



# 2020 PAC Match Survey



# Survey Overview & Methodology:

The Public Affairs Council conducts this survey every two years to identify common trends and practices of PAC practitioners administering charitable match programs. Survey questionnaires were completed only by PAC professionals who currently operate a PAC match program. The survey was conducted during September 2020 and circulated amongst the Council's PAC community. In all, 23 organizations participated in the survey. This report provides a summary of answers to survey questions.

# The Case for PAC Match

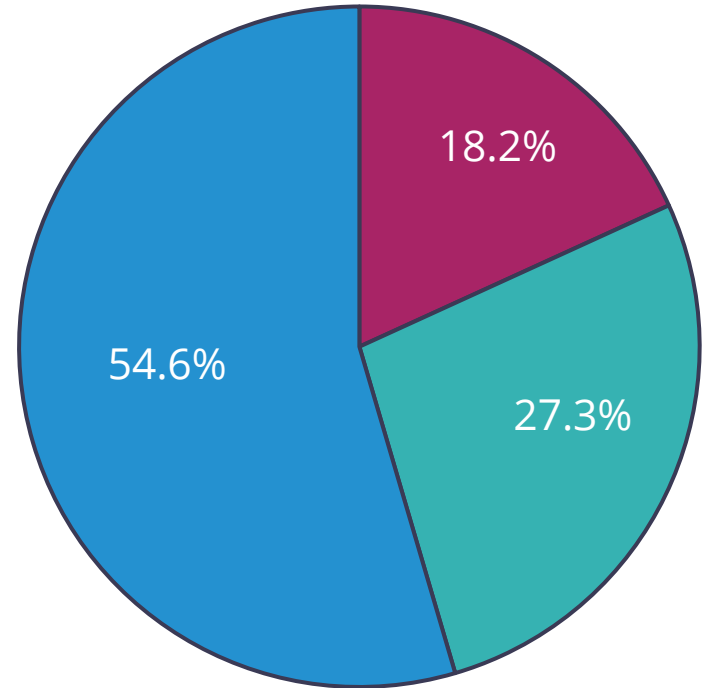
PAC charitable match allows a PAC's connected organization to match all or a portion of an individual's PAC contribution to a charitable entity. Organizations have the discretion to make a 1:1 match for all contributions, match only certain contributions or require a giving threshold before the match kicks in. As these survey results show, different PACs choose different structures that meet their internal culture, resources and needs. Regardless of the structure, neither the organization nor the individual receive a tax deduction for the charitable contribution.

The Public Affairs Council's 2019 Corporate PAC Benchmarking Report found that PAC match was the single most effective PAC benefit offered by PACs to incentivize PAC contributions. Additionally, in the 2020 PAC Match Survey, majority of the respondents indicated that PAC match is an effective tool for raising PAC funds.

This report examines the administration, restrictions and disbursement procedures of PAC match programs. The report also shares the limitations and requirements by organizations for donors and charities to be eligible for this program. The Public Affairs Council has many resources and information on PAC match. For questions or additional resources please contact Tori Ellington at [vellington@pac.org](mailto:vellington@pac.org).

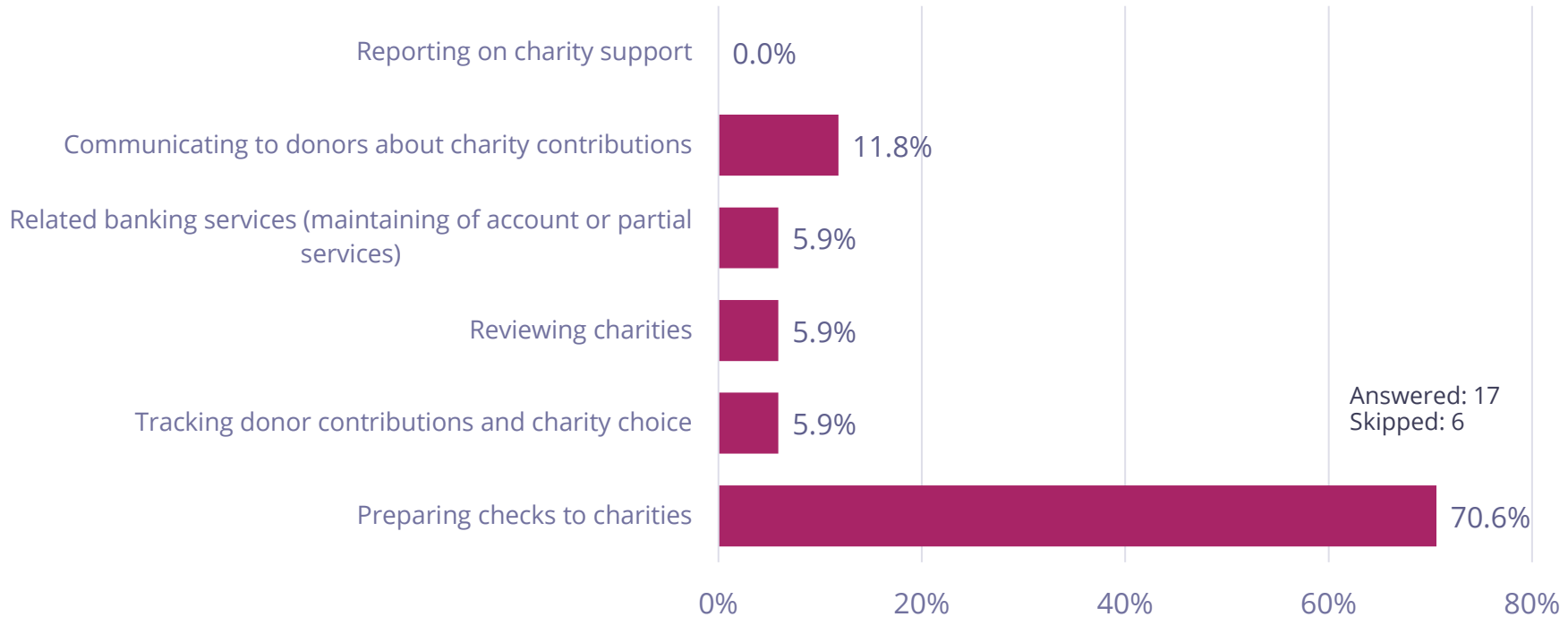
# Q1: Who administers your PAC match program?

