

Biennial Report

BUILDING ON THE STRENGTH OF OUR SUCCESS

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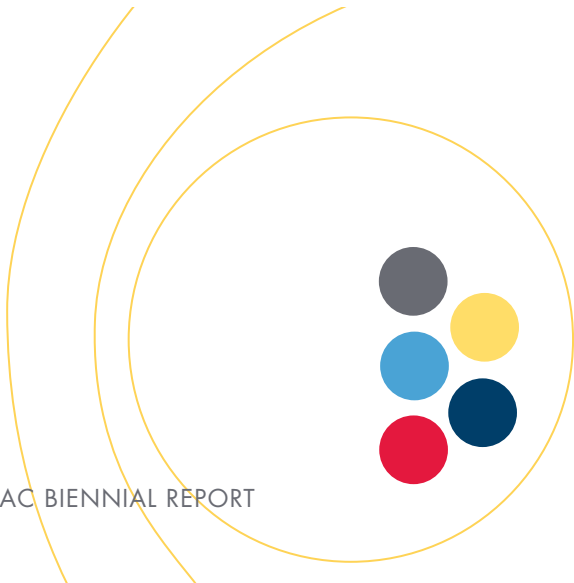
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DIVERSITY OF INTERESTS

The 2007-2008 election cycle proved to be a time of extensive growth for BIPAC and our programs in geography, industry sectors and size. Partnerships with national and state business organizations have enabled us to reach companies and associations that do not have a presence inside the Beltway.

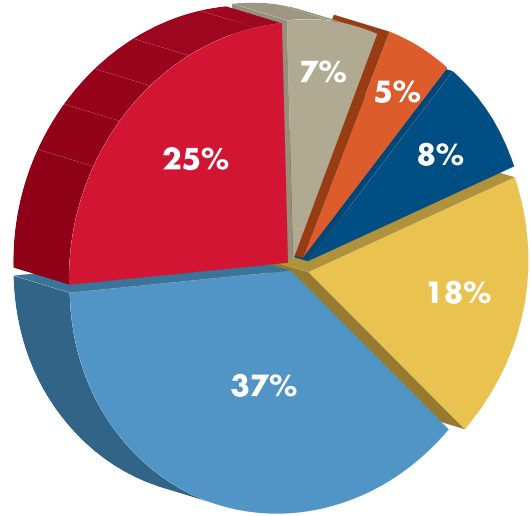
By working with state and local business communities, we have given employers of all sizes the tools and strategies needed to effectively communicate with their employees. Our collaborative effort with national and state industry associations has increased education of employees in sectors including alternative energy, engineering, health care and agricultural manufacturing and processing.

BIPAC's ever-growing outreach, regardless of industry size or sector, has given voice to the largest and most diverse asset the business community has to offer—its employees.

“As an industry trade group with a thirteen state region, [we have] always found organizing the tens of thousands of our industry employees to be a challenge. When our Board of Directors asked our staff to build a grassroots campaign to educate our members on this year’s elections and encourage them to become more active in the political process, BIPAC provided the expertise, manpower, and technological support we needed to achieve this goal.”

*—Director of Public Affairs,
energy association*

DIVERSITY OF PROSPERITY PROJECT® USERS



- LOCAL CHAMBERS OF COMMERCE
- LOCAL COMPANIES
- REGIONAL COMPANIES
- STATE CHAMBERS AND ASSOCIATIONS
- NATIONAL ASSOCIATIONS
- NATIONAL COMPANIES

A majority of the Fortune 50 companies are among the 3,764 Prosperity Project® organizations.





BREADTH OF INVOLVEMENT

Over the past two years, we have watched the political landscape evolve. These observations, along with anticipations of the changes to come, have led us to shape and expand the integrated political involvement tools we offer our members.

Revisions in campaign finance laws have made navigating the murky waters of running a PAC quite challenging. We've addressed this new challenge by expanding and refining our PAC program to provide well-informed and strategy driven blueprints.

Our member companies can now encourage their employees to become involved at every level of government, from attending town hall meetings to writing their congressman using our Prosperity Project® tools. We've extended our suite of tools to help our members reach the goal of total employee engagement more efficiently and effectively.

"I depend on BIPAC for a variety of important resources to assist me in communicating with my association membership. From messaging strategy, to political analysis, to grassroots action tools, BIPAC is a one-stop shop with unparalleled leadership and a spectacular staff..."

