

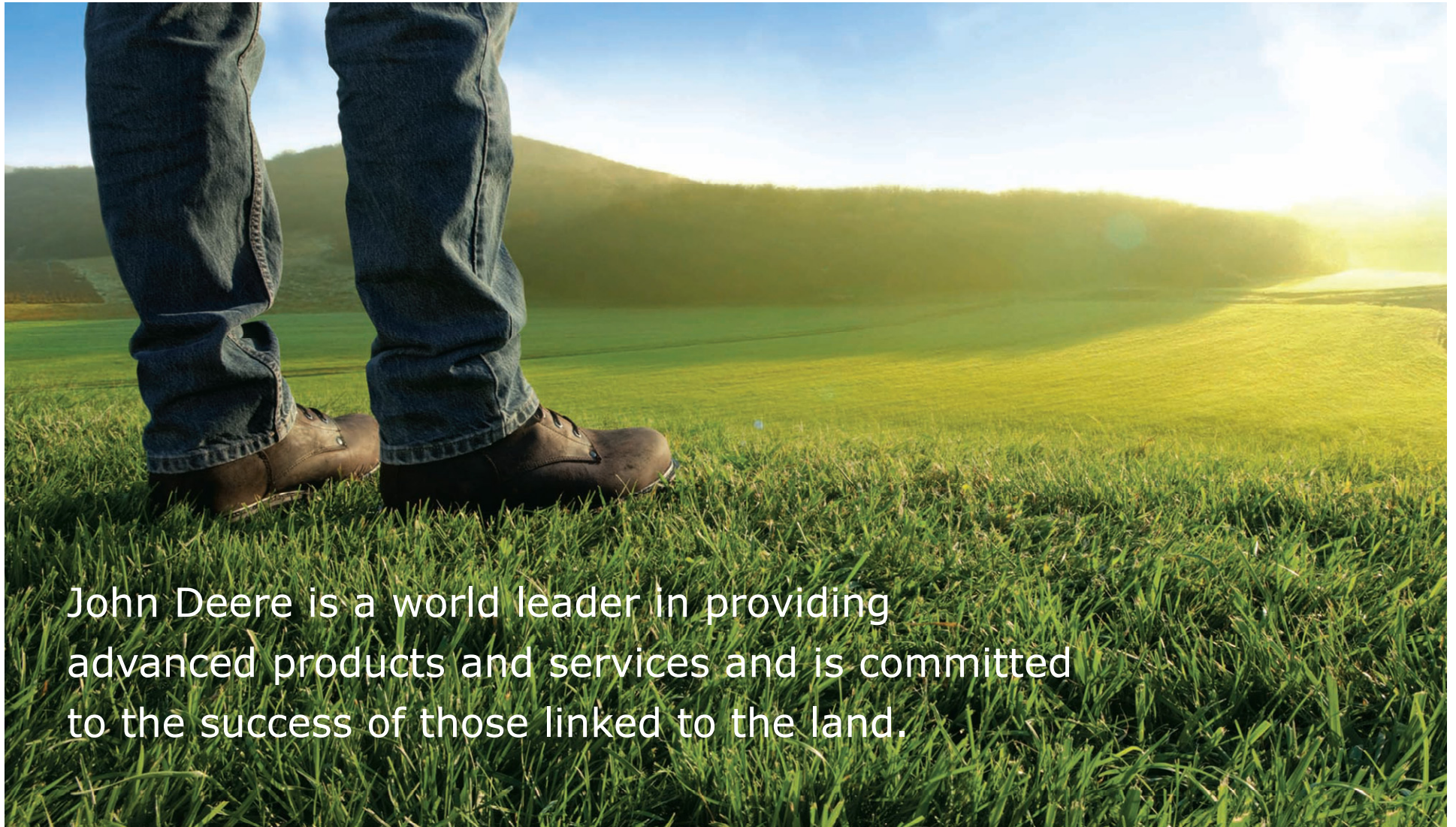
# Building a 365-Day Engagement Plan for Your PAC

January 29, 2015





# Who We Are



John Deere is a world leader in providing advanced products and services and is committed to the success of those linked to the land.



