



Public Affairs
Council

2021 PAC Benchmarking Trends & Insights

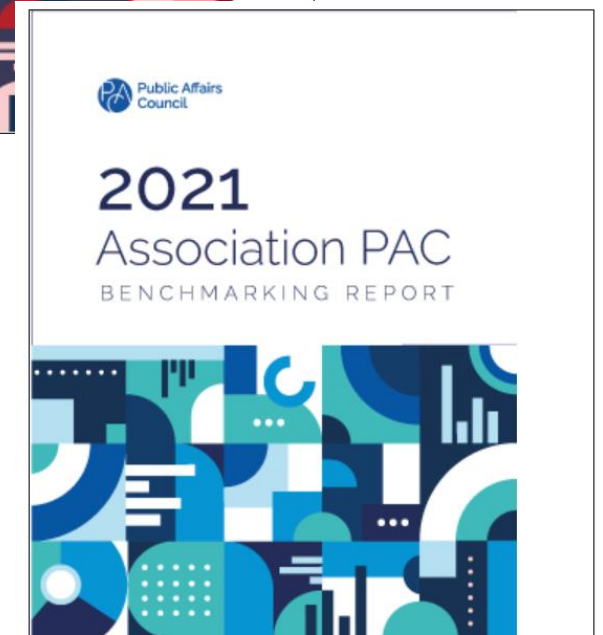
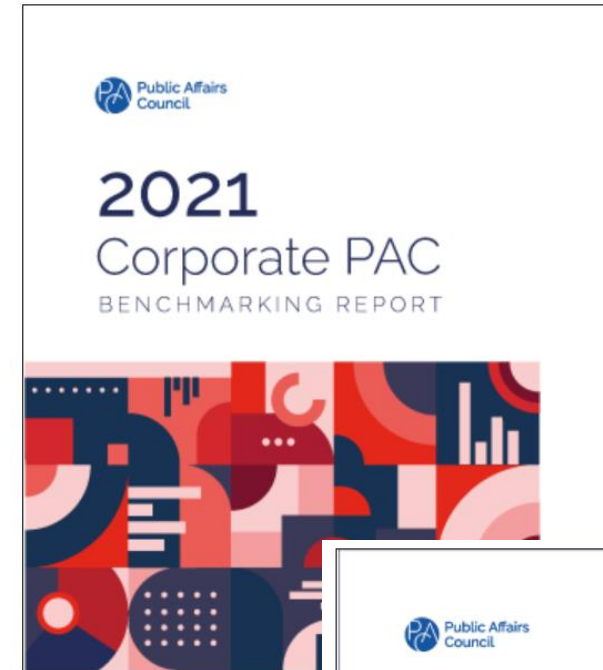
December 15, 2021

Thank You!



Survey Overview

- Comprehensive benchmarking report covering trends and best practices in PAC management, including
 - Management and staffing
 - Governance
 - Executive engagement
 - Fundraising and recognition strategies
 - Participation and contribution rates
 - Disbursement strategies and political involvement
- 160 participating corporations
- 72 participating associations
- Conducted every other year



How to Use This Report

Benchmark your activities

- Staffing and operating budgets
- CEO and senior executive engagement
- Participation rates and growth
- Fundraising and recognition strategies
- Disbursement planning and execution

Benchmark trends

- Transparency, leadership engagement, peer-to-peer, incentives

Conduct a comparative analysis (additional fee, starts at \$500)

- Compare results with a survey subsample (ex. Industry, PAC size)
- For more information, contact kbrackemyre@pac.org



