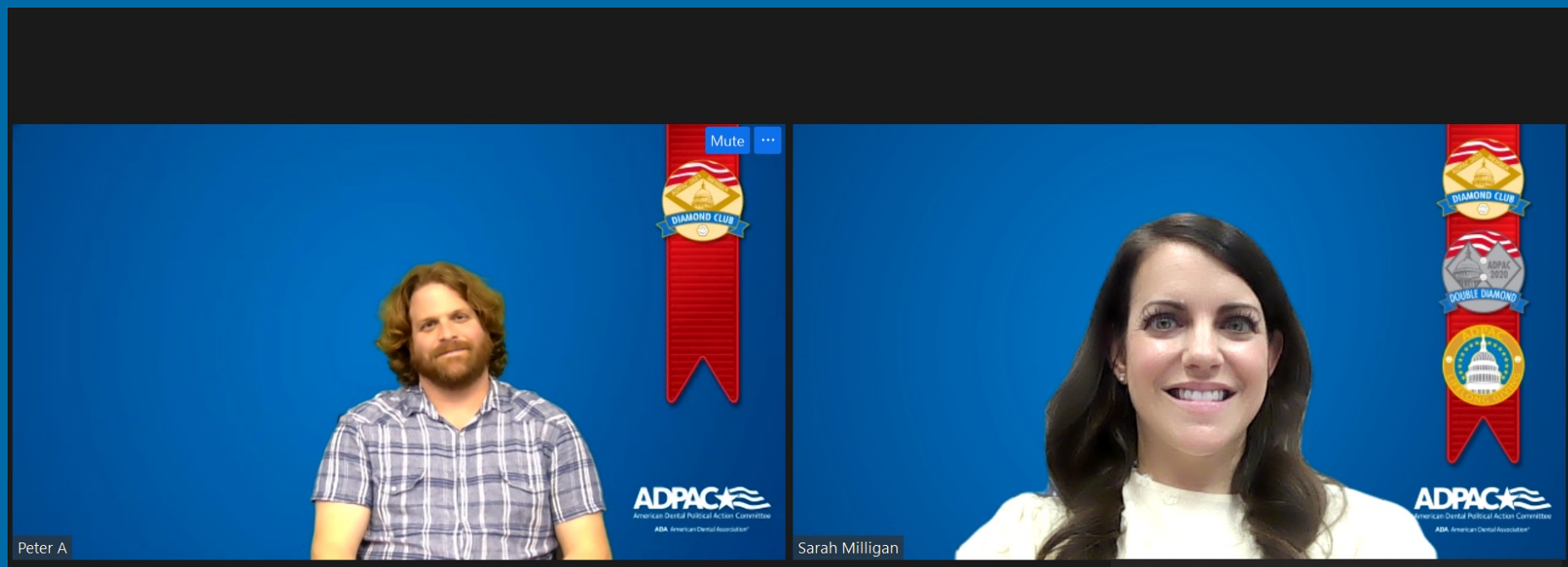


Meet and Greet- free!





Cheap “flair”





Inside Elections

Inside Elections

with

Nathan L. Gonzales

Nonpartisan Analysis

MARCH 5, 2021

VOLUME 5, NO. 5

2022 Senate Ratings

BATTLEGROUND

Democratic-Held (4)

Cortez Masto (D-Nev.)

Hassan (D-N.H.)

Kelly (D-Ariz.)

Republican-Held (4)

NC Open (Burr, R)

PA Open (Toomey, R)

Johnson (R-Wisc.)

This issue brought to you by



American Dental Political Action Committee

ADA American Dental Association®

Rhode Island At-Large: The Election Democrats Don't Want to Happen

By Jacob Rubashkin

The last time Rhode Island had just one seat in the U.S. House of Representatives, there were 15 states in the Union, George Washington was president, and the hottest track in America was Handel's "Messiah." The year was 1792.

For the next 230 years, the Ocean State had two (and briefly in the 1910s and 20s, three) seats in the House.

But according to estimates from the political analysis firm Election Data Services, Rhode Island is one of 10 states that is likely to lose



American Dental Political Action Committee

ADA American Dental Association®



Podcast

- Total lifetime downloads: 27,270
- Average 1,500 downloads/month





Thank you

Sarah Milligan

milligans@ada.org

202.277.1280



Creative Ways of Promoting Engagement

Christina Worden | April 22, 2021

PIC Before COVID-19

ARIZONA GOV. DUCEY OUTLINES GOALS AT PIC LUNCHEON

Arizona Gov. Doug Ducey addressed more than 275 Political Involvement Committee (PIC) members who gathered for a luncheon Feb. 8 at the Heard Museum.