# Our Strategy

## GLOBAL GROWTH OPERATIONS





# Our Strategy

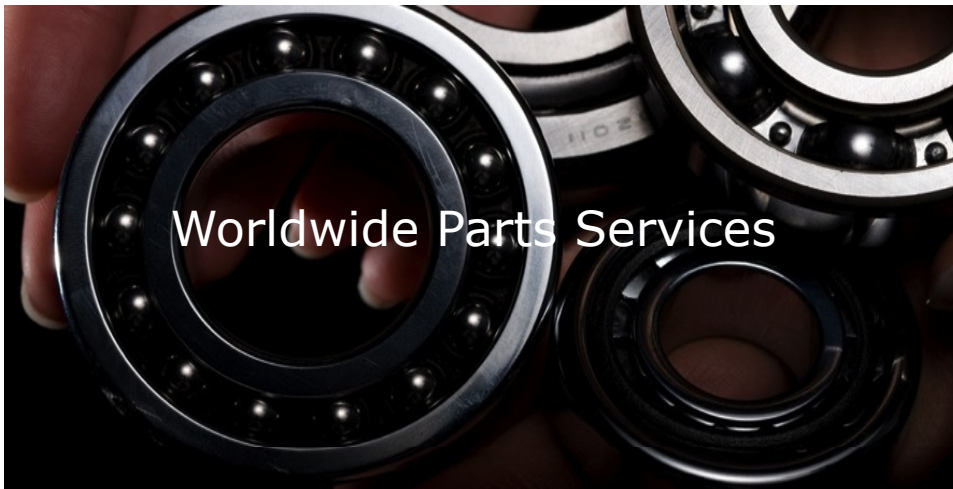
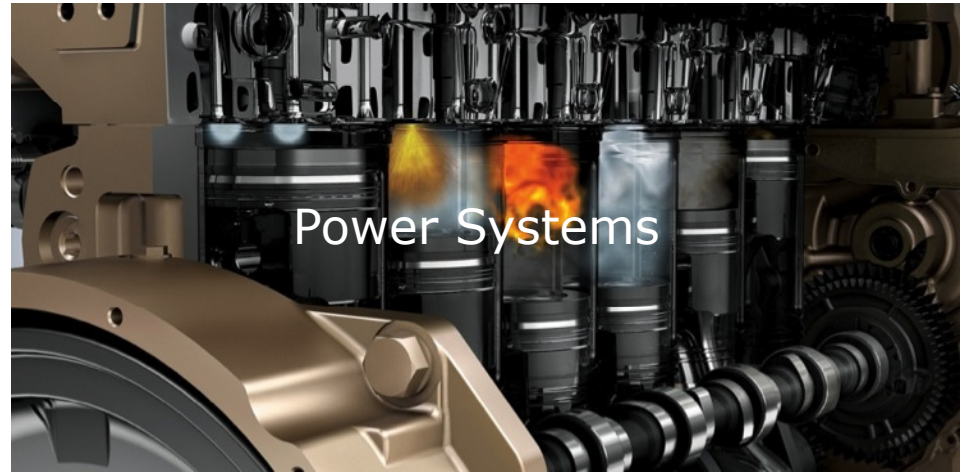
## COMPLEMENTARY OPERATIONS