The Data Set: Industry

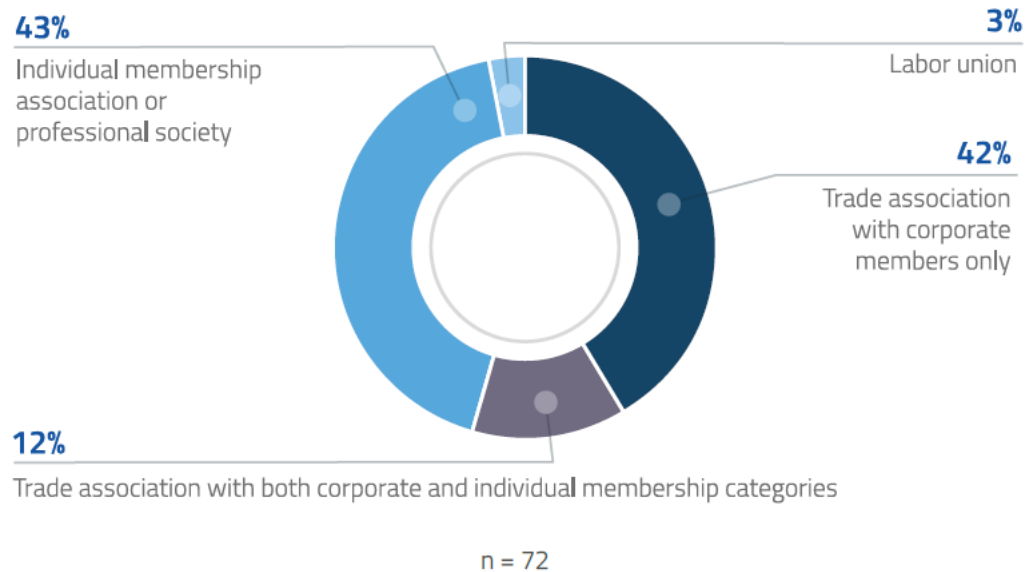
Financials	24%
Health Care	21%
Industrial Goods & Services	13%
Consumer Goods	12%
Utilities	9%
Chemicals & Basic Resources	5%
Consumer Services	5%
Technology	5%
Oil and Gas	4%
Telecommunications	2%

n = 127

The following is a breakdown of PAC size by industry sector, comparing 2018 and 2020 election cycle receipts:

INDUSTRY	2018 Median PAC size	2020 Median PAC size
Chemicals & Basic Resources	\$111,709	\$187,038
Consumer Goods	\$426,279	\$385,844
Consumer Services	\$453,900	\$550,312
Financials	\$735,756	\$784,519
Health Care	\$539,224	\$417,614
Industrial Goods & Services	\$359,364	\$417,614
Oil and Gas	\$631,701	\$997,917
Technology	\$172,488	\$158,762
Telecommunications	\$1,497,056	\$1,632,957
Utilities	\$509,885	\$511,287

The Data Set: Association type



ASSOCIATION TYPE	Median FEC 2020 receipts
Overall	\$514,005
Trade association with corporate members only	\$681,820
Trade association with both corporate and individual membership categories	\$473,978
Individual membership association or professional society	\$480,592

Corporate PAC Size

The following is a breakdown of the size of responding PACs, comparing 2018 and 2020 election cycle receipts:

	10 th percentile	25 th percentile	50 th percentile (median)	75 th percentile	90 th percentile
FEC 2018	\$86,021	\$180,103	\$539,224	\$1,231,462	\$2,200,983
FEC 2020	\$74,209	\$167,881	\$535,447	\$1,179,318	\$2,174,060
Negative % change, 2018 to 2020	(24)%	(12)%	(2)%	(13)%	(37)%

Association PAC Size

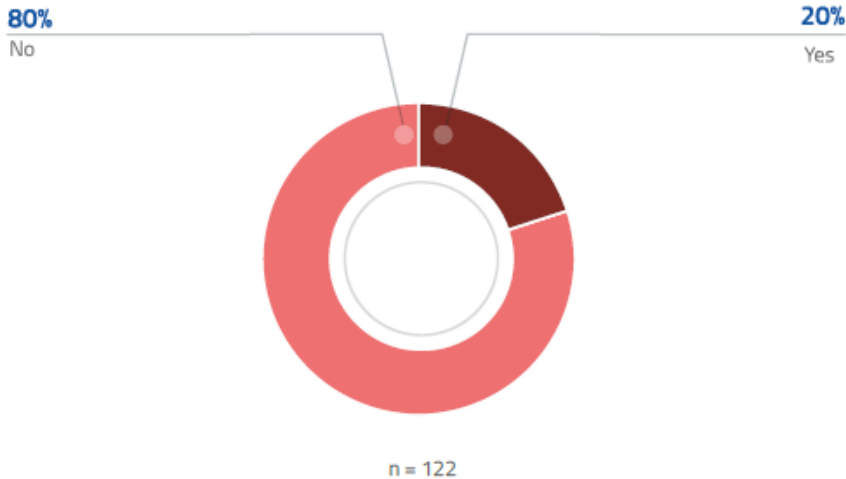
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The following is a breakdown of the size of responding PACs, comparing 2018 and 2020 election cycle receipts:

ASSOCIATION EMPLOYEES	10 th percentile	25 th percentile	50 th percentile (median)	75 th percentile	90 th percentile
FEC 2018	\$108,676	\$231,740	\$526,000	\$1,426,551	\$3,078,880
FEC 2020	\$71,313	\$227,299	\$514,005	\$1,344,617	\$3,299,901
% change, 2018 to 2020	(27)%	(15)%	(4)%	14%	26%

Prior Approval

Does your company grant prior authorization to any trade associations?



What percentage of corporate member companies give your association's PAC prior approval to solicit some or all of their PAC-eligible employees?

	Percentage
None	17%
1% – 10%	37%
11% – 25%	14%
26% – 50%	17%
51% – 75%	9%
76% – 90%	0%
91% – 100%	6%
Average (from midpoints)	22%



The Median Corporate PAC:

1 professional staff

.3 administrative staff

CONDUCTED BY EXTERNAL CONSULTANTS OR VENDORS

Percentage

FEC reporting	72%
Maintaining contributor database	47%
Check writing	46%
Designing PAC materials	22%
Administering donor benefits or incentives (e.g., PAC match)	18%
Writing or editing communications materials (newsletters, annual reports, etc.)	6%
Writing or editing website/intranet content	5%
Solicitation planning or development	4%
Conducting solicitation meetings	1%
Selecting candidates or disbursement strategy	0%
PAC ambassador recruitment and/or training	0%

The Median Association PAC:

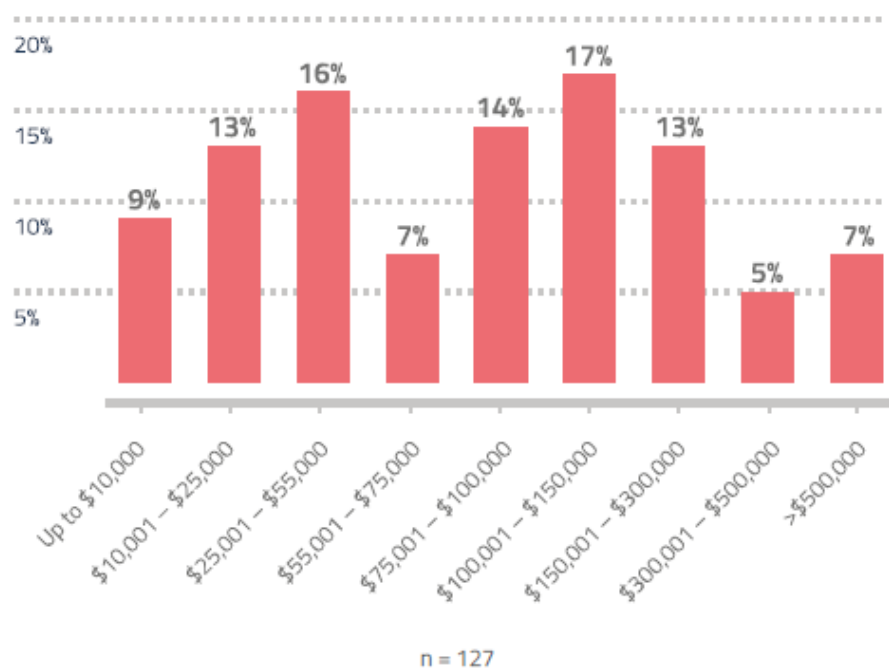
1 professional staff

1 administrative staff

CONDUCTED BY EXTERNAL CONSULTANTS OR VENDORS	Percentage
FEC reporting	49%
Check writing	17%
Maintaining contributor database	14%
Designing PAC materials	14%
Solicitation planning or development	4%
Writing or editing communications materials (newsletters, annual reports, etc.)	4%
Writing or editing website/intranet content	4%
Conducting solicitation meetings	1%
Selecting candidates or disbursement strategy	1%
PAC ambassador recruitment and/or training	1%
Administering donor benefits or incentives	0%