—Director of Political Affairs,
financial association

"Without BIPAC's assistance I would be reinventing the wheel. BIPAC has helped us reach our grassroots goals by providing guidelines, schedules, and samples of artwork and broadcasts to copy and paste into our employee announcements. Our website has provided a valuable tool to employees to keep up to date on issues important to the company and to themselves. Thanks BIPAC."

—PAC Coordinator,
electric utility company

NOVEMBER '08

- 500,000 Users in One Day
- Tokyo Security Summit Presentations
- 4 Million+ Users per Month
- BIPAC Deploys Innovative Video on Demand Technology
- BIPAC Invited to Lecture on Security and Privacy

JUNE '08

- New Web Servers Added
- EZ Vote Available in Six Languages
- Multilingual Content Added
- Additional Federation Servers Added
- BIPAC on Program Committee for Net ID World
- 1,000th CoBrand Site Added

DECEMBER '07

- 1.6 Million+ Users per Month
- BIPAC Staff GCIH Certified
- PAC Contribution Systems Enhanced
- BIPAC Staff GSPA Certified

JUNE '07

- 200,000+ Constituent Letters Delivered in One Month

- Contact Management Systems Added

- Brussels Privacy Summit Presentations

- 50,000+ Constituent Letters Delivered in One Month

- State Issue Content System Added

- 1 Million+ Users per Month

- Berlin Privacy Summit Presentations

- Profile Report Programming Added

DECEMBER '06

BIPAC TECHNOLOGY 2007-2008

● TECHNOLOGY AND USAGE

● SECURITY

● FUNCTIONALITY



EFFECTIVENESS

When seeking to affect public policy, employees are one of business's most important assets. They are a natural constituency – sharing many cultural links, as well as economic and political priorities. Research consistently demonstrates the Prosperity Project® is very effective at both building issue awareness among employees and increasing their political involvement and issue advocacy.

Employees seek out employer input about issues relevant to them and view employers as one of the most credible sources of information. The employer-to-employee communications strategy BIPAC offers motivates employees to take action. Participants consistently provide feedback that they appreciate their employer providing direct, clear, unbiased and relevant information on current issues.

CREDIBILITY OF EMPLOYER INFORMATION HAS DOUBLED SINCE NOVEMBER 2006

"Which of the following organizations do you feel provides the most credible information on political issues and elections that affect your job, your company and your industry?"

	11/04	11/06	4/08	11/08
Political parties (both combined)	39%	37	30	37
Your employer	10%	11	22	23
Labor unions	12%	13	15	14
None	34%	35	22	17
D/K	5%	4	11	8

[Source: BIPAC National Polls, Moore Information, Public Opinion Strategies]

USAGE HISTORY

	2000	2002	2004	2006	2008
Participating Companies and Associations	50	184	914	1,628	3,764
Messages Delivered to Employees	1.5 Million	11 Million	40 Million	57 Million	107 Million
Voter Forms Provided	145 Thousand	348 Thousand	1.69 Million	1.99 Million	2.10 Million
Letters Delivered to Elected Officials			286 Thousand	1.14 Million	1.20 Million

"I trust the information provided by my employer to be unbiased, much more so than from the candidates themselves. I would like to see more!"
— association employee

"This is exactly what I am looking for on these issues. Really great, unbiased info."
—utility company employee





PLAN FOR GROWTH

Much like the roads on a map, the programs offered at BIPAC go everywhere and reach all segments of the voting public.

Through our Prosperity Project[®], we touch all company levels, from the new hire to the retiree and shareholder – as well as everyone in between. We allow for deeper conversations on how public policy will affect nearly every family in America. The BIPAC message is that universal.

And the scope of our issues has expanded as well, so as we continue to grow we are going to reach more segments of the economy in more states.

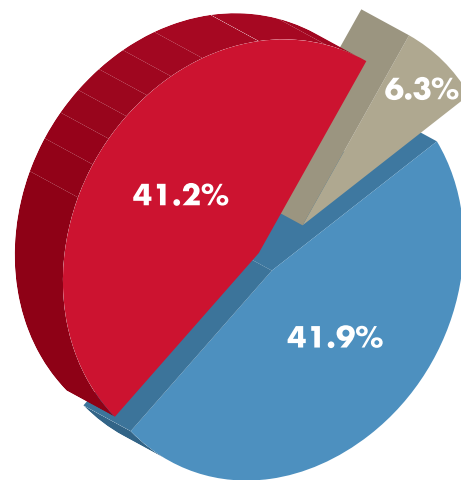
We don't leave anyone out of the message, because doing so would marginalize ourselves. Greater prosperity for America depends on greater involvement, which means everyone.

