

2006

Prosperity Project and Prosperity Fund Report



A MESSAGE

From BIPAC's 2005-2006 Chairman

The American electorate is dynamic and often befuddles the partisan political professionals who attempt to describe them as either Democrat blue or Republican red. In reality, voters are a more practical purple than they are strictly partisan. And even the most partisan of voters desires prosperity.

The modern employer ranks as one of the most credible sources of prosperity-related information on issues, candidates and campaigns. Employees want such input, tend to believe it when presented correctly and become more motivated advocates when given the tools to do so. In short – electronically-delivered, employer-to-employee communications is the emerging force in shaping political and policy outcomes with the increasingly savvy and independent thinking modern voter.

The Prosperity Project, powered by The Prosperity Fund, is redefining the parameters of business involvement in government and political activities at all levels of government. The Prosperity Project/Prosperity Fund partnership is providing companies - of all sizes, in every industry and in every corner of the nation - the strategy, tactics and tools to revolutionize business influence via increased participation in good government.

Growth of The Prosperity Project movement is neither accidental nor guaranteed. In every respect, Prosperity Project/ Prosperity Fund efforts are collaborative partnerships between BIPAC and enlightened companies and associations. It is easy and safe to become a part of the movement. Join The Prosperity Project team today.

J. Larry Nichols
Chairman & CEO
Devon Energy Corporation

2006 Prosperity Project and Prosperity Fund Report

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S U R V I V I N G T H E W I N D S O F

The 2006 Political Landscape

“The Business Industry Political Action Committee (BIPAC), a potent force in Congressional and state elections, is warning both parties that voters are ready to nationalize the 2006 election and punish incumbents with unusual force next November.”

*National Journal,
December 7, 2005*

Throughout the 2005-2006 election cycle, BIPAC consistently emphasized the following points: incumbents were vulnerable, voters were engaged, the election would be determined by independents (not by the base) and there were always enough seats in play for party control of Congress to change.

Even so, BIPAC was confident that American business could build and maintain a pro-business coalition in Congress, regardless of party control, and advance business issues at other levels of government by engaging its employees and stakeholders with communication about issues, candidates and good government.

Guided by years of voter research, BIPAC understood the “fix it” attitude of the modern electorate and created the strategy and tactics to engage voters with an employer-based communication infrastructure particularly influential with independent thinking voters.

“Despite uncertainty in the electorate, [Bernadette] Budde said the business community should draw confidence from its ability to assemble bipartisan coalitions in Congress to pass energy, trade, tort reform and environmental legislation.”

Congress Daily, December 8, 2005



CHANGE

THE PROSPERITY PROJECT

Promoting good government through employee education

The Prosperity Project promotes good government by helping employers and their stakeholders learn about the people and policies that impact their jobs and industries, providing the tools and strategies they can use to shape political and policy outcomes. From its inception in 1999, The Prosperity Project is based on four **proven** notions:

- Employees and other stakeholders want information about issues and candidates from their employers.
- Employees tend to believe information about issues and candidates when it is delivered properly and effectively.
- Better educated employees and stakeholders become motivated participants in political process and better advocates for prosperity-based public policy.
- Engaged employee voters tend to vote at greater rates.

BIPAC began its groundbreaking research on business and the electoral process a decade ago. From that, BIPAC has developed sophisticated communication techniques and unique and expansive databases that put The Prosperity Project program in a league of its own.

“Every single participant in the employee focus group identified the Internet as the best place to go to learn more about this year’s elections. As one employee noted, ‘The information is always at your fingertips. You can access it whenever you want.’”

*Public Opinion Strategies,
December 2006*

P O T E N T A N D P E R V A S I V E

Steady growth and compelling achievements

Led by several of America's most prominent national business groups, **The Prosperity Project continues to meet or exceed its goals for business grassroots involvement year after year.**

“Eleven percent of all 2006 voters remember receiving information from their employer, an increase of 1.5 million voters in the last mid-term election.”

Public Opinion Strategies,
November 2006

By Election Day 2006, nearly 1,700 employers and associations, including a majority of the nation's largest 100 companies, were talking with their employees, retirees and shareholders about candidates, issues and elections, using The Prosperity Project tools directly from BIPAC. That's a 69% increase over the number of employers who used the tools in the 2004 Presidential election year. Hundreds more participated through BIPAC's 24 affiliated state Prosperity Projects.