Hilda Marchetti, Senior Environmental Scientist/Engineer, Environmental Lab & Field Services, introduced Ducey, who spoke about his goals for the next several months. He said his focus is on lower-income Arizonans, providing permanent teacher raises, expanding full-day kindergarten and increasing access to broadband, specifically in rural Arizona and tribal nations.

Ducey emphasized that SRP employees' political involvement is key to the state's success.

"What you're doing for our community is critically important," Ducey said. "If legislators and elected officials don't have their feet held to the fire, they'll often misbehave. And the contribution you're making to our state and our citizens as someone who has been an enduring Arizona institution is very real."

Audience questions included how the new presidential administration will affect Arizona. Ducey responded optimistically, stating that he is hopeful about the economic future of both the country and our state.

"Our stock's on the rise, and Arizona is a buy right now," he added.

After the governor's speech, Rob Nichols, PIC Chair and Senior Director, Human Resources, announced two changes to the PIC Advisory Committee. Michael Mendonca, Senior Director, Customer Services, stepped down from the nine-member committee while Kara Montalvo, Director, Environmental Compliance & Permitting, joined the committee and will be one of the representatives for Resources and Finance.



SRP President David Rousseau greets Arizona Gov. Doug Ducey at the PIC luncheon.



The luncheon at the Heard Museum drew more than 275 PIC members.

PHOTOS BY LAURA SEGALL



PIC in the time of COVID-19



[insideSRP Home](#) [Technology Center](#) [Learning](#) [Departments](#) [Our Company](#) [Forms](#) [Applications](#)

A message from Mike Hummel: WHO coronavirus declaration

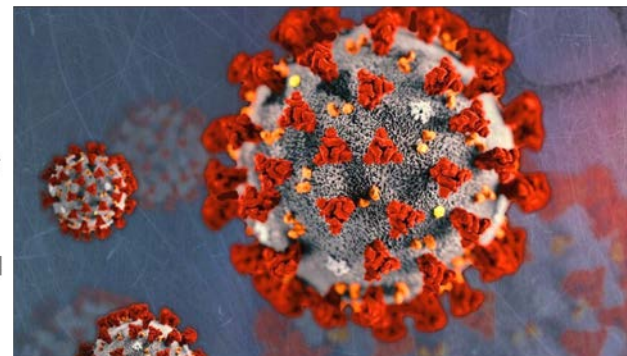
03/11/2020

Team,

As you may have seen today, the World Health Organization officially declared coronavirus (COVID-19) a pandemic. The safety and health of our employees remains our top priority, and while the identified cases in our state remain low, the GM Staff and our Crisis Management Team are currently preparing additional proactive steps to protect our employees as well as help lessen the potential spread of the virus in our community. We will communicate specifics about those actions soon.

In the meantime, we've updated our [travel policy](#) and I encourage you to visit our [resources and facts page](#) for additional information as well as some basic steps you can take to protect yourself. We have also created a hotline at (602) 236-5557 with daily information that can be accessed 24/7.

LATEST NEWS



PIC Election Programming



PIC Election Programming-Member Recruitment



SALT RIVER PROJECT
PACIFIC INSTITUTE FOR
CAMPAIGN STUDIES


PIC

**20
20**

ELECTION RECAP

Join us for a deep dive into the general election outcome.
PIC is pleased to feature

Nathan Gonzales
Editor and Publisher at Inside Elections and Political Analyst



Tuesday, November 10, 2020
1:00 pm
Zoom Webinar

Nathan specializes in providing nonpartisan research and analysis of campaigns. He has regularly appeared on NBC's Meet the Press, NPR's All Things Considered and Fox News.

Click [here](#) to register and download a meeting notice. Please use Chrome when opening this link.

Relevant PIC Programming



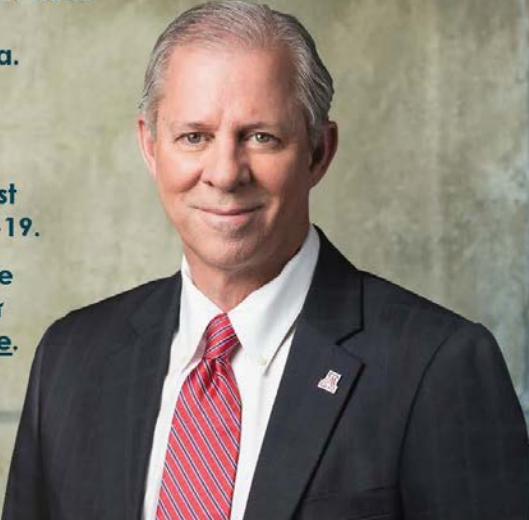
Bear down with PIC for a conversation with Mike Hummel and Dr. Robert Robbins, President of the University of Arizona.