- PAC Manager
- Outside Vendor
- PAC Manager and Outside Vendor



Answered: 22  
Skipped: 1

## Q2: If applicable, what services does your vendor provide?



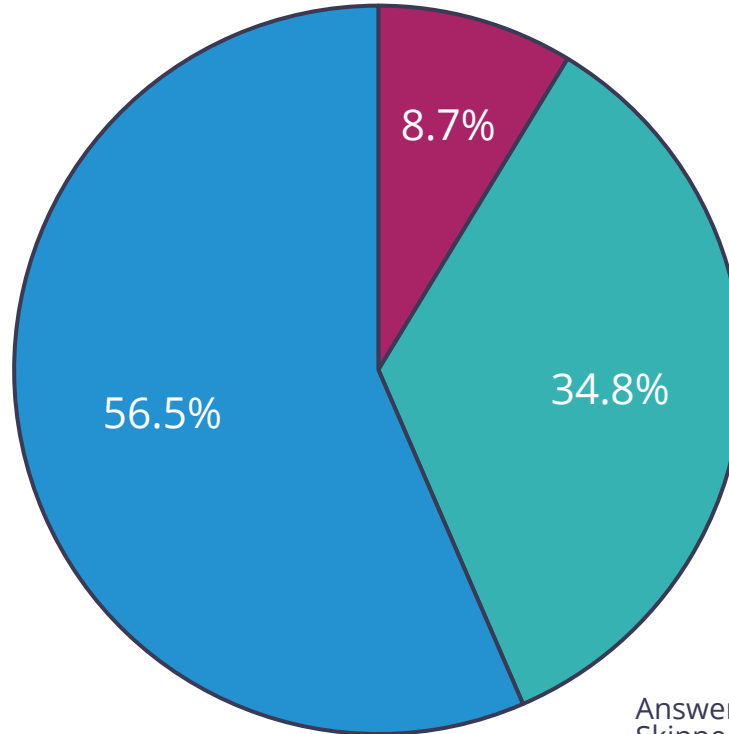
## Q2: If applicable, what services does your vendor provide? *Continued*

### ***Additional responses received:***

- All the above (n=9)
- Prepares checks, tracks donor contributions and charity choices and reviews charities
- Preparing checks, charity choices, reviewing charities and banking

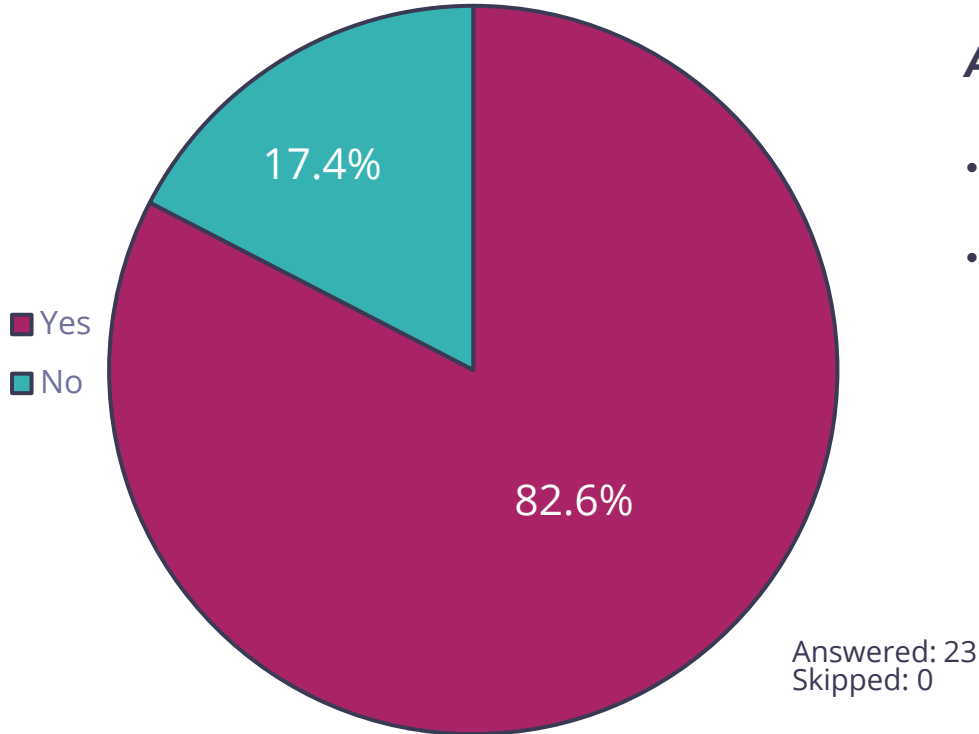
# Q3: How long has your PAC match program been in place?

