

Introducing

THE OREGON PROSPERITY PROJECT

Keeping Oregon companies and our employees prosperous by fostering a politically educated and involved private sector community

THE OREGON PROSPERITY PROJECT

Leading the way
for jobs and prosperity

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Did you know:

Research shows that employees welcome information from their employers about how public policy and elections affect their job security and their future. They respond more positively to political messages from their own employers than from any other source.

WHAT IS THE OREGON PROSPERITY PROJECT?

The Oregon Prosperity Project is the source for employers and employees to stay informed on the issues affecting our jobs and economy. It gives employers the ability to communicate with employees about the issues, the policies and the people affecting their company, their jobs and their paychecks. The Prosperity Project empowers employers and employees alike to be better informed voters and gives them the tools to communicate directly with elected officials and influence their decisions.

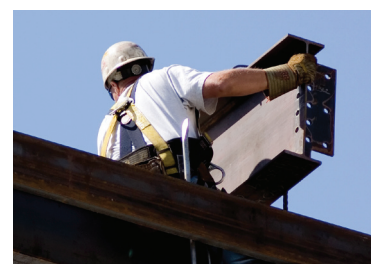
Oregon Prosperity Project delivers:

- ✓ Up-to-date issues information
- ✓ Up-to-date lawmaker and candidate information
- ✓ Legislator voting records on key economic issues
- ✓ Voter registration
- ✓ Instant communication with lawmakers
- ✓ Instant communication to employers and employees on critical issues

HOW DOES THE OREGON PROSPERITY PROJECT WORK?

1. It **educates** employees about important issues
2. It **informs** them on where the candidates stand on those issues
3. It **involves** them in communicating with policy makers about those issues
4. It **registers** employees to vote or request an early ballot and
5. It **mobilizes** employees to "get out the vote" and cast informed votes

The Oregon Prosperity Project is a collaborative effort of the Oregon business community to communicate with our employees about issues, candidates and elections. It is initiated and managed by Associated Oregon Industries (AOI) in partnership with Oregon's major business groups and with the Business Industry Political Action Committee (BIPAC).



Fast facts:

Data from the 2004 election cycle showed

- Nearly 12 million voters said the information they received from their employer was the most credible they received during the election
- 53 percent wished their employers would provide more information about issues and how they impact their jobs
- 24 percent said that employer-provided information made them more likely to vote



Help Oregon Lead the Way for Jobs and Prosperity

www.oregonprosperity.org

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Did you know:

A majority of the nation's largest 100 employers use the Prosperity Project to communicate with their employees, retirees and shareholders about candidates, issues and elections. As a result, during the 2008 election cycle, the Prosperity Project programs:

- Garnered 107 million web page views
- Prompted more than 1.2 million people to register to vote
- Delivered 1 million messages to elected officials

Prosperity Project programs delivered significantly higher pro-prosperity voter turnout in state and federal contests from coast to coast. In the most competitive races, the number of messages delivered by companies participating in the Prosperity Project matched or exceeded the margin of victory for the pro-prosperity candidate.

WHY SHOULD MY COMPANY GET INVOLVED?

While issues and elections have a major impact on the bottom line of every business, voters often are forced to make decisions based on limited information and attack ads. News coverage tends not to address how outcomes will impact competitiveness, our job security, our paychecks and our future prosperity. Other groups with narrowly-defined interests are becoming more adept at using technology to spread their messages to potential voters. It is critical to educate our employers and employees on how issues and elections affect their prosperity and to motivate them to take action to protect their future.

HOW DO I PARTICIPATE IN THE OREGON PROSPERITY PROJECT?

There are two ways.

Individuals can simply go to: www.oregonprosperity.org. If you would like to explore creating a special program for your company, contact:

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