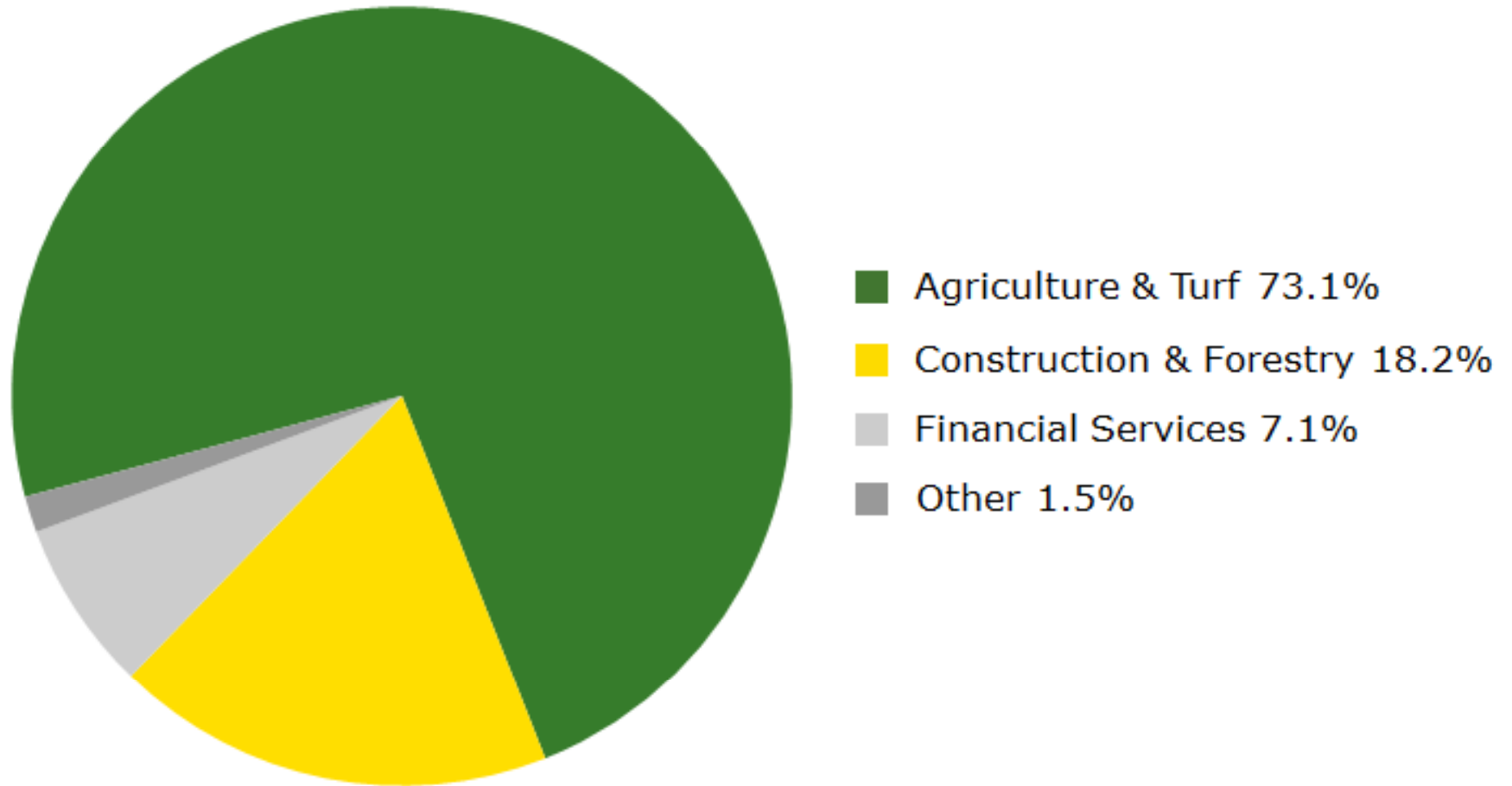


# Our Strategy

## SUPPORTING OPERATIONS



## 4Q 2014 Net Sales and Revenues: \$9.5 Billion

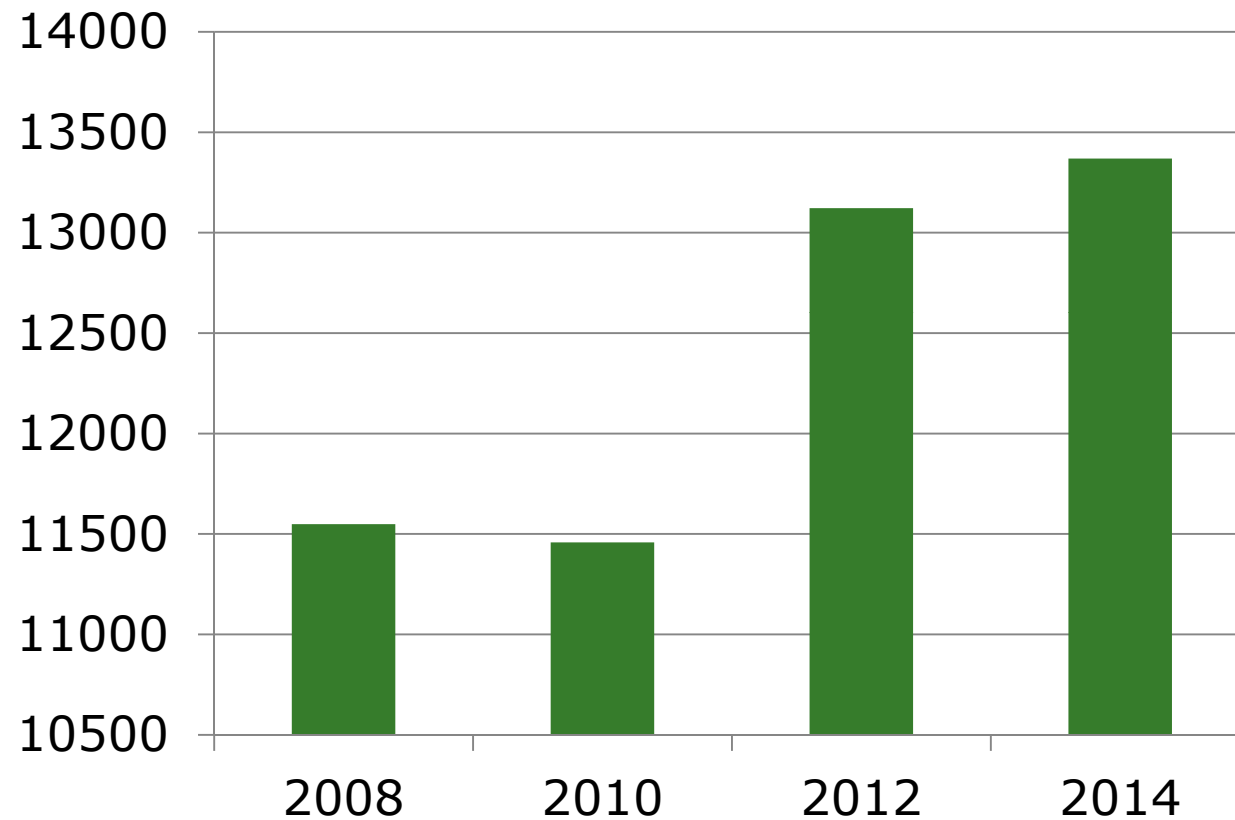


# JDPAC

- 13,460 eligible employees
- \$1.5 million per cycle
- 35% eligible employees have less than 6 years of service
- Eligible employees live in 46 of the 48 lower states
- Contribute at the federal level and also at state level in 15 states

