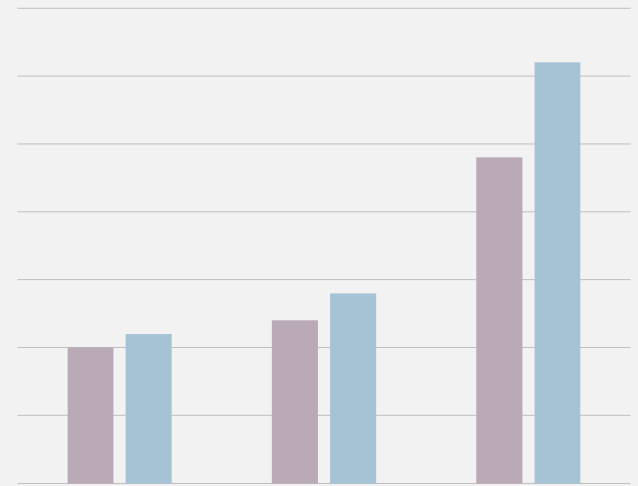


2017 PAC Match Survey



Survey Overview and Methodology

The Public Affairs Council conducts this survey annually to identify common trends and practices of PACs conducting charitable match programs. Survey questionnaires were completed only by PAC administrators who operate a PAC match program. Surveys were distributed at the National PAC Conference in March 2017, as well as via social media channels to the Council's PAC community. In all, 28 organizations participated in the survey. This report provides a statistical 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 this survey's 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.

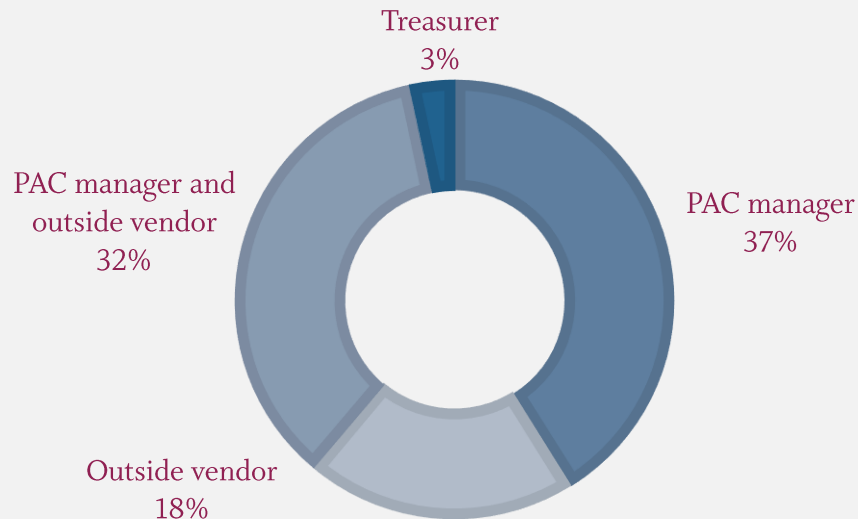
The Public Affairs Council's *2017 Corporate PAC Benchmarking Report* found that PAC match was the single most effective PAC benefit offered by PACs to incentivize PAC contributions. Additionally, in the *2017 PAC Match Survey*, each respondent indicated that PAC match is an effective tool for raising PAC funds.

This report examines the administration, restrictions and disbursement procedures of PAC match programs. The report also shares the limitations and requirements 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, contact the Council at 202.787.5969.

Survey Analysis

Part I. Administration

Who administers your PAC match program?



Of the responses for outside vendors, the following firms were identified:

- Public Affairs Support Services (10 respondents)
- Cybergrants (1 respondents)
- Benevity (1 respondent)

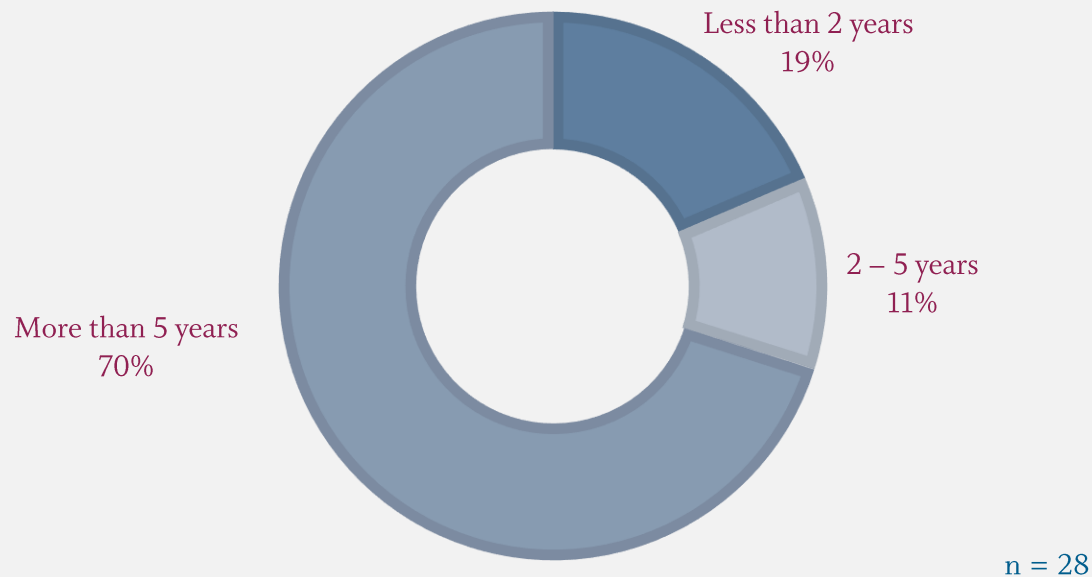
Two respondents did not indicate which vendor they use.