- Less than 2 years
- 2-5 years
- More than 5 years



Answered: 23  
Skipped: 0

# Q4: Do you offer PAC Match to all eligibles?

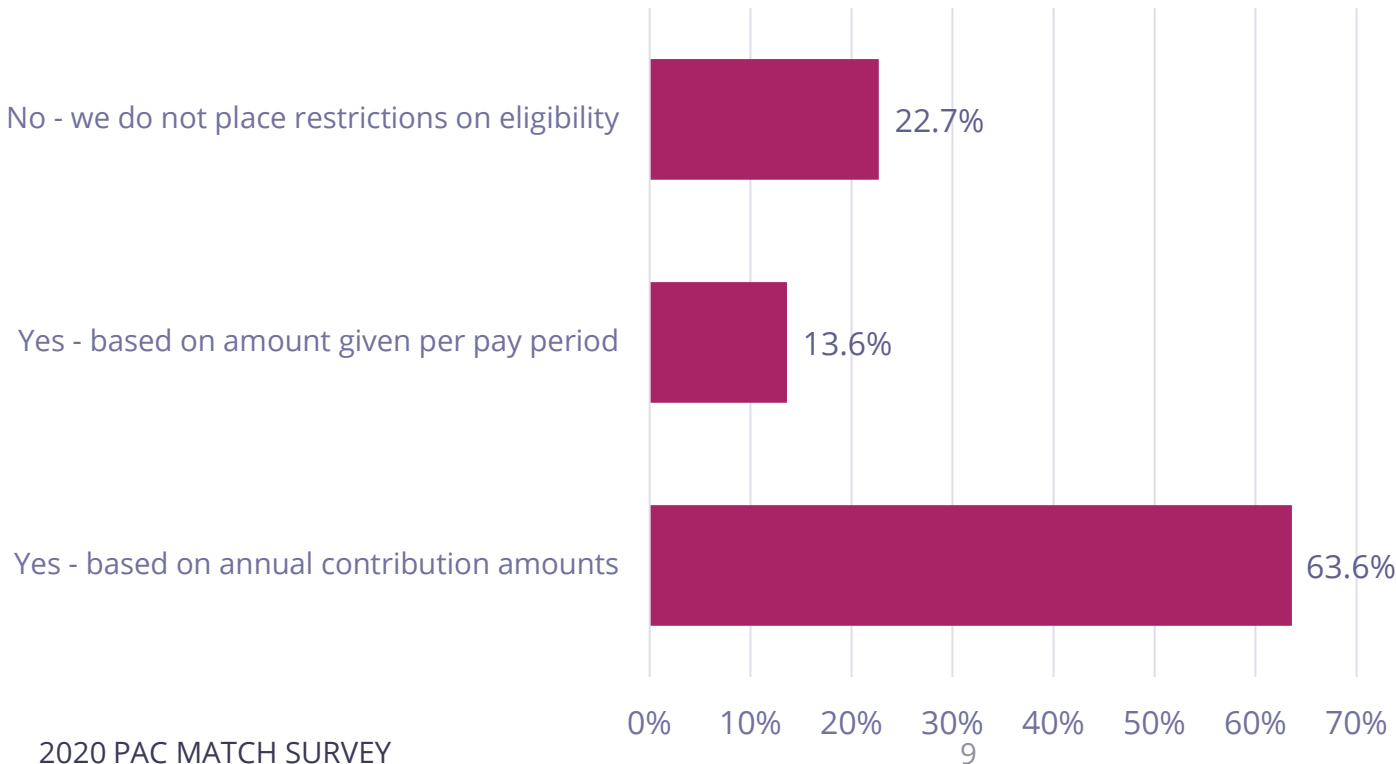


## *Additional responses received:*

- Only those who contribute a certain percent of their annual salary to the PAC
- Minimum annual PAC contribution of \$250



# Q5: Do you place restrictions on the amount required or level obtained to be eligible for charitable match?



## ***Additional responses received:***

- We match all donations but only our top-level givers get to use their match for United Way

Answered: 22  
Skipped: 1

**Q6: Only answer if you do place restrictions based on annual contribution - what is the minimum contribution?**

Annual minimum contribution	Number of responses
\$20	1
\$100	1
\$200	3
\$250	2
\$480	1
\$500	1
\$800	1
\$1,000	1
\$1,500	1
.0025% of annual base salary	1
Must be above \$250 annually - approx. \$10 per pay period	1

Answered: 14  
Skipped: 9

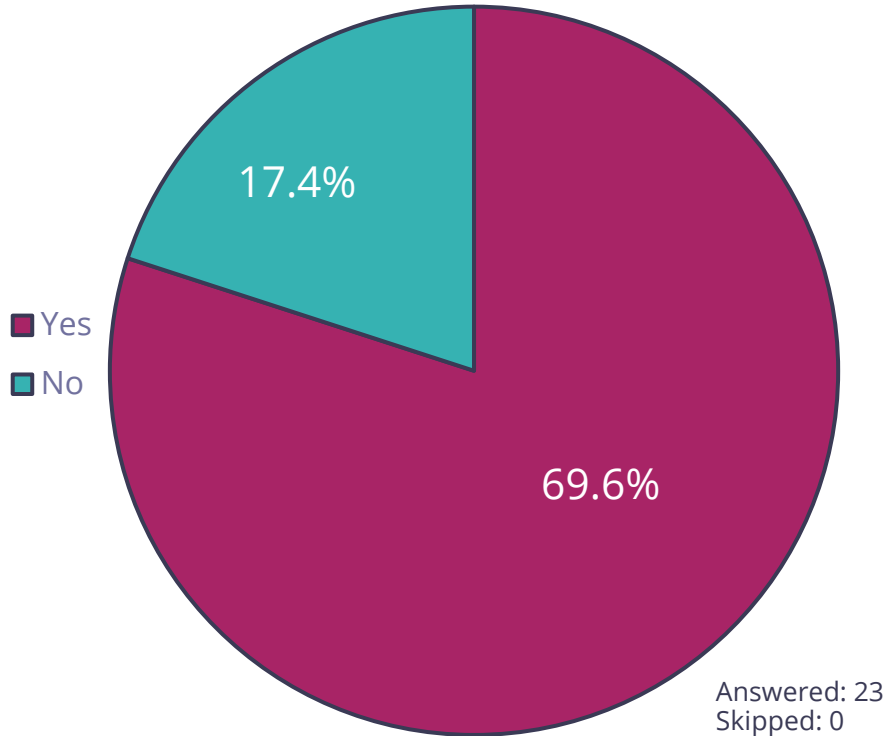
**Q7: Only answer if you place restrictions based on amount given per pay period – what is the minimum contribution per pay period?**

***Responses received:***

- \$4
- \$58
- Must be above \$250 annually - approx. \$10 per pay period
- 2% if you want to use the United Way match

