



## **2010 Showalter Innovation Award Winner – PAC**

### **Nomination Submission**

Genworth Political Action Committee  
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### Web Video to PAC Eligibles

We were looking for new ways to do messaging during our annual campaign and an efficient way for associates to hear from executives and PAC volunteers on why now, more than ever, we need their support.

Our annual campaign was extended to a three month campaign because of the timing of the campaign. With 3 months we felt we needed a different communications plan. We needed a way to keep people interested for that long. We also wanted the messages to be quick and to the point so we didn't lose people in too much information. So, we selected 6 leaders in the company. We felt since the year had been so tumultuous it was important for associates to see that the leaders of the company were involved and engaged as well. We did select one person who isn't a Sr. Leader but is on our GENPAC Board.

The video messages were approx 2 1/2-3 minutes in length (with the exception of the video from our CEO, it was a bit longer) and were delivered through a link in an email message. They were delivered every other week throughout the 3 months. You can see the email messages attached.

Our first video was from the head of our Government Relations office talking about why now more than ever it's time to step up and be heard (our theme for the campaign- Step Up. Be Heard. is our PAC slogan). He also mentioned how we know the times are hard to be asking for money and making contributions, but we would appreciate ANY contribution a person could make. We felt this message was very important to get across in 2009.

Our second video from was the President of our Mortgage Insurance company. He talked about how we have built great relationships on Capitol Hill and how it is important to make sure those people are re-elected. He has been to DC a number of times to lobby so he could talk first hand about his experience of how Members he met with welcomed him into their office not because of our PAC contributions but because they trusted our data and even those who may not completely agree with us had respect for our efforts in rebuilding the housing market.

Our third video was from one of our GENPAC Board members talking about how she has seen the need for GENPAC and it was entitled We can't do this without you. Again, using the message of give as much as you can.

Our fourth video was from our Chief Investment Officer. He was new to the company at this point but had given at least one earnings report to the associates by this point and he was very well received (so I recruited him to do this video). His subject was We can't Sit on the Sidelines. He talked about how the crash of 2008 affected our investment portfolio and how new changes (little ones that Members of Congress may not understand) could hurt us unintentionally, another reason we need to be engaged in the government relations process.

Our fifth video was from the President of our Long Term Care Insurance business. He has been to Capitol Hill a couple time to testify and many other times to lobby. His message was about Thought Leadership and how we are seen as THE thought leader on Long Term Care Insurance. He talked about how he has seen first hand that Members of Congress come to us to seek questions and advise on LTC issues.

Our last video was from our CEO. He wrapped up the entire campaign and did a synopsis of all the videos above and again went back to the message of Now More than Ever.

This is one more way of getting your leaders or whomever else you need out front with your audience. The video aspect feels a bit more personal than just a simple email. People typically seem to want to watch a video rather than read through an email message. After each video was sent out it was then posted on our GENPAC website and that link was referred to in each message so people could go back and see all the videos. Our campaign Captains used them in their campaign efforts as well, especially, if one of their leaders did a video.

I think many people are scared to get all of their leaders engaged in their efforts and campaigns. Our leaders were all very willing and happy to do this. We worked with their communications people to come up with a script that sounded like each person. It was important for us to use leaders that have respect from associates. I think that is important for public relations folks to keep in mind when doing this type of messaging. We definitely saw an increase in new members and contributions in the departments of the speakers when their videos were released.

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