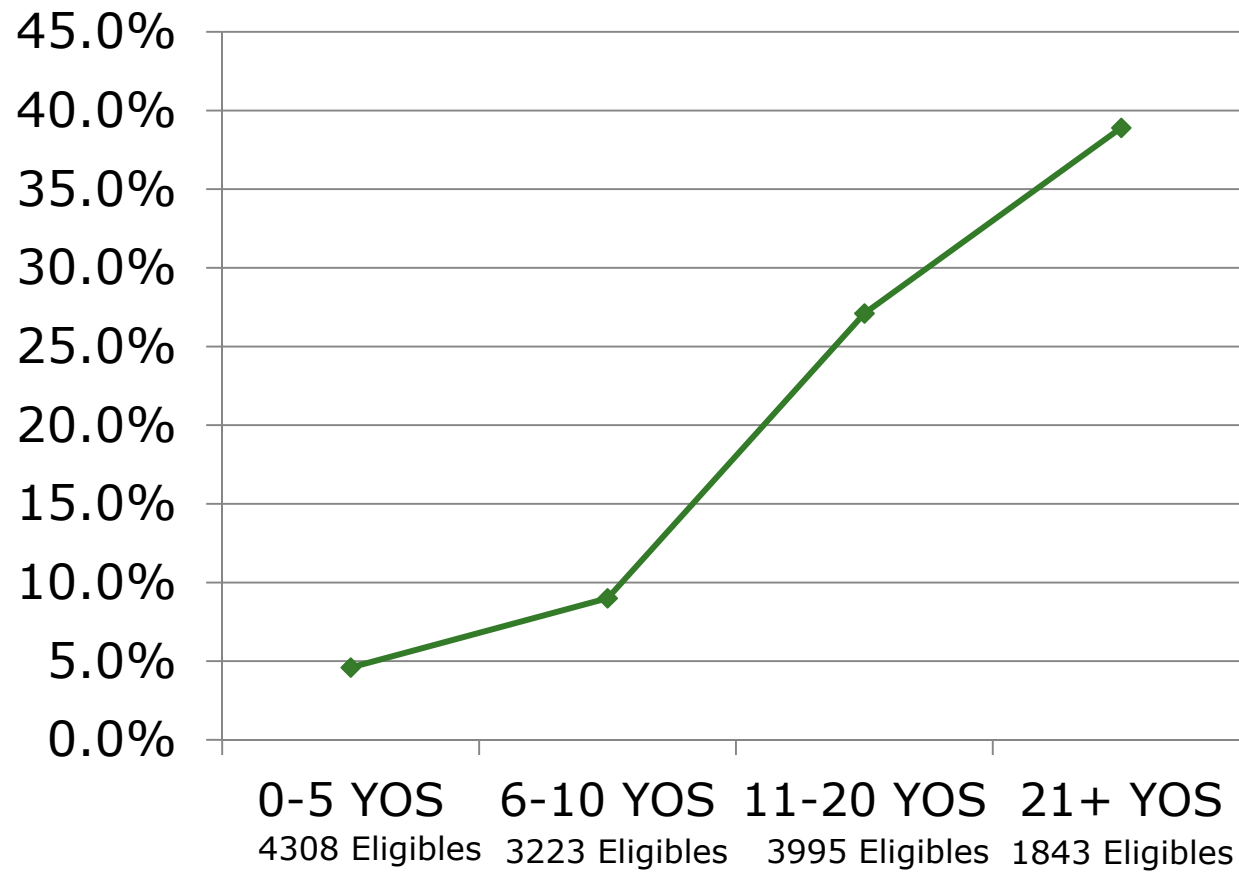


## Number of Eligible Employees





# Current Participation Rates by YOS



# JDPAC Revamp...Starting with a Clean Sheet of Paper

**Problem:** Employees saw little value in JDPAC 101 meetings

**Action Taken:** Provided employees with highly engaging and value added policy / political forums

**Problem:** Campaigns did not allow enough time to plan quality programs or capture the momentum of the full election cycle

**Action Taken:** Extend JDPAC Campaign from January, 2014 through election day

**Problem:** Ownership of JDPAC was limited to only a few employees

**Action Taken:** Developed ownership across Public Affairs and JDPAC Board

- Eliminate dedicated JDPAC Manager position
- Leverage existing communications competency and technology
- Engage integration function, JDPAC Board and leadership



# Targeted Communications



# 2015 Communications Plan

## Existing Communications

- Website / Recorded Events
- Newsletters
- JDGAIN Action Alerts
- Get out the Vote Program
- Partner with unit PAC committees

## Added or Adapted in 2015

- Quarterly issue based events
- Series of Economic Development Updates
- Elected Official Visits
- Minute with Videos





# Events and Communications - 2014

## January

Sam Allen JDPAC Campaign kick-off Letter

## February

2014 Farm Bill Overview, Sara Wyant, President, Agri-Pulse Communications, Inc.

## March

Employee Benefits Public Policy Review, Jim Klein, President, American Benefits Council

## April

2014 Global Economic Outlook, Dr. JB Penn

The Essential Use of Technology in Agriculture, Bill Behan and Mark Lewellen

## May

The Nation's Legal Culture, Lisa Rickard, President, Institute for Legal Reform, U.S. Chamber of Commerce

Our Nation's Aging Transportation System, Janet Kavinsky, Executive Director, Transportation & Infrastructure, U.S. Chamber of Commerce, and Vice President of the Chamber-led Americans for Transportation Mobility (ATM) Coalition

## June

Sam Allen WLM Communication

A John Deere Town Hall Meeting with IL Rep. Pat Verschoore and IA Senator Roby Smith

## July

Scott Manley, Vice President of Government Relations, Wisconsin Manufacturers and Commerce

Charlie Cook Event

## August

Governor Branstad Town Hall Program

A John Deere Town Hall Meeting with NC State Representative Tom Murry

Video from JDPAC Chair, Nicki Cortum

## September

Special Election Year Event with Roy Bowen, President, GA Association of Manufacturers

Fixing Illinois, Tom Johnson, IL Taxpayers Federation

Special Election Year Event with Rick Tolman, National Corn Growers Association

What 2014 Elections Mean for Business, Bruce Josten, US Chamber of Commerce

## October

Sam Allen Letter and GOTV Effort

## Post-Election

Post-Election Recap, Bo Harmon, BIPAC

## 2013-2014 Results

	Pre-Campaign 2014	December 3 2014	Pre-Campaign 2012	End of Campaign 2012
Overall Participation Rate	16.3%	17.1%	20.3%	18.5% (↓ 1.8%)
0-5 YOS Participation Rate	3.1%	4.6%	4.8%	4.4% (↓ 0.4%)
New Members		259		216
Members who increased		542		205
Increased Dollars for 2 year cycle		\$366,585.36		\$207,851.44

2014: 15 meetings completed  
 12,143 plus attendees and 1523 on demand participants  
 2010: 73 meetings & 2664 attendees