Answered: 4  
Skipped: 19

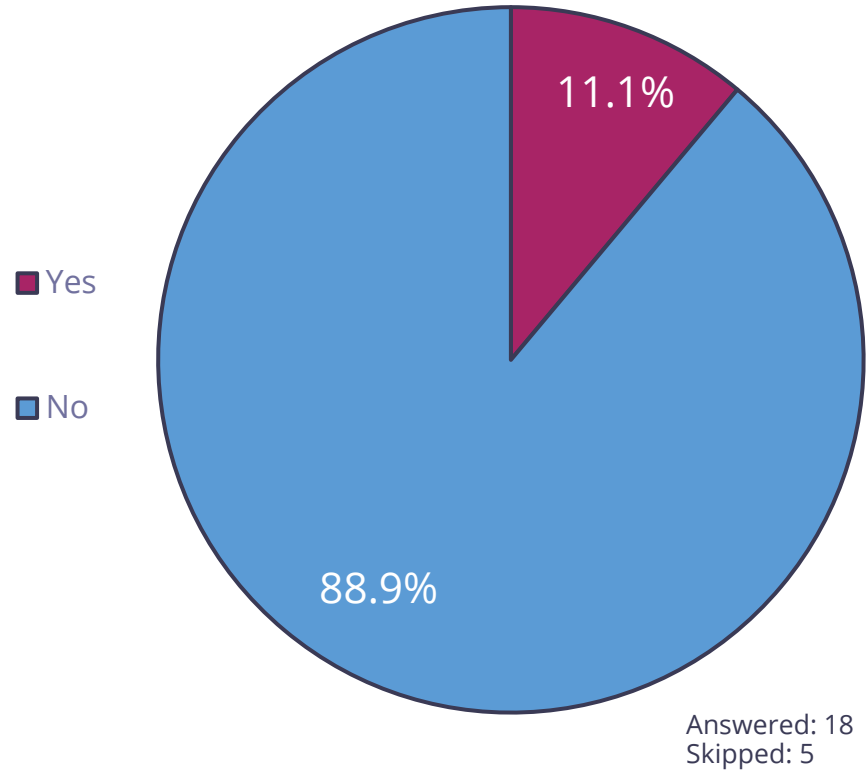
# Q8: Is every contribution eligible for PAC match based on a 1:1 basis?



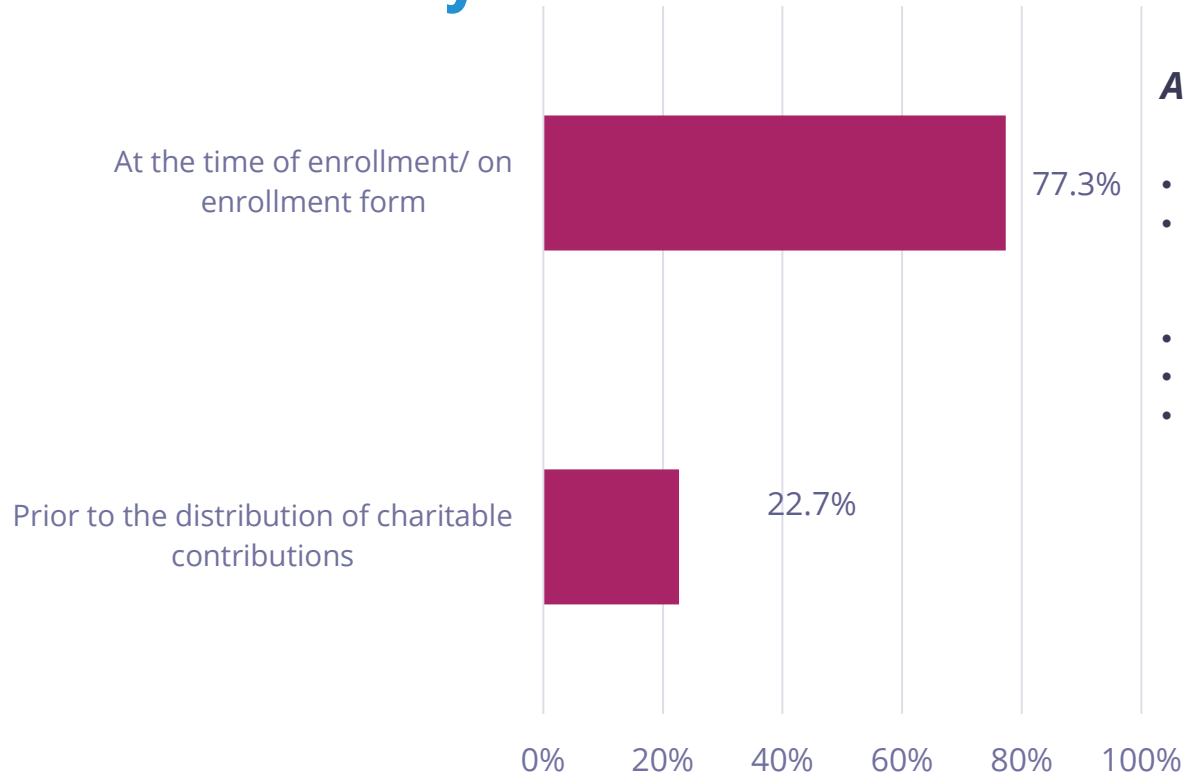
## *Additional responses received:*

- Two tiers: \$1.5:\$1 and \$2:1
- Graduated scale based on contribution level
- Minimum amount requirement for job level
- All contributions above \$480 receive match. Max match is \$5,000
- Those giving at the recommended level get 1:1.5 match
- Leadership Club gets \$1-\$1 and all others \$0.50-\$1