Budgets

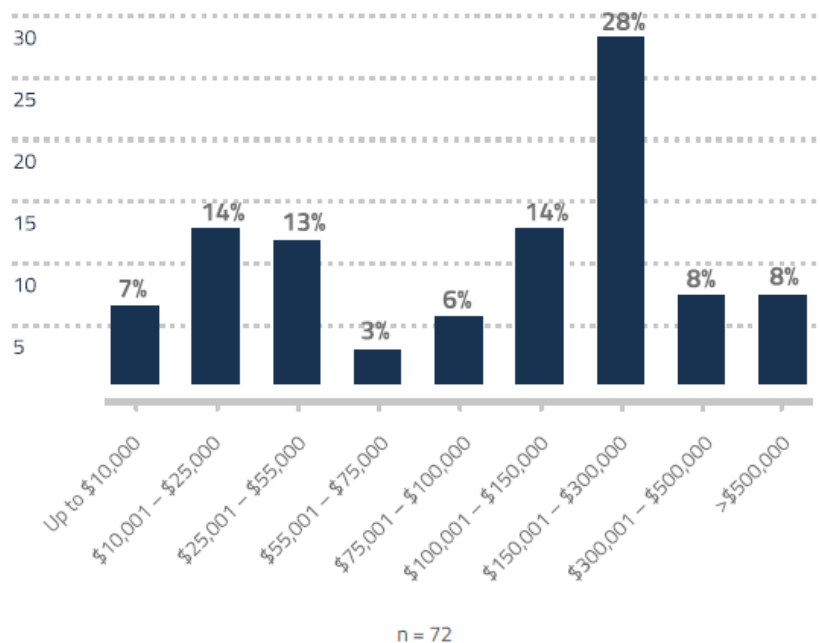
ANNUAL OPERATING BUDGET



	Average PAC budget	n=
OVERALL	\$138,416	127
<\$1 billion	\$63,250	15
\$1-\$3 billion	\$71,667	6
\$3.1-\$5 billion	\$59,733	14
\$5.1-\$10 billion	\$111,000	20
\$10.1-\$20 billion	\$156,876	12
\$20.1-\$50 billion	\$171,629	33
\$50.1-\$100 billion	\$141,167	15
>\$100 billion	\$290,000	12

Budgets

ANNUAL OPERATING BUDGET



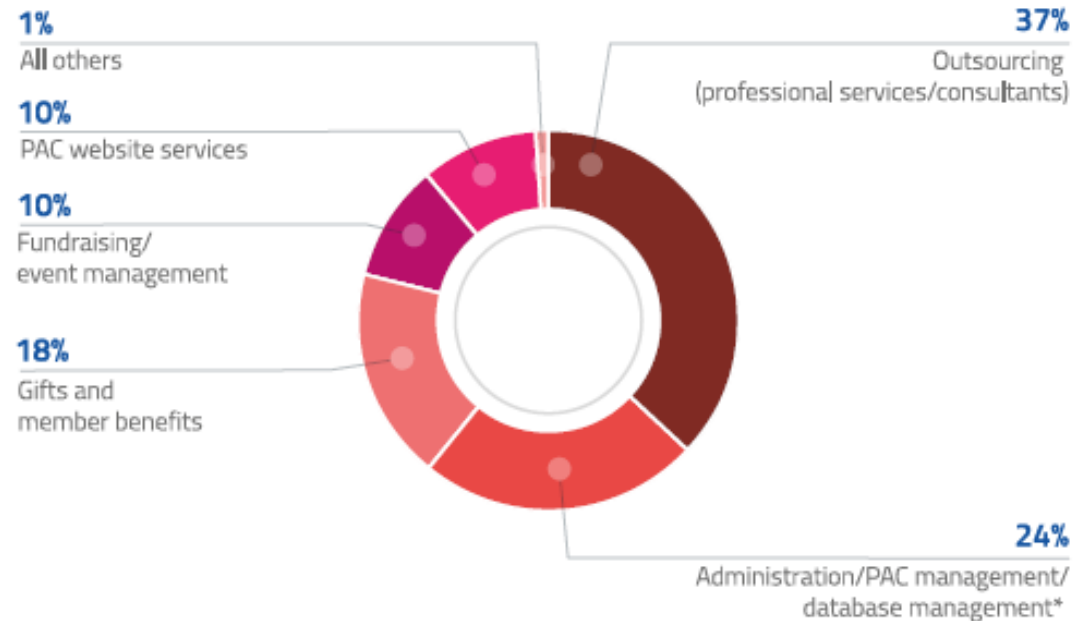
The following is a breakdown of PAC size by annual operating budget:

PAC OPERATING BUDGET	Median FEC 2020	n=
Up to \$10,000	\$224,576	5
\$10,000 – \$25,000	\$133,844	10
\$25,001 – \$55,000	\$441,842	9
\$55,001 – \$75,000	\$320,086	2
\$75,001 – \$100,000	\$387,155	4
\$100,001 – \$150,000	\$932,154	10
\$150,001 – \$300,000	\$668,430	20
\$300,001 – \$500,000	\$1,770,502	6
>\$500,000	\$2,751,405	6

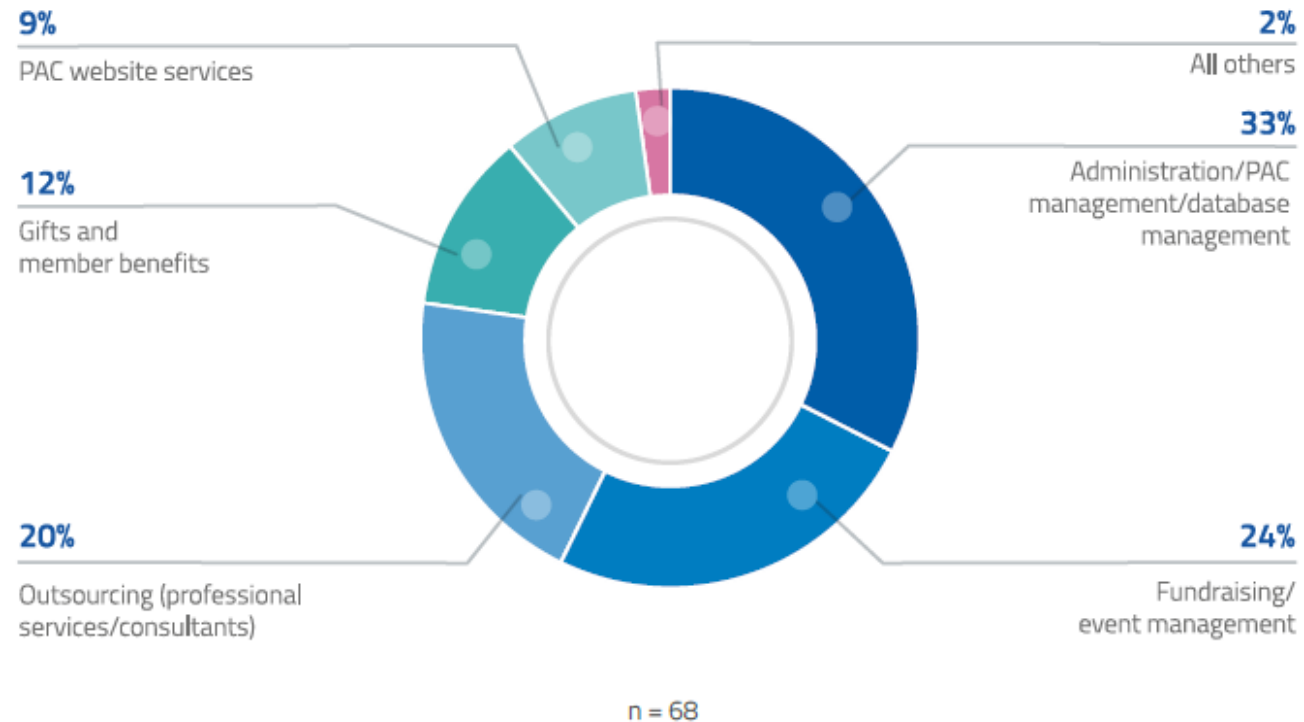
Corporate PAC Budget Allocation



How is your PAC's annual operating budget allocated?



