

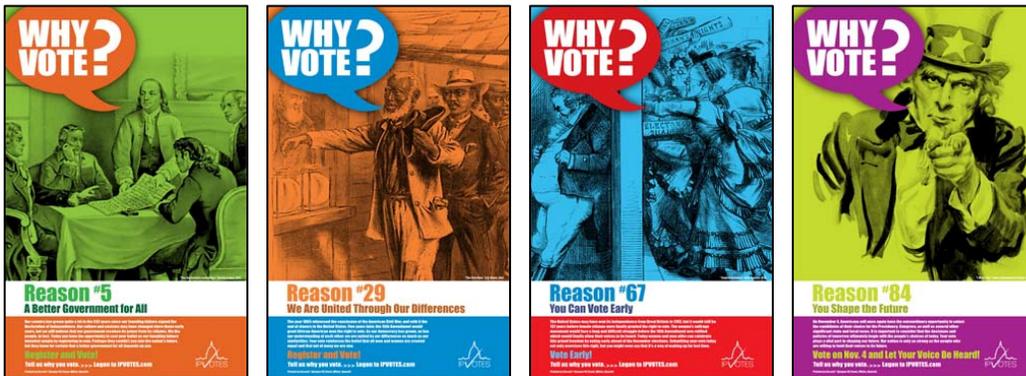
## 2009 Innovation Award Submission

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Name of Program manager: Meaghan Killion Joyce  
This nomination is for the grassroots category.

### What is the innovation?

Conducting a compelling integrated voter education and mobilization campaign on a small budget that incorporates printed materials, on-line tools, on-site employee events, direct e-mail communications, peer to peer outreach and direct mail all with the ultimate goal of not only mobilizing employees to participate in the political process, but to start a “conversation” among our employees as to why political involvement is important to them. The campaign was thus named the “Why Vote?” campaign so we could find out why our employees vote. The “Why Vote?” campaign was centered around four key messages or so-called “reasons” that were rolled out over the course of four months leading up to Election Day (July 4-November 4). Each “reason” directly correlated with a call to action for our employees as well as brief explanations of each reason (poster graphics are attached and thumbnails below). The key messages were:

- Reason #5: A Better Government for All – Register & Vote!
- Reason #29: We Are United Through Our Differences – Register & Vote!
- Reason #67: You Can Vote Early – Vote Early!
- Reason #84: You Shape the Future – Vote on Nov. 4 and Let Your Voice Be Heard!



A coordinated campaign was launched in conjunction with July 4 and included the following elements:

- Campaign Toolkits with collateral materials and instructions were distributed to site captains at 25 major facilities around the country. Each toolkit contained 50 sets of four posters (200 posters); Powerpoint templates for IP TV (internal company TV channel) and use in presentations, e-mail banner graphics (one for each of the four key messages), flyer templates (one for each of the four key messages), “Why Vote?” branded promotional items for use during on-site events (including “Why Vote?” tee-shirts, post-it note pads and “Ask me why I vote!” stickers, USB drives loaded with all electronic versions of campaign resource materials for Site Captains and template facility manager communications to use throughout the duration of the campaign).
- Web page where employees could submit their “reasons” for political involvement. All submissions were posted on the site and selections were highlighted in our weekly newsletter (a sampling of employee submissions are attached).

- Monthly conference calls with site captains and regular email communications about the campaign.
- Weekly stories in all employee electronic newsletter “IP Today” highlighting and promoting the Why Vote? campaign. Topics included campaign launch, key themes, highlight employee “reasons” and key calendar items such as voter registration deadlines, early voting dates, polling locations, etc. (sample stories attached).
- Welcome Week outreach to new employees (15,000 at 112 facilities) that were acquired by the company during the campaign. Resource materials were sent to each facility in welcome week boxes that included Why Vote? campaign collateral referenced above as well as general information about Government Relations team, company key issues, the IP Votes grassroots program and PAC.
- Monthly direct email messages were sent to all U.S. employees with the relevant message and action item request (sample message attached).
- Why Vote? site events were conducted in targeted states and major facilities (TN, OH, SC and IL) to encourage voter registration, early voting, candidate information and general program awareness. Distributed information, Why Vote? stickers, post-it notes and hosted drawings for tee-shirts and other door prizes to generate a buzz at on-site events. In some cases, elected officials were invited to meet and greet with employees (slides with photos included).
- State-specific congressional voting records on key company issues were mailed to the homes of PAC-eligible employees. These voting records also highlighted the Why Vote? campaign, the company grassroots program and the PAC (sample included).