Employers delivered more than 57 million pages of information, prompting 1.9 million employees to use their company's Web site to download voter registration or early ballot forms.

Employees proved their use of The Prosperity Project was more than just about elections by using the system to write 1.1 million letters to their elected officials on issues related to their jobs and industries, almost four times what they did in 2004.

THE PROSPERITY PROJECT GROWTH

Year	2000	2002	2004	2006
Prosperity Project Participating Companies and Associations	50	184	900+	1,628
Messages Delivered	1.5 Million	11 Million	40 Million	57+ Million
Voter Forms Provided	145,000*	348,000*	1,693,939	1,995,069
Letters Delivered to Elected Officials			286,000	1,136,125

**Early ballots were not included in 2000 and 2002.*

YE



TECHNOLOGY MATTERS

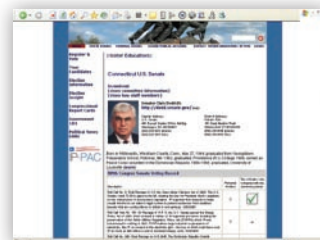
Using the potential of the Internet to reach millions of voters

That voters are increasingly relying on the Internet to get election information is well documented; 40% of voters said they went online to get such information in 2006. That The Prosperity Project is the most pervasive provider of that service to business is also a known fact.

Tactics matter. Not only does BIPAC's Prosperity Project use the Internet to engage employees, it uses it **better**. The Prosperity Project respects employee privacy and never requires users to register to enter the site. Over 90% of voters said they are less likely to use a program that requires them to divulge personally identifiable information during registration (Public Opinion Strategies, November 2006).

The Prosperity Project is also unique in its commitment to privacy. Through The Prosperity Project, employer-to-employee communications are conducted through the most secure channels available. In 2005, BIPAC became the first political organization to adopt the forward-looking federated identity management, an advanced standard for online privacy protection.

According to an evaluation conducted by Tech Coast Editing, an independent consultant, The Prosperity Project "provides a seemingly exhaustive amount and range of information including analytical tools not seen on any other sites."



"BIPAC has achieved the highest level of online market penetration relative to the other pro-business organizations examined in this report."

London Ink, November 2006



MILLIONS OF INFORMED
VOTER

Engaging the Electorate

“I understand that the information on the Web site is presented through the eyes of the employer and their issues are an important part of my interest because it is my company and my job.”

Focus Group Participant,
Public Opinion Strategies,
December 2006

Years of research has proven BIPAC’s strategy works: employees **want** information about candidates, issues and elections from their employers.

In fact, 55% of all working voters wish their employer would provide **more** information, an increase for the third consecutive election cycle, reaching a high of 72% for those ages 18 to 24.

In 2006, 46% of voters said the information they received from their employer was influential in which way they voted.

“Valerie Pugh, an administrative assistant at Texas Gas Service, likes to receive information from her employer about issues that affect her company and job. ‘The more information available’ on political issues, ‘the better,’ Pugh said. ‘The Internet is a good way to provide such information,’ she said. She has looked at the El Paso Prosperity Project Web site and is likely to pay attention to it in the future.”

El Paso Times, February 8, 2006



“15.9% of workers said that employers were the most credible source of information, compared with 14.4% who said labor unions were the most credible source.”

Public Opinion Strategies, November 2006

EMPLOYERS HAVE GREATER UNIVERSAL APPEAL AND LESS “BAGGAGE”

What best describes you, 10 being a perfect description and 1 being not at all?

	Mean	8-10	1-3
A supporter of conservative religious groups	5.0	27%	37%
A supporter of business interests	6.0	30%	15%
A supporter of the NRA	4.9	30%	41%
A supporter of gay rights	4.1	22%	50%
A supporter of organized labor	5.0	27%	35%



REACHING BEYOND THE BELTWAY

The Prosperity Fund helps take the Prosperity Project to the heartland

THE PROSPERITY FUND

First formed in 2004 as a counter-offensive to anti-business groups, the Prosperity Fund is now a permanent force in grassroots politics.