**Thursday, July 23, 2020
2:00 pm -2:45 pm**

Join us to learn about the UA's latest technology and research on COVID-19.

It is recommended that you open the invitation in Chrome. Please register and download a meeting notice [here](#).

**Thank you
for staying connected with us!**



Join us for a virtual conversation with Arizona's Superintendent of Public Instruction and Superintendent of the Phoenix Union High School District to discuss the issues, innovations, and ideas shaping public education in our state.

Kathy Hoffman
Superintendent of Public Instruction

Dr. Chad Gestson
Superintendent Phoenix Union High School District



**Wednesday, March 31, 2021
Zoom 2:00 pm – 2:45 pm**

Thank you for staying connected with PIC!



PIC Programming + Partnerships

Native Talk: Speaker Series

You're Invited!

Native American Leadership Perspectives

Webinar Event
Featuring special guests



Clara Pratte
CEO & Founder, Strongbow Strategies /
Former Tribal Engagement Director for the
Biden Presidential Campaign



Patricia Hibbeler
CEO, Phoenix Indian Center

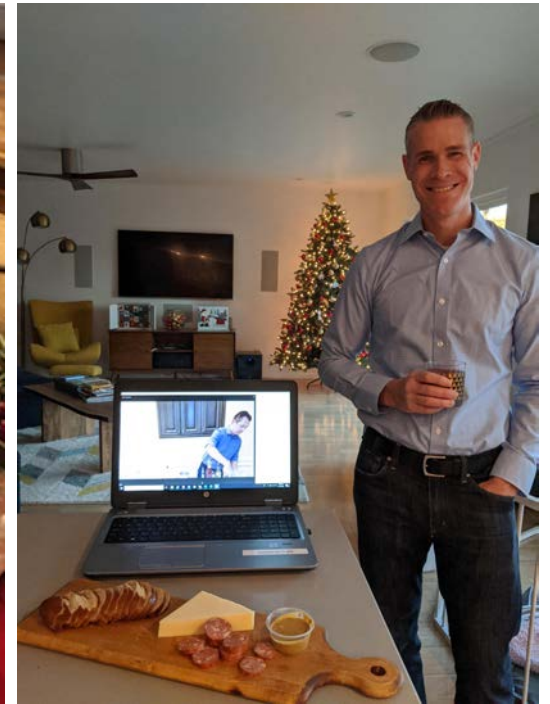
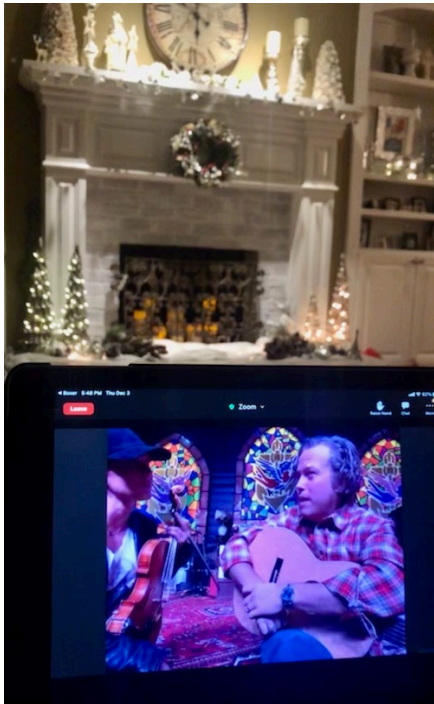
Please join
SRP Federal / Intergovernmental Affairs, PIC and N.A.T.I.V.E. ERG
for an engaging discussion on how the Native American
community influenced the 2020 Election, and tribal policy
under the Biden Administration.

Monday, April 12
1-2 p.m.
Click [here](#) to register in Zoom

Questions?
Email Kevin.Felix@srpnet.com or
Nicole.Beale@srpnet.com

Native Americans Together In Vision and Empowerment (N.A.T.I.V.E.), an SRP Employee Interest Group

Remaking the PIC Holiday Reception



thank you!