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Public Affairs
Council

Webinar PAC Relaunch: Successfully Rebranding the PAC

Jennifer Brooks, Northrup Grumman &
Kelly Eaton, Aristotle

Speakers



Jennifer Brooks

Manager, Operations
Northrup Grumman

Jennifer has over 15 years of public affairs experience, including time on Capitol Hill and in the private sector. She led two corporate employee-funded PACs to record growth and participation while overseeing successful PAC ambassador and charity match programs. Jennifer successfully led PAC rebranding efforts in 2019 at Northrop Grumman.



Kelly Eaton

Vice President, Consulting
Aristotle

Kelly has extensive political management expertise and a demonstrated history of working with corporations with more than 20 years of experience. She has worked across a variety of industries including technology, insurance, energy, and manufacturing. Kelly has a proven track record of creating and executing results-oriented campaigns that elevate public policy issues and PAC advocacy within corporate environments.

Overall PAC branding



Your path to rebranding the PAC



ASSESS

Assess your
program needs



DEVELOP

Develop a plan for
change



EXECUTE

Execute your plan for
change



MEASURE

Measure success
and adjust

ASSESS

“Design is
the silent
ambassador
of your
brand”

– Paul Rand

ASSESS



1. Determine your overall **program needs**



2. Take a wide lens-view and **catalogue** digital, print, and physical assets



3. Inventory **tools and resources** at your disposal



4. Formulate a **budget**

DEVELOP

“A rebrand is holistic, not just design”

– Jennifer Larsen Morrow

DEVELOP

Branding Assets

- Logo
- Digital – website, video
- Print materials
- Newsletter banner
- Gifts

Program Changes

- Determine benefit changes
- Add new programs and events
- Shed cumbersome activities

Communication Plan

- Create an editorial calendar and strategic plan
- Build on existing infrastructure
- Align with company culture

EXECUTE

“If you don’t like change, you’re going to like irrelevance even less”

– General Eric Shinseki, U.S. Army

EXECUTE



REVIEW

- Work with stakeholders on message and timing
- Determine what is missing
- Avoid big events that may compete with your message



LAUNCH

- Tease out the message
- Communicate your updates and changes
- Incentivize employees to engage with your new look



ALIGN

- Sync with your PAC strategic plan
- Include in PAC presentations
- Think long term

MEASURE

“There is
nothing
permanent
except
change”

