



Post-Election Engagement of the Grassroots Community

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September 13, 2016



Pfizer Grassroots Platform



INFORM

Educate Colleagues about the public policies important to Pfizer



MOBILIZE

Get involved. Take action on important public policy issues on behalf of Pfizer.

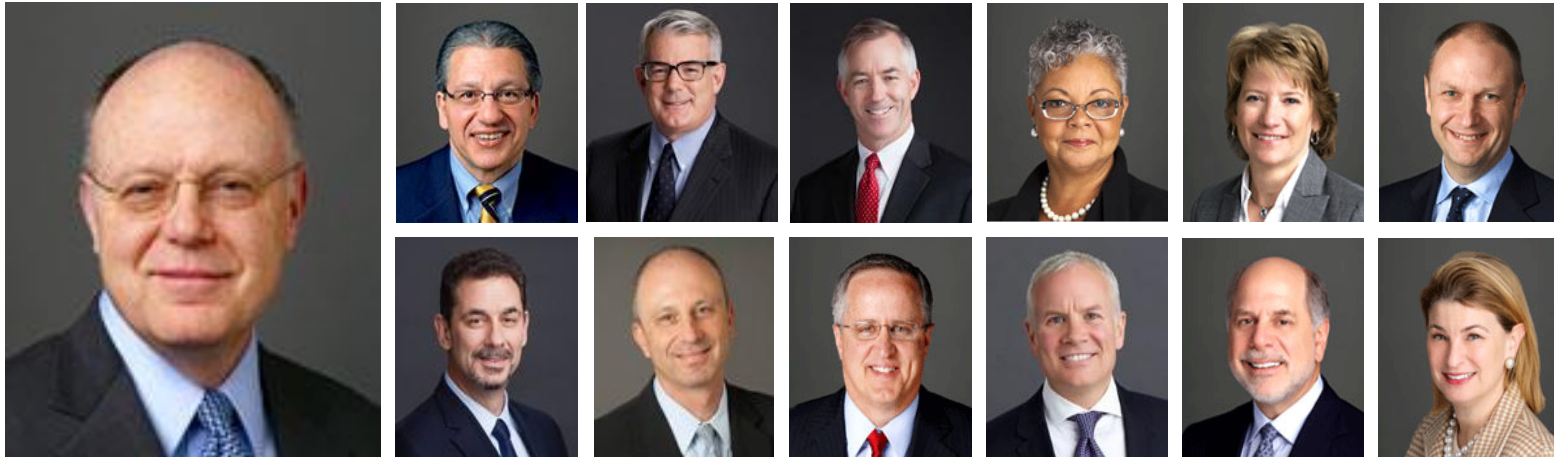


IMPACT

Colleague engagement (mobilizations) with local, state, and federal officials



Engaging Colleagues Across Various Divisions




Pfizer Executive Leadership Team


- Link business priorities to public affairs priorities
- When possible, develop customized outreach public affairs strategies for various divisions
- Highlight engagement of senior leaders

Launched Aggressive GOTV Campaign

- Customized state-based voting communications developed for each state
- Developed Colleague Voter Resource – Pfizer Election Center
- Communications sent out for Presidential Primaries/ Caucuses/ Regular Primaries/ General Election (Over 83 Different events)
- **40,839** Total Communications Sent Out
- **69.38%** Open Rate on Communications




DON'T FORGET TO VOTE IN THE UPCOMING KANSAS CAUCUSES



March 5th 10 a.m. Republican Caucus

Participation in the KS GOP presidential preference caucus is open to all eligible voters affiliated with the Kansas Republican Party. Voters wishing to participate in the KS GOP presidential preference caucus must be registered Kansas Republicans on or before February 4, 2016. To be eligible to participate in the presidential preference caucus, the voter must present proof that he or she is a registered Republican (a state issued photo ID matching current Secretary of State voter registration rolls for name and date of birth or, if not on the voter rolls, evidence of current voter registration from the appropriate elections office and a state issued photo ID with a matching name and date of birth).

[Kansas Republican Caucus page](#)



March 5th 1 p.m. Democratic Caucus

Any person who is eligible to vote in the State of Kansas and who will be 18 years old on Election Day, November 8, 2016, may participate in the Kansas caucuses. Individuals must reside in the Senate District in which they wish to participate and they must be registered as a Democrat. Voter registration and party registration are available on the day of the caucus.