### **What prompted this innovation?**

We were successful in engaging our employee base in the previous election and noticed that the higher the profile the GOTV campaign was, the more employees got involved and then stayed involved in the issue advocacy and company grassroots efforts after the election. Knowing that we would be facing some critical issues in 2009-2010 in a less favorable political climate, we knew we had to strengthen our ground game and sharpen our grassroots program. That included growing our broad-based program to include more employees as well as a more developed and targeted key contact program.

We also felt that the time was ripe to capitalize on the historic nature of the 2008 election season and general voter enthusiasm. The inspiration for the “Why Vote?” campaign was born out of the notion that there are an infinite number of reasons why Americans vote, and for many, the reason is very personal. The campaign educated and motivated our employees and their families to participate in the political process because our collective future as both citizens and employees is dependent upon the decisions made at the ballot box. Our goal was to not only motivate our employees to participate, but we also sought to create a dialogue among our employees. Given our technological limitations within the corporate framework for any social networking, we had to develop a very low tech way of doing this. The Why Vote? “reasons” were intended to create the dialogue for employees to share their personal reasons for voting. We planned to measure our effectiveness through employee traffic to our website and the number of key contacts established during the campaign. Our goal was to double the number of employee visits to the website to 30,000 and 200,000 pages of information viewed and recruit 25 self-identified grassroots key contacts.

**How is this innovation likely to change the way political involvement programs are conducted?**

The trend in grassroots programs and campaigns today is that the high tech approach is always better, however the innovation we utilized was getting back to basics and relying on concise messages and human capital to carry the messages to inspire others to action. We realized that our best advocates are our employees and their ability to mobilize and recruit their colleagues to get more involved. In light of the current economic conditions, we are all being asked to do more with less and tighten our belts. We conducted this campaign on a very small budget and I anticipate that many political involvement programs will be asked to do the same in the years ahead. Programs can still be innovative, creative and fun on a small budget. The Why Vote? campaign is a strong example of combining small financial resources with large human capital for an effective, fun and inspiring program.

**What can public affairs professionals learn from your innovation?**

Don't be afraid to get back to basics. We are all tempted to jump on to the latest and greatest technological movement, but if your foundation isn't strong then what's the use of adding bells and whistles? Figure out what works, what doesn't work with your programs and don't keep doing something because that's the way it's always been done or that's what everyone else is doing. Know your audience and be very aware of the organizational environment. Being creative and trying something new doesn't have to cost you a fortune. It doesn't cost anything to tap into the human capital of your volunteers, but it will pay back dividends in committed and enthusiastic grassroots and PAC members.

**What grassroots or PAC results has your organization experienced from the innovation?**

We blew our goals out of the water! As a result, our employees are hungry for more information about issues, how they impact the company and how they can get involved. In the past few weeks, I've received several emails from employees asking when the company is going to launch a letter writing campaign about our priority issues. I can't believe I've had to make calls thanking folks for their enthusiasm and ask them to stay tuned as the company will reach out when the time is right to engage our key contacts and our employee base. I've encouraged them to send a letter or make a phone call on their own if they feel so passionate about an issue. I also have many key contacts who are actively working to set up facility tours and townhall meetings with freshman legislators. The bottom line is the Why Vote? campaign was successful in motivating our employees to utilize the resources available to them and making their voices heard in the political process. Efforts resulted in record-breaking web site usage – 101,731 employee visits and 263,533 pages of information viewed. The campaign was also successful in recruiting 52 new key contacts from 23 states across the country. The key contacts have agreed to share information with their teams on key issues and political involvement as well as to help identify new key contacts.

| <b>Election</b>     | <b>Employee Visits</b> | <b>Page Views</b> |
|---------------------|------------------------|-------------------|
| <b>2008 Goal</b>    | <b>30,000</b>          | <b>200,000</b>    |
| <b>2008 Results</b> | <b>101,731</b>         | <b>263,533</b>    |
| 2006 Results        | 15,520                 | 114,004           |