

# Aristotle Consulting

Aristotle's Consulting Team has a combined 50-plus years of expertise in helping organizations develop, grow, and manage their political programs. Our team partners with yours to create and implement a political brand that effectively communicates your goals. We help organizations from a wide array of industries set and meet ambitious objectives by designing innovative programs to educate and engage employees and members.

## PAC FUNDRAISING

Plan and implement organization wide education & solicitation campaigns targeted to increase employee investment and grow your PAC.



## STAKEHOLDER ENGAGEMENT

Identify, train and provide tools and resources to employees, members, and customers to enhance a client's policy agenda in a personal and impactful way.



## PAC BUDGET PLANNING

Develop contribution criteria and a giving strategy for PAC disbursements based on organization's footprint and issues of importance.



## STRATEGIC COMMUNICATIONS

Identify creative opportunities to leverage and communicate a political narrative for both PAC and Grassroots through infographics, newsletters, custom reports, and social media.



## POLITICAL BRAND MARKETING

With a focus on understanding an organization's culture, we create a PAC and/or Grassroots brand that aligns and effectively demonstrates the political value.



## ARISTOTLE CONSULTING LEADERSHIP



**Katie Anderson** is a **Senior Vice President**

and leads the Consulting team at Aristotle. Katie is a widely recognized expert in PAC management, strategy, and political branding. She assists corporations and trade associations in starting, managing, and creatively marketing their political brands. In her 14 years at Aristotle, she has established scores of new PACs and helped existing clients raise millions in political program dollars. Katie has presented on the importance of political engagement before numerous corporations and associations.

## POLITICAL EVENTS & RECOGNITION

Plan and execute client events – hosting Members of Congress, recognizing employees, leveraging existing resources for recognition and implementing creative ways to thank donors through virtual and in-person events and tangible member benefits.



## POLITICAL STRATEGY

Develop a comprehensive strategic plan to include goal setting, regular assessments, and creation/review of organizational processes and documents for both PAC and grassroots.

