



Innovate to Motivate

The National Conference for Political Involvement Professionals

2014 December 9–11, 2014 New Orleans

www.InnovateToMotivate.com

Nominated Organization

New York Life Insurance Company

Name of Person Submitting the Nomination

Emily Gonce

Submitter's Phone Number and Email Address

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Name of Program Manager/Senior Administrator

Jon Paone

Is the nomination for grassroots, PAC or technology?

Grassroots

What is the innovation?

New York Life established a "Political Involvement Leader" (PILs) network-- where we have 1 person appointed in every one of our offices across the nation as a point person for the Office of Governmental Affairs (OGA). OGA trains that group of about 130 people on the company's political agenda, how to lobby, and how to build relationships with elected officials. This year we experimented with asking our PILs to invite Members of Congress to their offices to speak in front of large groups of constituents. Historically, this function of arranging site visits was handled by OGA staff. OGA divided up all members of congress among the PILs. We had historic success, having 70 members of Congress visit NYL offices in 2014 (compared to 15 the prior year). Visits included a 15 minute small group meeting with key constituents who delivered key NYL focused talking points/ education about NYL issues; 15 minute office tour; 30 min opportunity for the member to speak to a large group of constituents about his/ her legislative priorities. 11/21/2014 Gmail - Re: Nomination for Award
<https://mail.google.com/mail/u/0/?ui=2&ik=6e3c2ba4b1&view=pt&search=inbox&th=149baa4bb4a31acd&siml=149baa4bb4a31acd> 2/2

What prompted this innovation? Tax reform is a hot topic and is one of the greatest legislative threats we face. While there was no specific bill we were lobbying for/against, we wanted to keep our advocates engaged in a beneficial way. This was a huge education campaign. We believe that, through our efforts, more members of Congress now understand the value that life insurance provides their constituents and hope that Members might reconsider supporting any legislation (if proposed) that could be harmful to the life insurance industry. At every site visit, members were informed about the # of NYL policyholders in their state/district and were told real stories about how life insurance benefited their constituents. In many situations, we learned of MoC connections to the insurance industry-- new and invaluable information.



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

Going forward, we are going to do more to empower our PILs and build the program. We've learned that well trained constituents are our best advocates. We are also now asking our PILs to build a network in their offices of other "Key Contacts"-- so that we will, by 2017 have one agent/ employee identified as a Key Contact for every member of Congress. That Key Contact will take responsibility for developing a relationship with his/her member of Congress. So in a way, the PIL is building their own team of advocates.

What can public affairs professionals learn from your innovation?

Empowering people and building networks is key. We've found that many of our PILs and their colleagues have personal relationships with members of Congress. We track all of that information in a database-- as well as every conversation that a NYL employee/ agent has with an elected official. This helps us build relationships. Technology is also critical.