The Fund develops partnerships with state-based business groups through which its assets are used to deploy the proven Prosperity Project tools and strategies to turn out the number of pro-business voters necessary to shape election outcomes and policy maker attitudes about issues.

That state-wide legislative and judicial races sometimes have greater impact on business than some federal races is no surprise to business leaders. The Prosperity Fund takes the Prosperity Project to a local level where resident associations and businesses can speak with real credibility about issues that matter to their employees.

Working with BIPAC political analysts, the Prosperity Fund leadership – a small group of prominent business leaders – analyzes the political environment, identifies opportunities and quantifies efforts necessary to make a difference in critical business battlegrounds. In 2006, 13 priority states were selected to receive Prosperity Fund support.

Each of the top tier state programs – Iowa, Minnesota, Ohio and Pennsylvania – met or exceeded its stated goals for 2006.

With two election cycles of successful efforts behind them, the Prosperity Fund leadership has committed to making the nation-wide communications infrastructure permanent. Activities will continue from Akron to Tacoma, proving there is no “off-year” for American business.

“[Greg] Casey said business can help insulate business-friendly candidates by trying to shift the political debate in races from national themes to locally important issues. He said his group is spending ‘several millions’ on its Prosperity Project this election cycle to help companies communicate with their employees on candidates on issues.”

*Congress Daily,
May 26, 2006*



ELECTION RESULTS

The Future of Business Political Involvement

BIPAC considers political involvement a long-term game which requires a steady increase in the size of the voter base; it is by this measurement that the American business community recognizes its success in the 2006 election.

Since 2005, BIPAC has maintained that if the business community did its job – based on the voting records on business issues in the 109th Congress - there would be a pro-business majority in the 110th Congress regardless of which party took control. Hundreds of new faces in Congress and state houses mean that the business community can start over on its issues with legislators without rigid ideologies.

2006 Election activities show that employers and employees alike are engaged and ready to work:

- 57,733,172 Prosperity Project messages delivered
- 1,020,729 voter registration forms downloaded
- 974,340 early ballots downloaded
- 1,136,125 letters sent to elected officials

Increasing activity becomes even more important as the political playing field continues to expand. The 2008 election will involve coast-to-coast key states for President, the U.S. Senate, the U.S. House of Representatives and state legislatures. All demographics of voters will be important and contests will be decided on a wide array of issues.

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- In Iowa's Senate District 35, pro-business candidate Larry Noble became the target of an opposition mailing that used partial answers from his Prosperity Project candidate survey to voters. The plan back-fired. The Iowa Prosperity Project mailed his complete survey. Noble won.
 - In Minnesota, a hotly-contested ballot measure on transportation was won by a margin of 57% to 42% after the measure was endorsed by The Minnesota Prosperity Project and other state-wide business groups. It was touted in Minnesota Prosperity Project communications to local voters.
 - In Ohio alone, the total number of page views on Prosperity Project Web sites featuring incumbent voting records exceeded 109,000 before Election Day. The voting record of Ohio's incumbent Congresswoman Deborah Pryce ranked fourth among the most viewed voting record in the entire nation. In a race not declared until December 15, Congresswoman Pryce won by a 1,054 vote margin.
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www.californiaprosperity.org

Colorado
www.coloradoprosperity.org

El Paso
www.voteelpaso.org

Florida
www.flaprospertyproject.com

Illinois
www.illinoisprosperity.org

Iowa Employees site
www.iowaprospertyproject.org

Iowa Employers site
www.iowaemployers.com

Indiana
www.indianaprosperty.org

Maine
www.allianceformaine.org

Maryland
www.marylandprosperity.org

Minnesota
www.minnesotaprosperty.org

Montana
www.montanaprosperty.org

Nevada
www.nevadaprosperty.org

New Mexico
www.newmexicoprosperty.org

Ohio
www.ohioprosperity.org

Oklahoma Employer site
www.okemployer.com

Oklahoma Employee site
www.okprosperity.com

Oklahoma's Spanish site
www.prosperidaddeok.com

Oregon
www.oregonprosperity.org

Pennsylvania
www.pennsylvaniaprosperty.org

Tennessee
www.tennesseeprosperty.org

Vermont
www.vermontprosperity.org

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