**Q9: Is there a maximum amount below the legal contribution amount you will match annually?**



# Q10: When are contributors asked to name their charity?

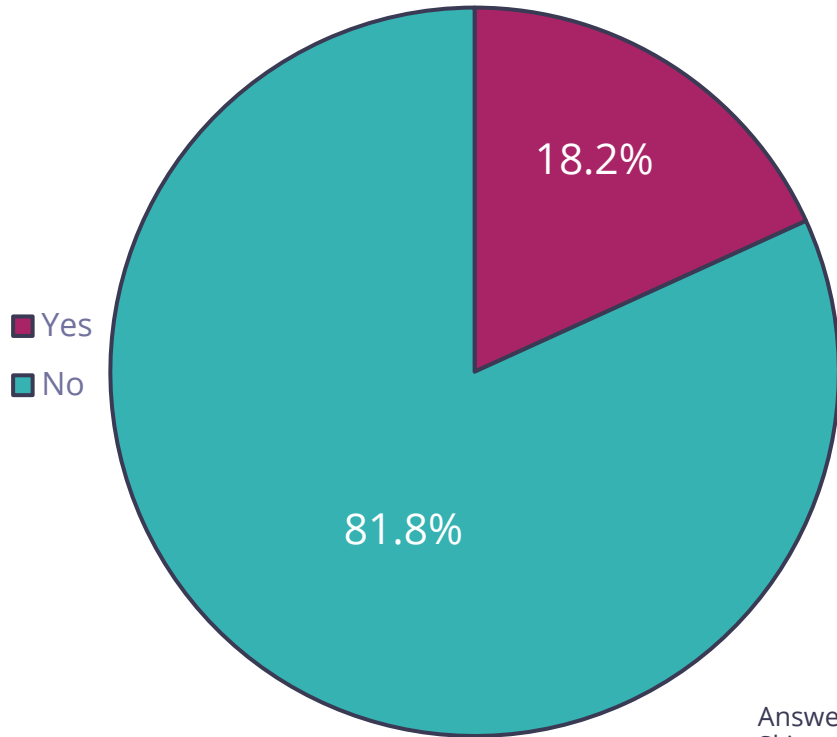


## ***Additional responses received:***

- Ongoing
- We do also give the option of updating their choice ahead of sending checks out the door
- Both
- During solicitation period
- Employees can change charity up until the checks are written

Answered: 22  
Skipped: 1

# Q11: Do you limit or pre-select the charities donors may choose from?

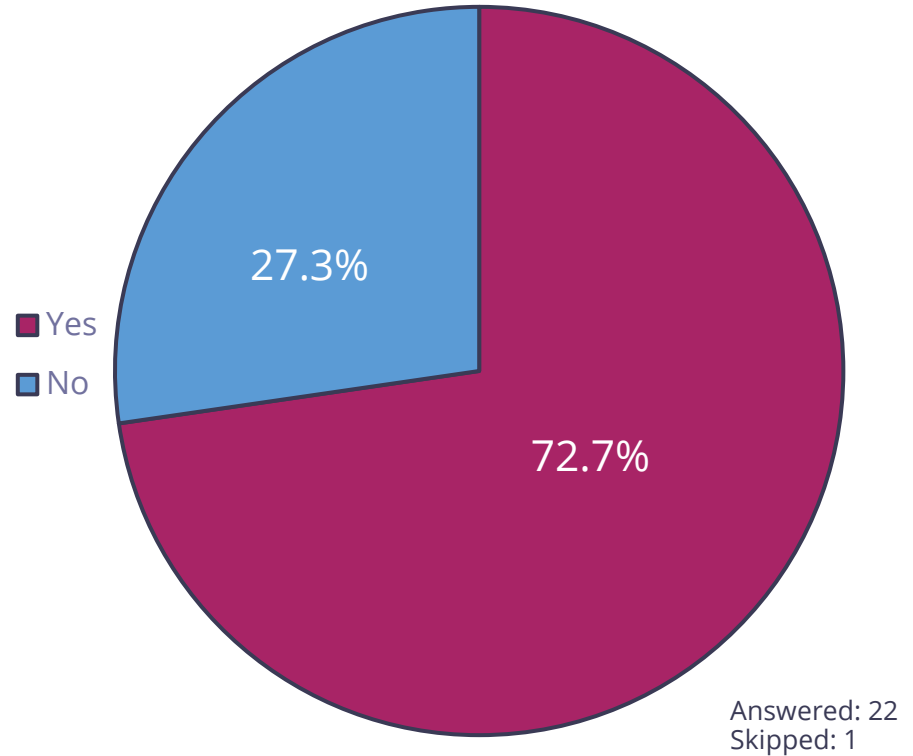


## *Additional responses received:*

- Must be 501c3 and must not be a customer
- 3
- Sort of - higher education and financial inclusion per our foundation
- Have to follow internal company policy
- 5 options that are aligned with company's community engagement strategy

