

# THE SHOWALTER GROUP, INC.

*Elevating the performance and results of political involvement programs*

**Amy Showalter**  
www.showaltergroup.com



## AMY SHOWALTER

### Giving your PAC team the persuasion edge through customized workshops, webinars, research and communications

Helping government relations professionals improve their advocacy, PAC and influence results is Amy's passion. Over 85% of her long-term consulting clients have experienced an increase in budget, staff, PAC contributions and senior management recognition after collaborating with Amy. She has delivered over 300 workshops and keynotes to over 25,000 grassroots advocates, PAC contributors, and PAC boards of directors, government relations staff, and non-profit volunteer leaders about how to maximize their PAC and advocacy influence.



I was truly impressed with the preparation Amy put into our session. The presentation was so personalized to our audience that it kept the PAC Committee fully engaged for the entire time. I would highly recommend working with Amy when looking to train & inspire PAC fundraisers & advocates.

**Anne Thompson, Director of PAC and Political Strategy, National Corn Growers Association (formerly)**

**Vice - President, Young Beginning Farmer Programs and Industry Outreach, Farm Credit Council**



I've heard nothing but positive feedback from our members. The PAC fundraising webinar and content were very valuable for now and future educational purposes. The learning resources you created are outstanding and our members have already responded that they will be using them to educate future RPAC Chairs and RPAC Committees. Thank you again! It was a well-rounded presentation and you covered everything we were hoping for.

**Stephen Ciacchi, Director of Political Affairs**  
Ohio REALTORS®



### Here's what PAC peer-to-peer fundraisers say about Amy's training:



I felt like I was hitting a wall with my story, so I reached out to Amy and she practically made herself available immediately to listen and provide great direction and feedback. She was able to give purpose to my story and most importantly, made me feel confident that the story is meaningful. What a great resource!

**Andrew Arbogast**  
International Paper



This was a great PAC fundraising tips on steroids! We could listen to you for four more hours. There's a lot that you shared which we can use. Amazing!

**Nancy Garcia, First Vice Chairman**  
Texas REALTORS® Political Action Committee



I've been at Pfizer for 30 years, so I've heard it all. I've been to a lot of training workshops. This was one of the, if not the, best one I've ever attended. Thank you so much!

**Carol Mazin**  
Pfizer Labs



"When we think of PAC 'solicitation,' the mental picture hardly conjures up welcoming images. By removing the 's' word from your PAC vocabulary, you will subtly alter your PAC's image. Think of recruiting, instead of soliciting, for PAC membership."

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# Amy provides interactive, customized workshops that turbocharge your PAC team to achieve improved results.

## The Pillars of PAC Persuasion

Not all influence tactics are effective when conducting PAC fundraising. You'll learn why some are more powerful than others, and how your peer to peer PAC recruiters can integrate them into their presentations and conversations.



Thanks for a great session, Amy! Your customized approach made our four hours together very beneficial and provided tangible takeaways we can start using right away to increase PAC fundraising results.

*Barbara Benton, Vice President of Government Affairs* Ohio Society of CPAs



## "What's Your Story?" How to Share your Personal Story for the PAC Persuasion Edge

Narrative is an underutilized yet powerful PAC persuasion tool, particularly in today's divided electorate. To gain the persuasion edge, your peer-to-peer recruiters and staff need to deliver narratives that inspire and, most important, persuade your PAC prospects. This is a highly interactive workshop where participants learn the elements of persuasive stories and engage in live practice sessions with Amy's coaching to hone their PAC narratives.



**Amy, that was great – you're always able to pull out the meaningful stories from our PAC champions.**

*-Meaghan Joyce, Senior Director, Political Strategy, International Paper*



## From Questions to Contributions: Turning Tough PAC Questions into PAC Contributions

This workshop empowers PAC fundraisers to prepare for, and even welcome, PAC objections. Participants will become comfortable answering difficult questions and learn how to build trust with hostile audiences. This highly customized offering features the questions your PAC fundraisers commonly face, with real time role playing and the specific language that creates trust and understanding. We also explore the nuances of nonverbal communications that build rapport.

## It's What You Say and How You Say It: The Language of the PAC Sale

Words matter, and this workshop reveals subtle yet impactful language that leads to comfortable dialogue about your PAC, and gives your recruiters the confidence to have PAC conversations that build relationships instead of misunderstandings. Participants will also learn the vital aspect of their nonverbal communications when discussing PACs and political topics.