"Our state has one of the country's highest voter intellects, yet they have been completely confused due to the lack of a consistent, grassroots educational program that the business community engages with. We are honored to be BIPAC's partner and look forward to advancing an educated electorate."

—President, state deployment partner

"Every household is a part of the business community. Personal prosperity depends on the success of enterprise. It is only as a result of universal outreach through shared interest that American prosperity can be attained, and BIPAC provides the best tools to achieve this goal."

—Russell B. Hagen, BIPAC Chairman of the Board



EMPLOYEES WANT MORE ADVOCACY

Of Prosperity Project[®] company employees surveyed, **41.9%** indicated they would like their employers to become more active in promoting public policies favorable to industry and their economic future; **41.2%** said the current amount of activity should be maintained, and only **6.3%** wanted less activity.

[Source: Prosperity Project[®] company online survey, October, 2008]





THE INVOLVEMENT OUTCOME CONNECTION

Often obscured by the partisan power struggles that dominate modern elections, the purpose of business involvement in the political process is to favorably influence public policy outcomes regardless of which political party is in control.

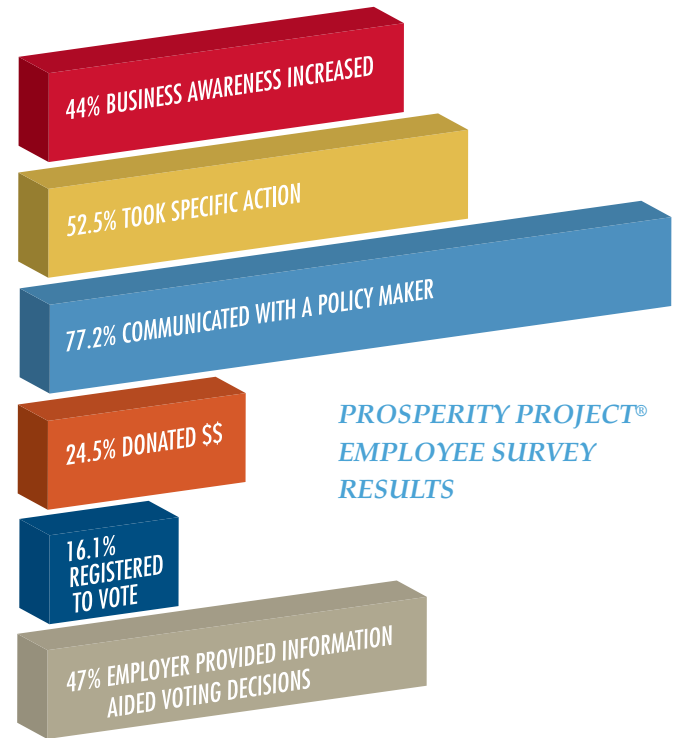
The BIPAC Prosperity Project® strategy of employer-to-employee communications bypasses the partisanship by bringing concerned, educated and motivated employees into direct and meaningful contact with office holders before, during and after elections.

As we move forward, the challenge for proponents of the Prosperity Project® will be to increase program deployment and utilization in order to shape the public policies affecting their members.

In the end, the voice of voters is the ultimate determinant of policy outcomes. The Prosperity Project® has a proven track record, and has become one of the most sophisticated business grassroots programs in the nation.

“Earlier today 35,000 employees received [our] GOTV communication. The first communication was sent to the 14,000 Ohio associates and the second communication went to the remaining employees across the country. ... This is a true testament that employees are seeking election information from their employer.”

—Government Relations
Program Manager, national
insurance company



**PROSPERITY PROJECT®
EMPLOYEE SURVEY
RESULTS**

Of Prosperity Project® employees, over **44%** indicated their overall awareness of business issues “somewhat” or “strongly increased” as a result of their employer communications. More than half (**52.5%**) of respondents said they had taken some specific action as a result of employer-provided information, including communicating with a policy maker (**77.2%** of respondents), donating money (**24.5%**) and registering to vote (**16.1%**). Almost half (**47%**) of respondents indicated the information provided by their employer “sometimes” or “frequently” helped them make voting decisions.





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