

**2015/16 Jack Taylor Founding Values Award  
Government Affairs Goal and Strategy Submission Guidance**

Congratulations on the wonderful engagement of your groups in Government Relations activities that was reflected in your 2014/15 JCTFV Award submissions! As with all things Enterprise, we are never satisfied with the status quo, so we'd like to provide you with some recommendations for raising the bar for next year's award. Now that the award includes two specific Government Relations goals, separate from Community Service and Philanthropy goals, we believe it will be helpful to provide some guidance for the Government Relations section of the 2015/16 award. Please share this with those on your team who are responsible for establishing and submitting your group's goals and strategies.

**Goals**

- We strongly recommend that you have one goal focused on your grassroots program/initiatives and the other goal focused on your PAC campaign (specifically what level of PAC participation or improvement over prior year you expect).
- For groups outside the US, where PAC participation is not permitted, a second goal should focus on how you strategically integrate your community service activities with your grassroots program.
- We strongly recommend AGAINST making a specific legislative endeavor (passing or defeating a particular bill) a goal.

**Strategies**

- The grassroots strategy section should reflect the following:
  - Which employees you intend to include in your grassroots program;
  - How you will determine which legislators/government officials you will engage;
  - How many legislators/government officials will be included in your program; and
  - The expectations for interactions between your team and your targeted legislators/government officials (number of meetings, type of activity, how it will be tracked, etc...).
- The PAC strategy section should reflect the following:
  - How you intend to encourage participation (i.e., monthly reporting, one-on-one discussions, etc...);
  - How you intend to track and report on progress throughout the year; and
  - Evidence of a coordinated plan with your lobbyist to distribute PAC checks to candidates.

**Things to Remember**

- Groups are judged based on whether they have specific plans in place to:
  - Ensure their government officials understand and appreciate the Enterprise story, your fiscal impact in their communities, and our company's values of taking care of customers and providing opportunities to our employees;
  - Encourage participation in the PAC in a way that allows us to support candidates who share our values; and/or
  - Demonstrate to government officials our dedication to supporting our communities through philanthropy and volunteerism by inviting them to get a first-hand appreciation of the activities we support.
- The award is not intended to judge success on specific legislative initiatives; but rather the efforts you undertake to create an environment in which success is more likely.
- Legislative outcomes **ARE** appropriate to share in the results section of your grassroots program goals. **As a reminder, legislative outcomes are NOT appropriate to include in your PAC results or community service/grassroots integrations results.**