n = 28

Survey Analysis

Part I. Administration

How long has your PAC match program been in place?



Survey Analysis

Part II. Eligibility

Each of the survey's responding PACs offer PAC match to all eligibles.

- In some cases, even if eligible, they may be required to reach a giving threshold to receive the match.

64% of PAC match programs place restrictions on the amount required or level obtained to be eligible for charitable match.

- Of these restrictions, **94%** are based on annual contribution amounts, while **3%** are based on amount given per pay period.

36% match every contribution to the PAC, regardless of the amount or manner in which it was contributed.

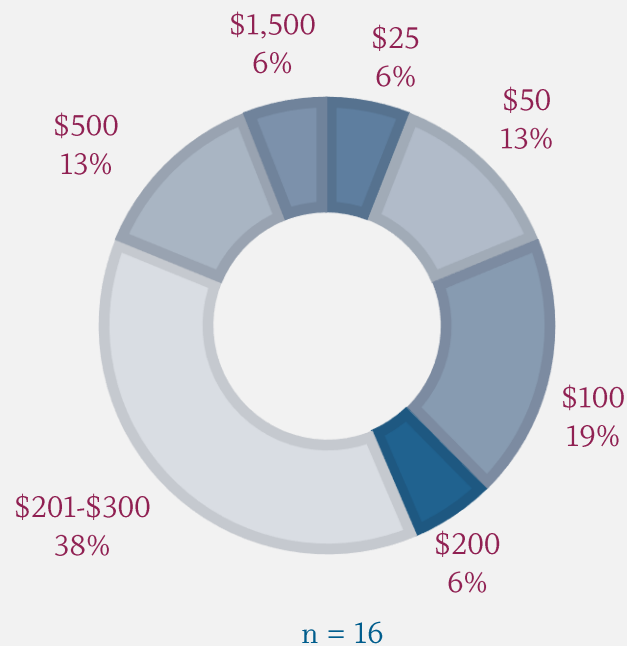
n = 28

Survey Analysis

Part II. Eligibility

Of the **64%** of PAC match programs that place restrictions on which contributions are eligible for the charitable match, **94%** required a minimum annual contribution. These contribution minimum responses included:

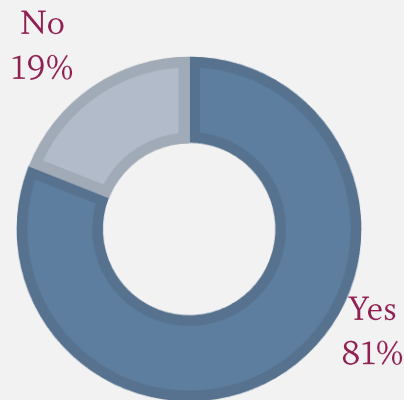
Annual Contribution Minimum



Survey Analysis

Part III. Amount of Match

Is every contribution eligible for PAC match matched on a 1:1 basis?



n = 27

Of those that aren't eligible, the following match amounts were shared:

- \$0.50:\$1 match (2 responses)
- 2:1 match
- Tiered match based on contribution level (2 responses)

21% of total respondents indicated there is a maximum amount below the legal contribution amount they will match annually. The following responses were shared:

- \$2,500
- \$1,000
- \$400
- \$100

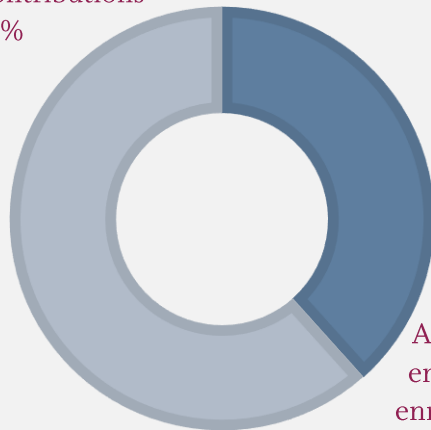
Survey Analysis

Part IV. Charity Eligibility and Selection

When are contributors asked to name their charity?

Prior to the distribution of
charitable contributions

62%



At the time of
enrollment/on
enrollment form

38%

n = 26

Only **12%** of respondents pre-select or **limit** the number of charities donors may choose from.