– Heraclitus



1

Use data to your advantage

- Measure an increase in impressions, readership, or engagement

2

Make changes

- If something isn't working, change it. Make change part of the re-brand

3

Keep evolving

- Build on your new foundation and keep growing

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Public Affairs Council

MANAGE YOUR WORLD

Refreshing and Restoring a Political Action Committee

Bryan Spadaro
Director, NAM-PAC

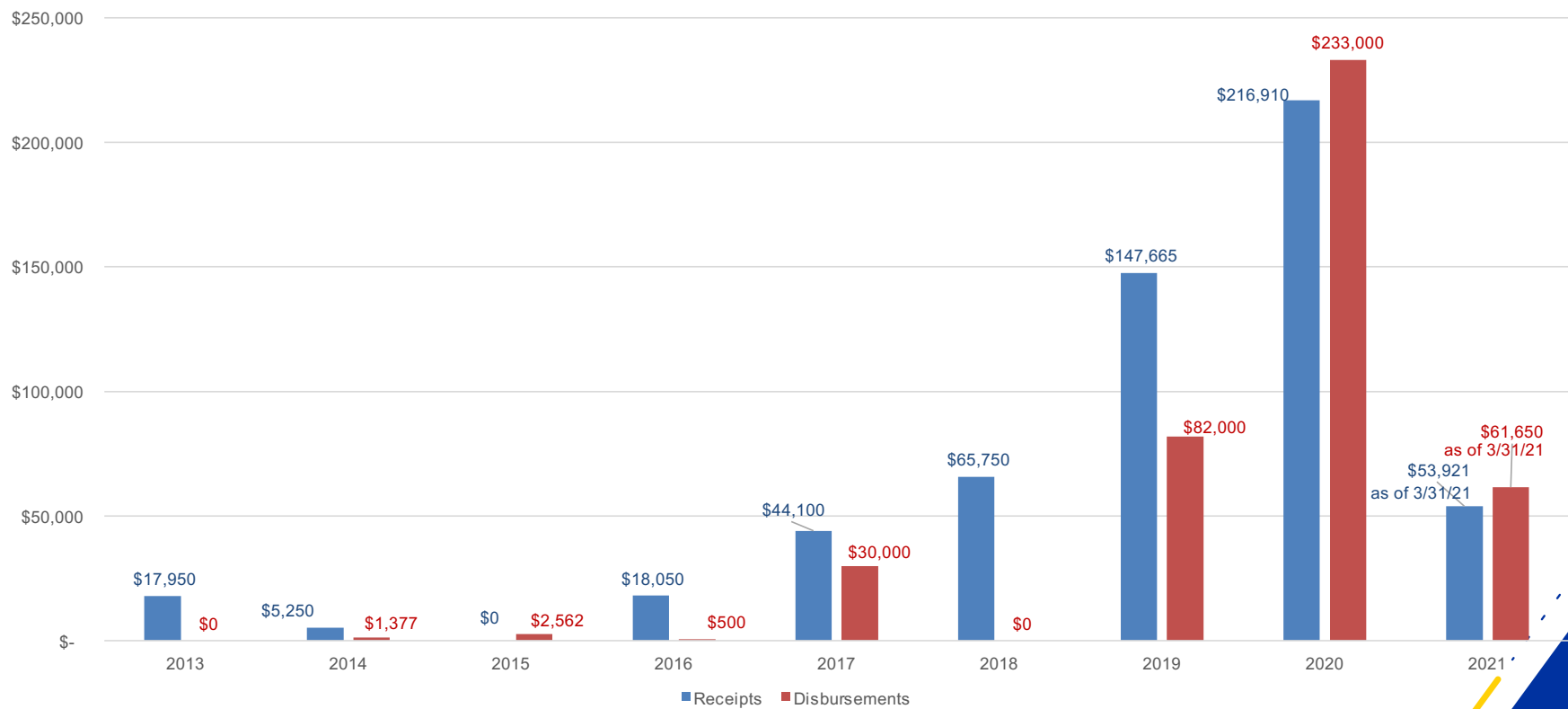


Overview of the NAM-PAC

- Established in 2013 originally as a convening PAC to solely host fundraising events
- Began dedicated fundraising efforts in 2018 and disbursing funds to candidates in 2019
- First PAC Director hired in 2019
- In the last campaign cycle, the NAM-PAC raised \$363,070 and disbursed \$315,000
- The NAM-PAC is projected to disburse \$500,000 to pro-manufacturing candidates over the course of the '22 campaign cycle



NAM-PAC Receipts and Disbursements



Events and Member Company Engagement

- The NAM-PAC hosts 15-20 fundraising events a year for manufacturing champions on Capitol Hill
 - In the 2020 cycle, the NAM-PAC hosted 35 events and worked with fellow NAM member companies to raise \$536,000 for pro-manufacturing candidates
- The NAM-PAC surveys NAM member companies with PACs each year to gain a better understanding of their annual budget to better understand the disbursement goals of members, and potentially assist with their hosted events
- For NAM-member companies and as part of the NAM's wider Government Relations outreach, the NAM-PAC hosts webinars on best practices with new PACs, holds introductory meet & greet events featuring freshmen members of Congress, and distributes its "PAC Insider" newsletter series on policy issues, and key House and Senate races