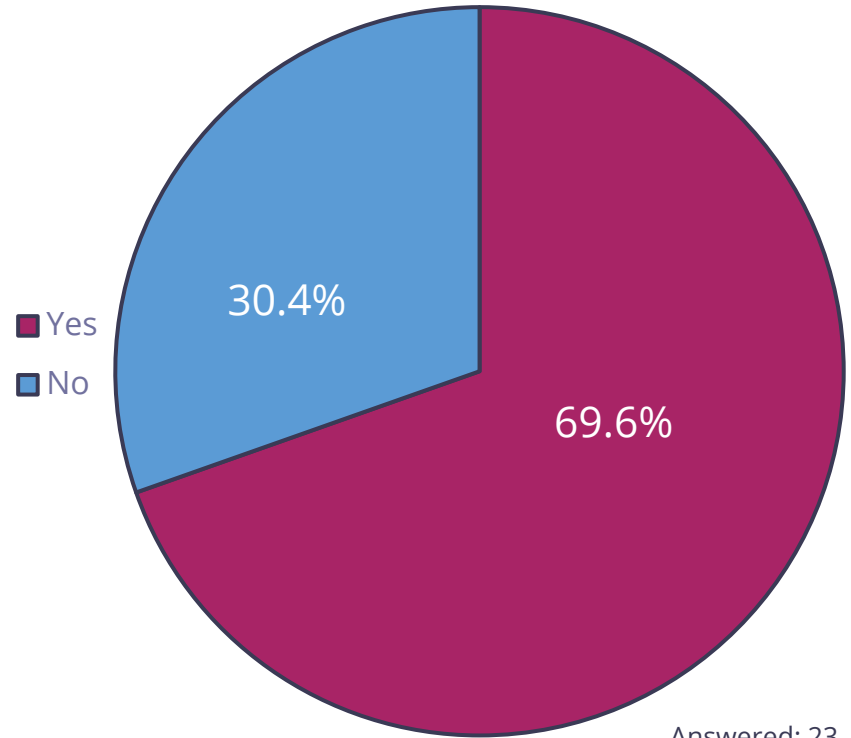
Answered: 22  
Skipped: 1

# Q12: Do you allow donors to specify United Way as a recipient of PAC match funds?





**Q13: Do you allow donors to select multiple charities to receive matching funds in one calendar year?**



Answered: 23  
Skipped: 0



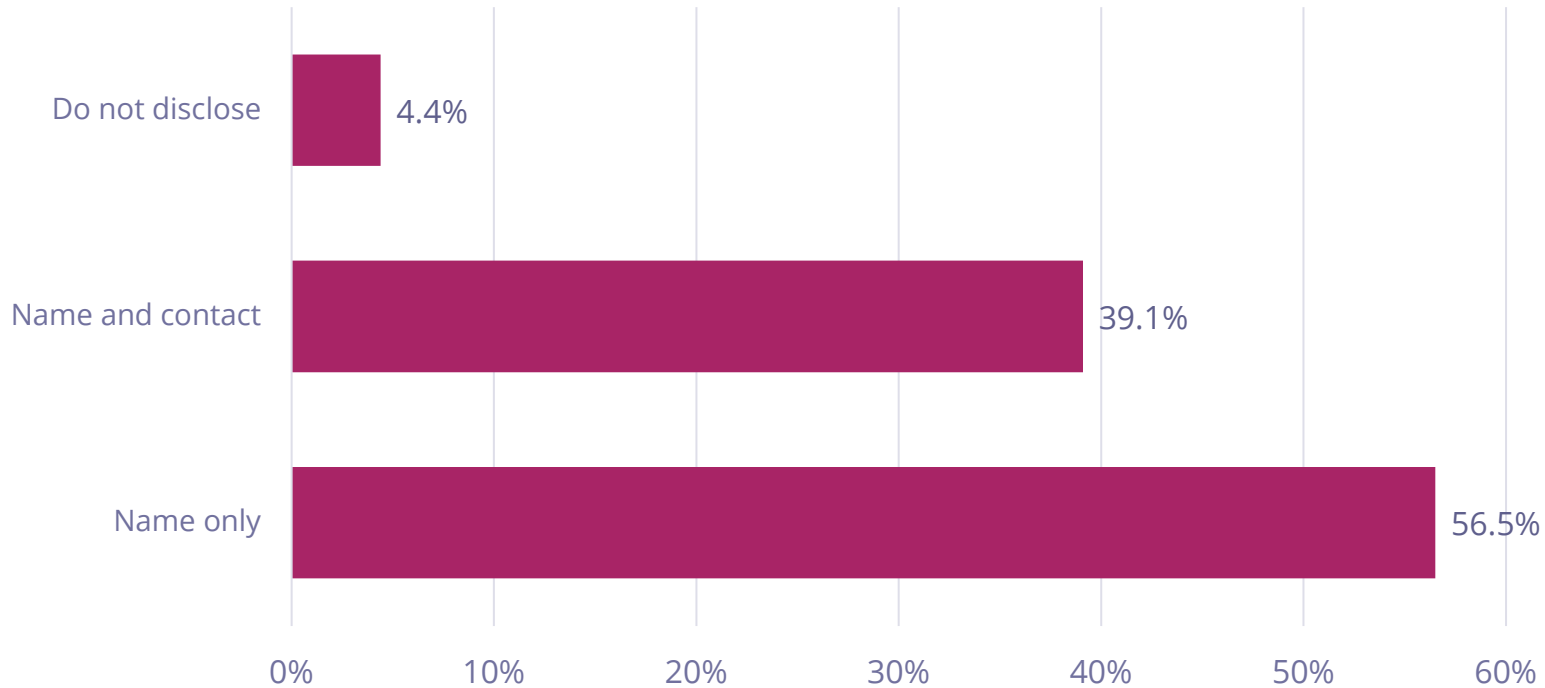
# Q14: Do you place restrictions on the types of charities eligible to receive PAC Match funds?

