



Innovate to Motivate

The National Conference for Political Involvement Professionals

2011 February 8–11, 2011 San Antonio

www.InnovateToMotivate.com

Winner - PAC

2011 Showalter Political Involvement Program Innovation Award

Nominated Organization:	Kraft Foods
Name of Person Submitting the Nomination:	Holly Borgmann
Submitter's Phone Number:	(202) 942-4344
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Name of Program Manager/Senior Administrator:	Holly Borgmann
Is the nomination for grassroots, PAC or technology?	PAC

What is the innovation?

Democratization of candidate contribution decision-making process.

What prompted this innovation?

Employee survey showed that non-contributors didn't understand how the PAC operated and that both contributors and non-contributors wanted to play a role in the decision-making process.

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

Democratization of process educated employees about contribution decision-making process, importance of political involvement, etc. Got employees excited about politics. Easy to replicate.

What can public affairs professionals learn from your innovation?

Democratization of decision-making process is effective, easy to do and educational.