Expanding Your Solicitable Class - Internal

- The NAM-PAC launched its first internal employee solicitation campaign in 2019 using a sweepstakes, which raised \$47,000 from 43% of eligible employees
 - In its latest 2021 internal employee solicitation campaign, the NAM-PAC is on track to raise over \$67,000 from 64% of eligible employees
- With strong support from NAM's leadership, the NAM-PAC has experienced internal growth year-over-year
- The NAM-PAC employs a robust education campaign among eligible NAM employees (organized conversations, lunch & learn events, etc.), plus regularly sends out communications on key races featuring NAM-PAC champions in the House and Senate
- Greater transparency has led to increased participation among eligible NAM employees

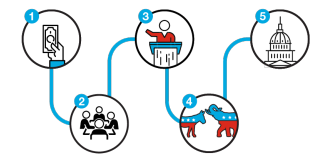


NAM-PAC DEPENDS ON YOUR SUPPORT!

The National Association of Manufacturers Political Action Committee (NAM-PAC) works to ensure that the manufacturing industry has its priorities effectively addressed in a bipartisan manner on Capitol Hill.

Your participation in NAM-PAC helps give us a strong, united voice in Washington, resulting in a policy agenda that allows manufacturers the ability to better compete in the global economy and create jobs in the United States.

THE PATH OF YOUR NAM-PAC CONTRIBUTION



1. Your PAC dollars

2. NAM-PAC Board approves candidates based on manufacturing criteria

Candidate Criteria

- Pro-manufacturing
- Has a strong manufacturing presence
- Supports legislation favorable to the NAM and our member companies
- Understands the importance of the manufacturing industry
- Holds key leadership or committee assignments
- Accessible in D.C. and in the state
- Upholds the "four pillars" that makes America an exceptional nation: free enterprise, competitiveness, individual liberty, and equal opportunity

3. These candidates are our champions in the political arena

4. NAM-PAC is proudly bipartisan and continues to distinguish itself as a leader among our peers in bipartisan giving.

5. NAM-PAC is critical to having our voice heard and ensuring that policymakers understand how their decisions impact the manufacturing industry, the NAM, and our member companies.

HELP US MAKE WASHINGTON WORK FOR MANUFACTURERS!

JOIN THE NAM-PAC TODAY!



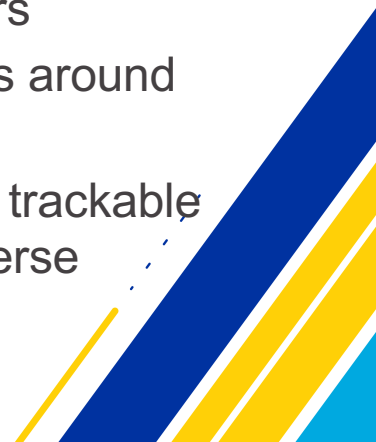
Overcoming Prior Approval Hurdles

- To address key feedback concerns, the NAM-PAC has committed to only soliciting the individual signing a “Prior Approval” form, unless given explicit permission by the principal to include other eligible employees within that NAM member company
- The NAM-PAC team works closely with the NAM’s membership division while onboarding new NAM members and/or NAM board members
- NAM-PAC’s Board of Trustees have served as key ambassadors of the PAC, especially among NAM board members
- The NAM-PAC currently has 31% of the NAM’s 200+ board members giving their prior approval to receive NAM-PAC communications and solicitations, up from less than 10% in previous cycles



Expanding Your Solicitable Class - External

- Prior to 2018, the NAM-PAC experimented with tactics such as short fundraising drives organized by outside PAC vendors, which resulted in limited success
- Since 2018, the NAM-PAC has brought its creative content development and solicitation campaigns in-house to better coordinate activity within other NAM divisions
- NAM-PAC ambassadors, along with NAM's leadership, have successfully encouraged increased participation among fellow NAM board members
- Recently, the NAM-PAC has been able to micro target potential donors around key issues using Moneyball, a Phone2Action intelligence tool
- Additionally, the NAM-PAC uses DDC's Democracy Direct to send out trackable NAM-PAC communications and log activity among its solicitation universe



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