*Continued*

## ***Additional responses received:***

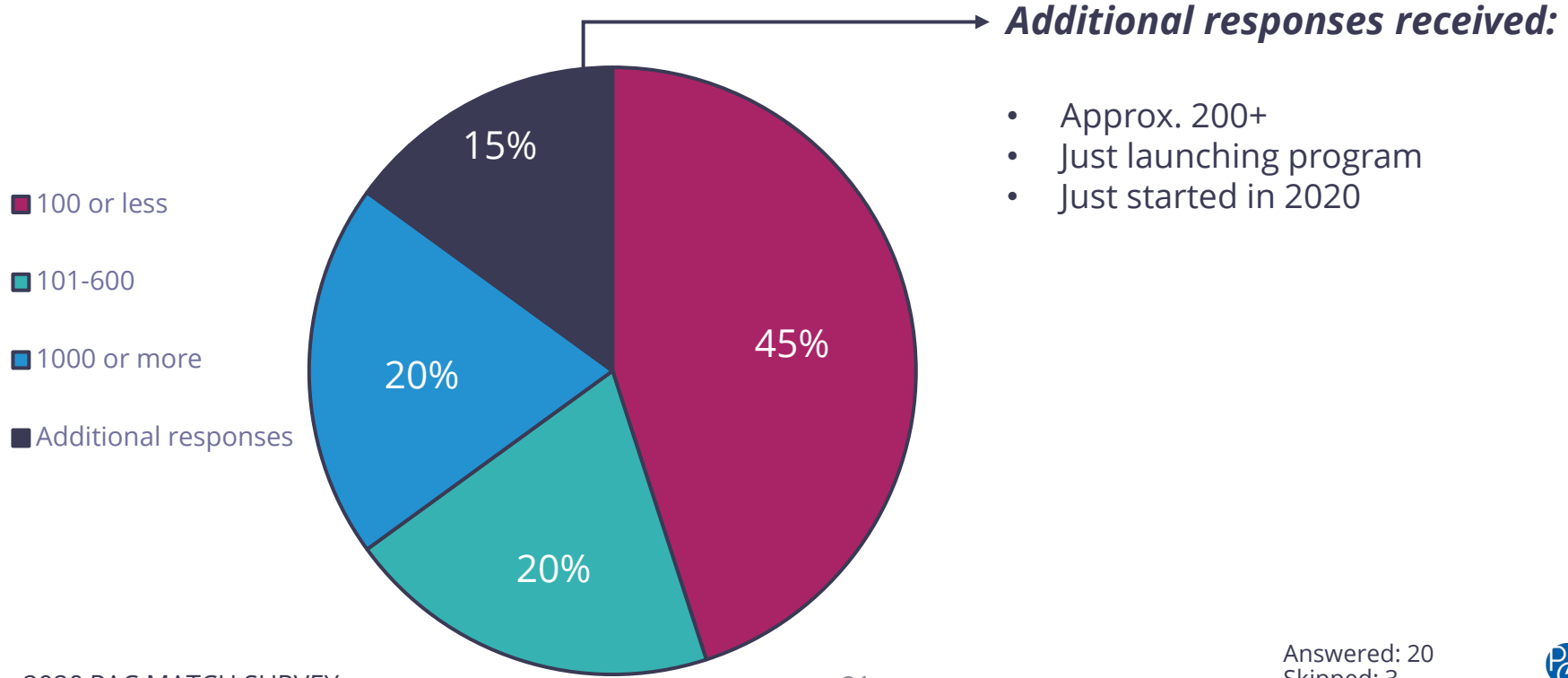
- No religious institutions (unless affiliated with specific program), no animal rights (but rescue allowed) must be 501c,
- Must be IRS certified
- Must not be customers
- Must follow corporate charitable giving guidelines
- Sort of - higher education and financial inclusion per our foundation
- Non-religious
- 501c3
- No religious organizations, social clubs, private k-12 schools, booster clubs; have to be non-discriminatory,
- Charities selected by Local Community Impact Team (corporate giving)
- If it is a religious institution it must be for a program like a food bank. We also prohibit contributions to discriminatory organizations.
- Only provide 5 options

# Q15: Do you notify charities of the name and address of each PAC member that designated that charity receive the matching funds?



Answered: 23  
Skipped: 0

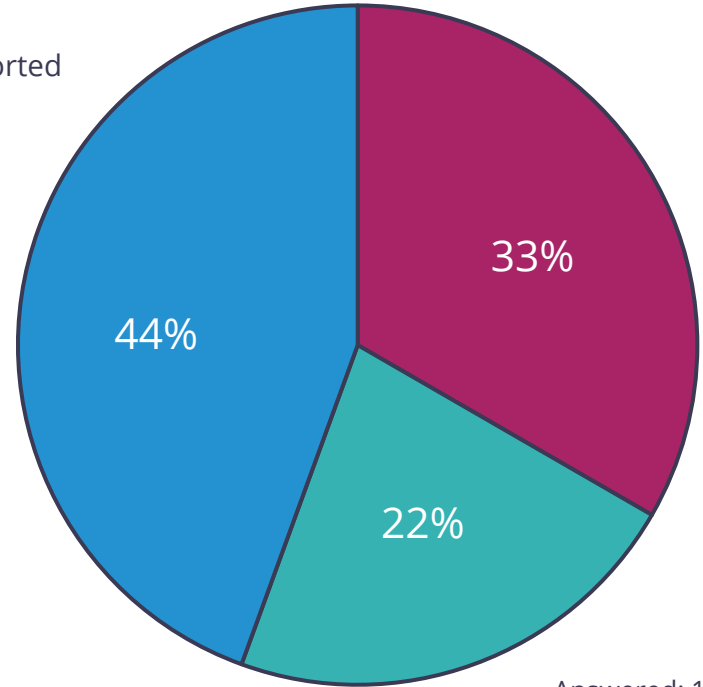
# Q16: Approximately how many charities received contributions through your PAC match program in 2019?