88% do not limit the charity options.

n = 26

80% of respondents allow donors to specify **United Way** as a recipient of PAC match funds.

n = 25

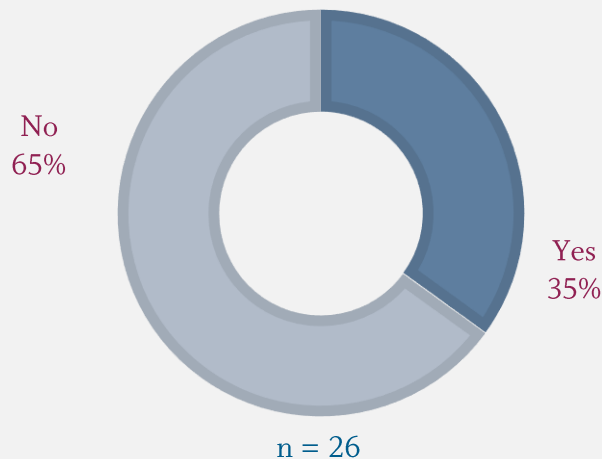
77% of respondents also allow donors to select **multiple charities** to receive matching funds in one calendar year.

n = 26

Survey Analysis

Part IV. Charity Eligibility and Selection

Does your PAC have restrictions on the types of charities eligible to receive PAC match funds?
(Other than it must be a 501(c)3.)



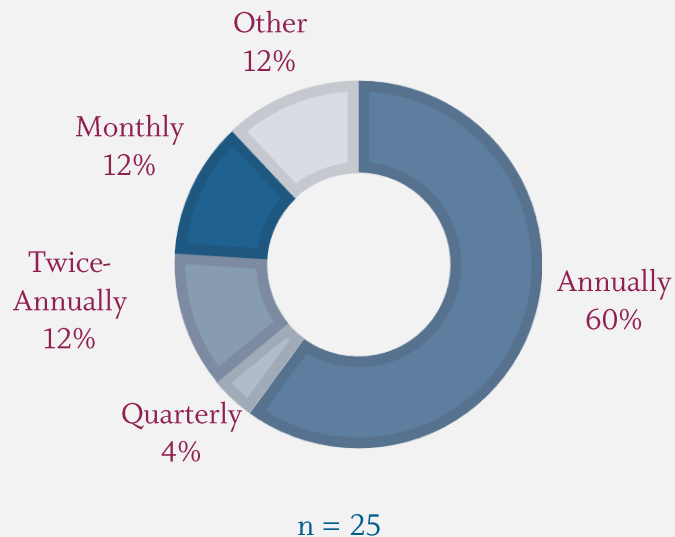
Of those respondents that indicated they place additional restrictions on eligible charities (other than it must be a 501(c)3) these responses were shared:

- No schools or religious institutions (4 responses)
- No political organizations
- No fraternal organizations (2 responses)
- Charity may not pertain to animals

Survey Analysis

Part V. Disbursement of Funds

When are PAC match contributions distributed to charities?



96% of PACs notify charities of the name or name and address of each PAC member that designated that charity to receive the matching funds. Of this number, **58%** notify the charity of the name of the donor only.

n = 25

Approximately how many charities received contributions through your PAC match program in 2016?

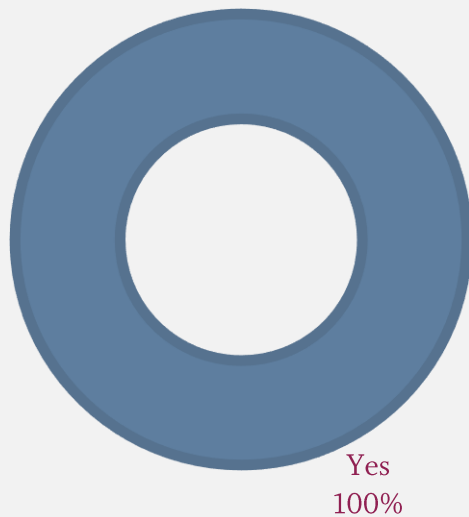
100 or less:	32%
101-500:	40%
501-1,000:	8%
1,000 or more:	12%

n = 25

Survey Analysis

Part V. Effectiveness

Do you think PAC match is an effective tool for raising money for the PAC?



Supporting comments to this question include:

- Yes, we use it as a major donor benefit. It helps raise higher amounts from VPs who might otherwise give less. It would help if we expanded it to lower dollars as well, but the program already requires a lot of time administering it.
- Yes. For some it is the only reason they contribute.
- Many employees use the PAC match to fulfill their annual United Way pledge.
- It certainly encourages employees that are not motivated by politics, but by the charitable contribution.
- Yes, it is our most popular benefit.
- It is a win-win for the donor. It also often helps our PAC Captains make the case for a potential donor that is on the fence about supporting the PAC. It's not only a great benefit for the donor, but helps us do the right thing in our communities.
- Over 52% of our PAC members give at the charity match level or above (\$500).

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

Have questions?

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