[Kansas Democratic Caucus page](#)

Your vote can make a difference!

www.PfizerElectionCenter.com

A one stop resource for recent news, information on elected officials/candidates and voting registration, including polling locations, deadlines, and absentee voting.

Participation in any Pfizer Grassroots mobilization is completely voluntary and is not a requirement of your employment at Pfizer.

Leveraging the interest/intrigue of the Election

Republican National Convention



July 18–21, 2016

Quicken Loans Arena – Cleveland, OH

Democratic National Convention



July 25–28, 2016

Wells Fargo Center – Philadelphia, PA

- Every four years, political parties host their respective political conventions to formally select their party's nominee for President of the United States.
 - They also adopt a statement of party principles and goals known as the platform.



2016
PRESIDENTIAL
ELECTION



What is the Electoral College?

Developed new platform within Grassroots

1

Increased branding opportunity

2

Allows a more singular focus on politics/ political issues

3

Generate greater colleague enthusiasm



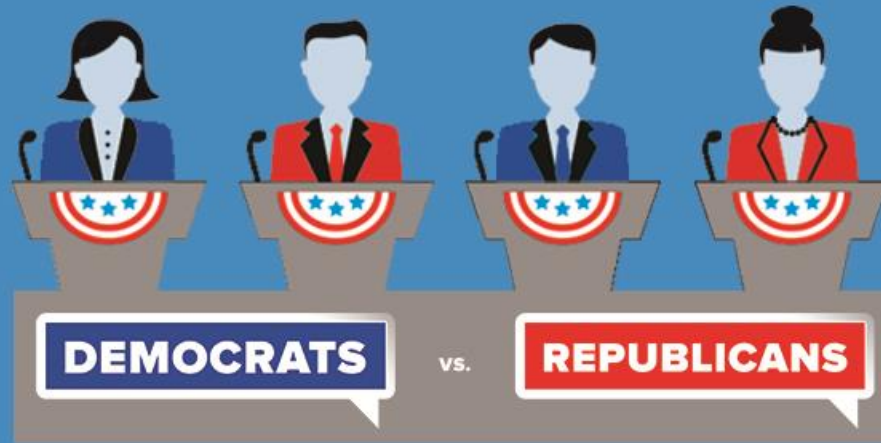
2016 Election Panel

HOLD THE DATE

WEDNESDAY, SEPTEMBER 21, 2016

3:00 PM – 4:30 PM

Pfizer HQ/U.S. Webcast
2016 Election Panel



Post Election Colleague Engagement Strategy



2017 Issue Education



State-based Teleconferences



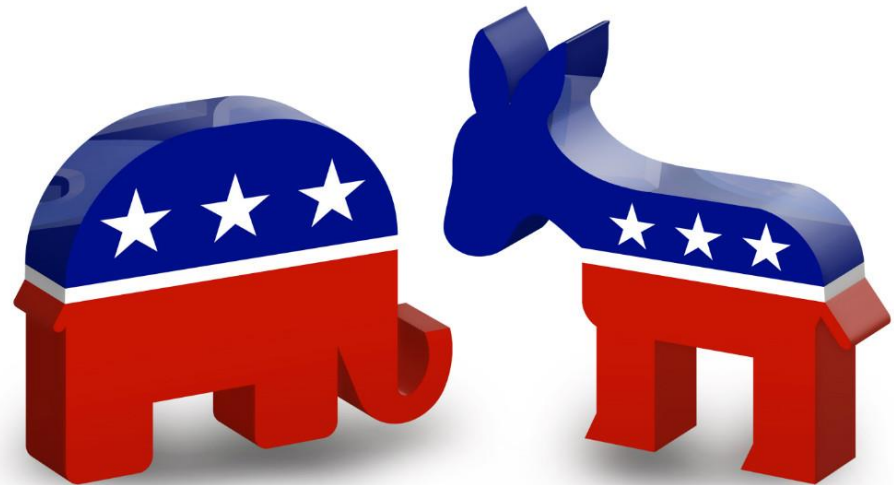
Newsletter: Election Recap



Pizza & Politics Events



Leadership Videos/Business Units



Pfizer Advocates Programming



**Elected Officials Visits @
U.S. Facilities**