# Q17: Of the total dollar amount your PAC raises annually; approximately what percentage is matched?

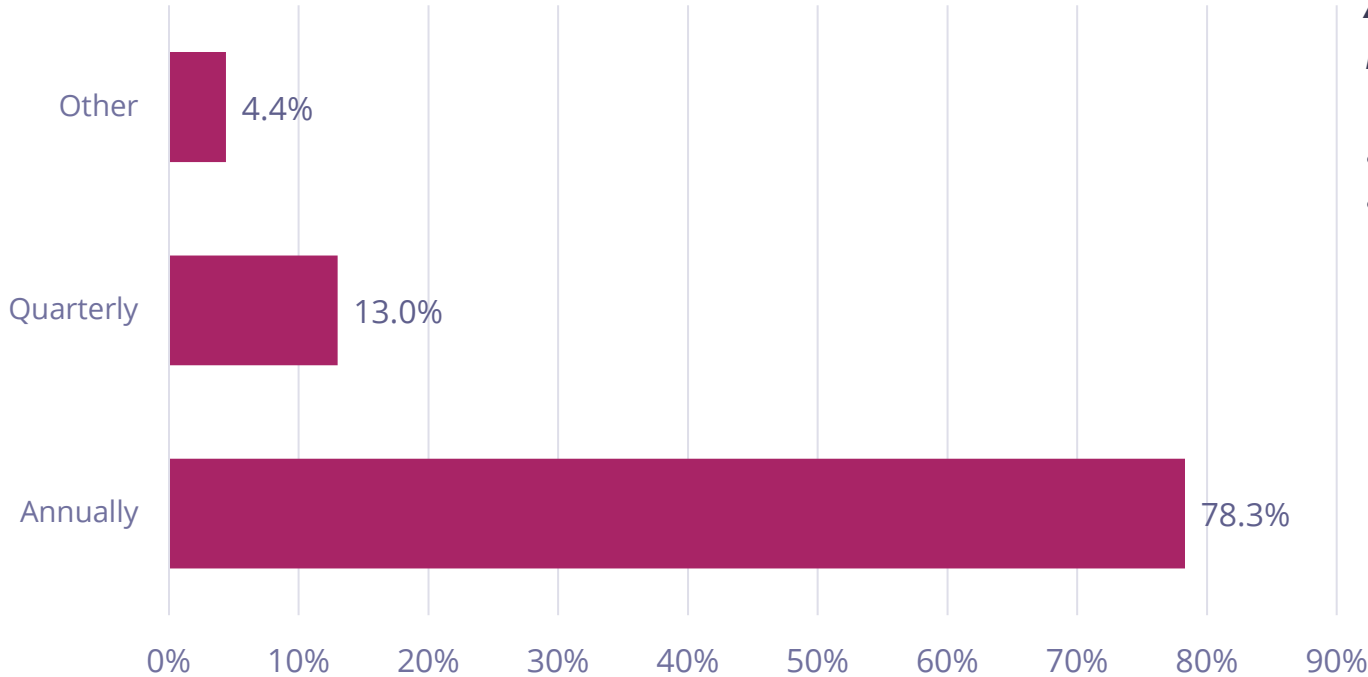
Percentages of donations reported

- 0-50%
- 51%-75%
- 76%-100%



Answered: 18  
Skipped: 5

# Q18: How frequently does your organization make payouts to charitable organizations through the PAC match program?



## ***Additional responses received:***

- Biannually
- UW Quarterly and others annually

Answered: 23  
Skipped: 0

**Q19: Do you think PAC match is an effective PAC benefit? Please briefly explain the impact your charitable match program has had on your overall PAC fundraising.**

Answered: 21  
Skipped: 2

### ***Responses received:***

- Most definitely! PAC Match accounts for over 60% of overall fundraising
- Very good feedback during 2020 roll-out
- This is the biggest seller of the PAC
- The year it was introduced we increased membership by 300%
- Yes, I have had many members say they only joined the PAC because of the charitable match.
- In our internal PAC member/solicitables surveys, PAC match consistently ranks as the most appreciated incentive, and many members say they would contribute less or not contribute if PAC Match were not offered.
- Yes. It is an effective benefit. We solicit during the UW campaign and also do a PAC education season too. In a recent survey, PAC Match is the #1 listed benefit.
- Our people love PAC match. Years ago we used to give gifts and then they stopped that. It is the main benefit of giving to the PAC.
- Yes, helpful tool for recruiting and retention
- Yes, we need to communicate the program better but the feedback is positive.



**Q19: Do you think PAC match is an effective PAC benefit? Please briefly explain the impact your charitable match program has had on your overall PAC fundraising.**  
*Continued*

***Responses received:***

- Yes, I believe the PAC match program is effective but the internal process at my company needs work. Took entirely too long to get checks out and to the charities.
- Yes, it is one of our most popular benefits and particularly with younger generations. In today's political climate, it makes talking about the PAC a little easier and that we engage in our communities by supporting candidates and giving to charities.
- Yes, I think it's an effective benefit, especially with a dollar-for-dollar match. We've seen an increase in PAC participation and receipts since having a PAC match program.
- Yes it is our only incentive and is a significant draw. People are very proud of their charitable match as it is part of our culture.
- Yes. Our PAC revenue is substantially larger because of the Charity Match program. I would guess that the program may increase annual receipts by up to a multiple of 2.
- Yes, especially during COVID
- It's a win/win benefit - raises money for the PAC and associate gets a match to a charity of their choice
- Yes- really helps us encourage lower-level PAC members to hit that minimum and "double their money"

**Q20: If your PAC match program is less than five years old, please share the impact that adding this benefit has had on your PAC fundraising efforts. For example, if you have specific statistics on how your program grew with the addition of PAC match, please share.**

Answered: 9  
Skipped: 14

### ***Responses received:***

- In the first year after launching PAC match, our PAC receipts increased to more than \$1 million.
- Grows between 10-15% year over year
- Too new; no stats yet
- Two years ago we had 17 members today we 61 because of the match.
- We launched PAC Match when we launched our PAC 2.5 years ago, so I don't have a comparison to share.
- First year doing PAC match at company (just joined this year)
- It's hard to measure on the specific impact of PAC Match, but it is in the top 3 reasons for joining the PAC. We don't lead with PAC Match, because the PAC is about supporting candidates who support our company and at the same time we can give back. It fits nicely into our internal community engagement strategy and it was a great way to modernize our PAC benefits for the next generation of donors.

# The Significance of PAC Match

As illustrated in this survey, PAC charitable match can be an effective tool for increasing overall contributions and participation in the PAC. In fact, PAC match has been reported as the most effective benefit for incentivizing PAC support in the Council's 2019, 2017 and 2015 *Corporate PAC Benchmarking Reports*. It is important to note that PAC match is not always capable of vastly improving a PAC that conducts ineffective solicitations. PAC match is most successful when it complements an already successful program. When done in this manner and structured effectively, PAC match has the potential to increase participation significantly.

The Public Affairs Council has many resources and information on PAC match. For questions or additional resources, contact us. Information provided below.



**Thank you to all of the PAC administrators who participated in this survey!**

Have questions?  
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