Association PAC Budget Allocation

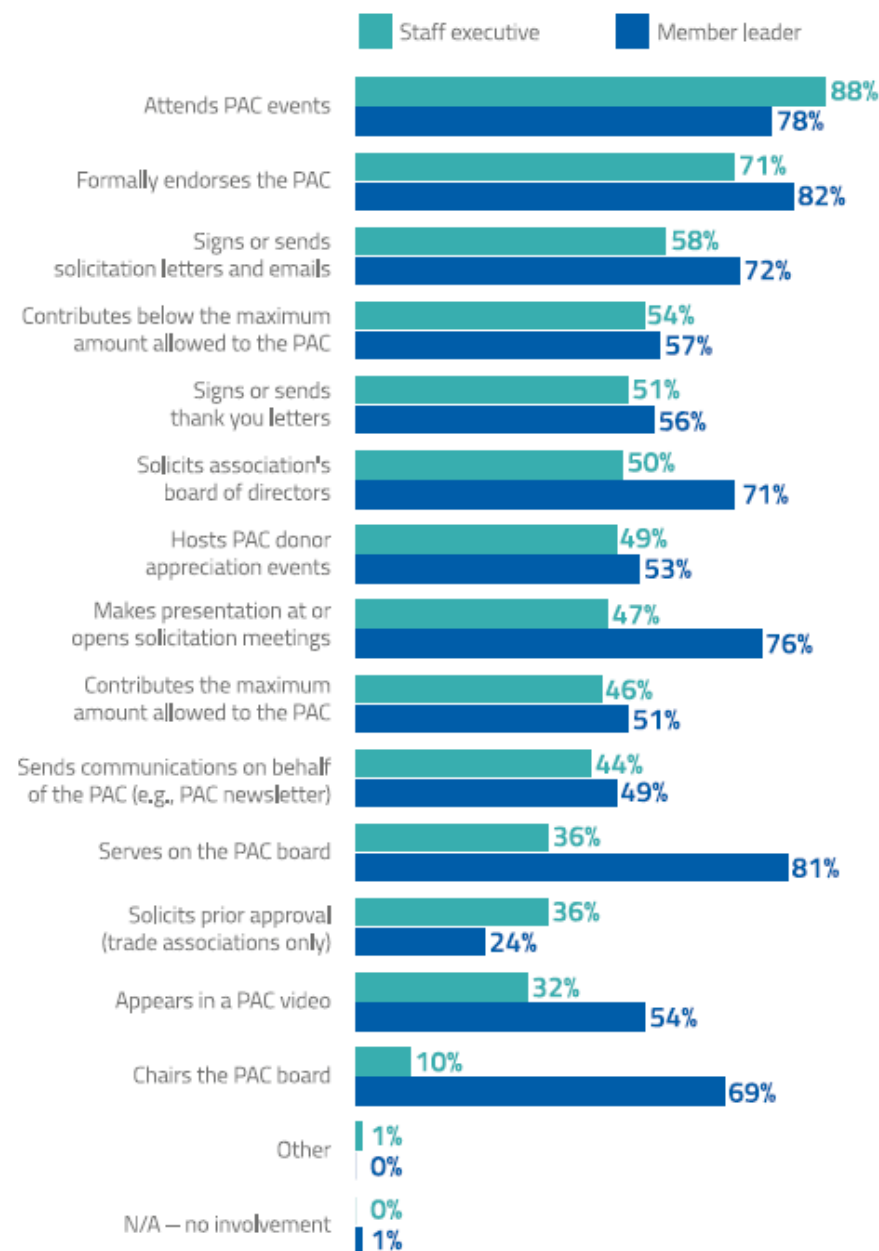


CEO Engagement

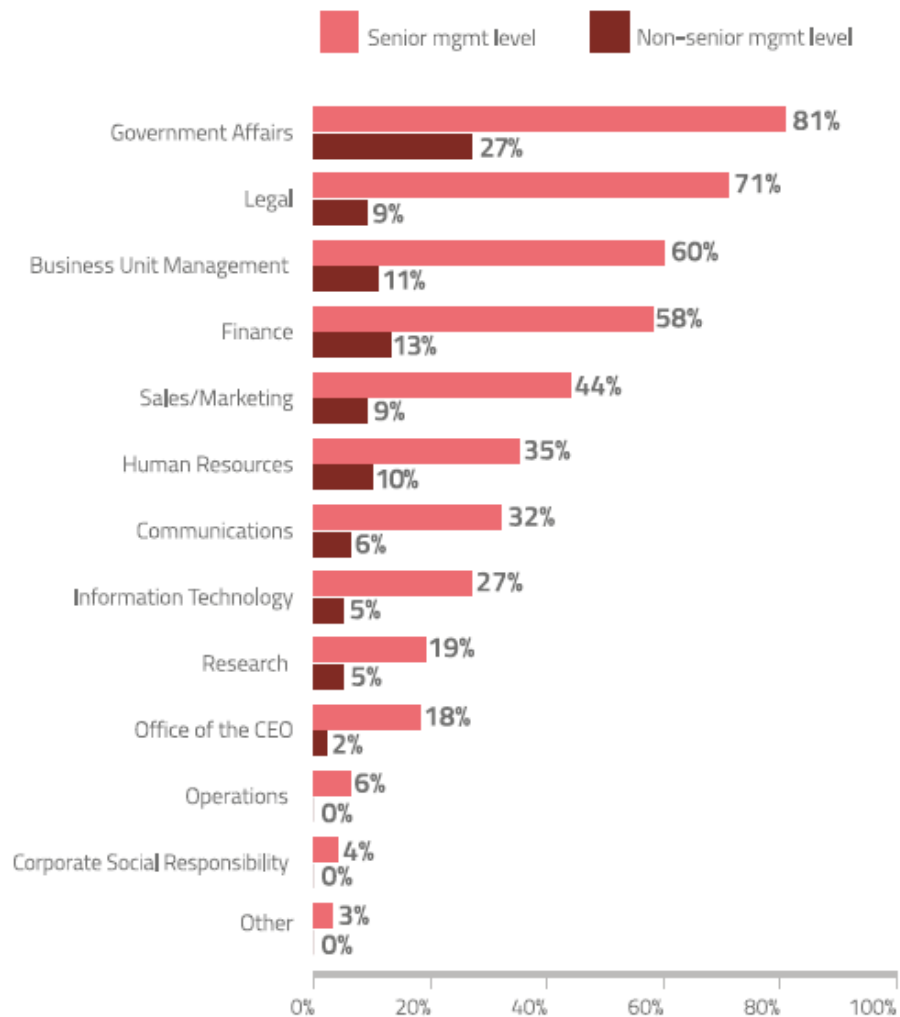
CEO INVOLVEMENT IN THE PAC	Percentage
Contributes the maximum amount allowed to the PAC	69%
Formally endorses the PAC	52%
Signs or sends solicitation letters and emails	42%
Attends PAC events	41%
Hosts PAC donor appreciation events	24%
Makes presentations at or opens solicitation meetings	21%
Appears in a PAC video	21%
Solicits corporate board of directors	21%
Sends communications on behalf of the PAC (e.g., PAC newsletter)	10%
Signs or sends thank you letters	10%
Contributes below the maximum amount allowed to the PAC	10%
Serves on the PAC board	8%
Chairs the PAC board	7%
Other	3%
N/A – the CEO is NOT involved in the federal PAC	16%

Leadership Engagement

How are your association's staff executive (the CEO, for instance) and its member leader (such as the board chair) involved in your association's federal PAC?



Corporate Governance



- 90% of corporate PACs have a PAC Board of Directors
- Median board size: 8
- 27% have term limits for board positions (most common 2 or 3 year terms)

Association Governance

What are the jobs or sources of the PAC board members?

	Percentage
Members of the association's board of directors	64%
General association members	54%
Member company CEOs	40%
Government affairs staff	40%
Member company representatives	37%
State chapter representatives	21%
Other	13%
Finance staff	11%
Office of the CEO staff	8%
Legal staff	5%
Governance staff (i.e., board relations)	2%

n = 63

- 88% of association PACs have a PAC Board of Directors
- Median board size: 12
- 59% have term limits for board positions (most common 2 or 3 year terms – 41% have 2 year terms)

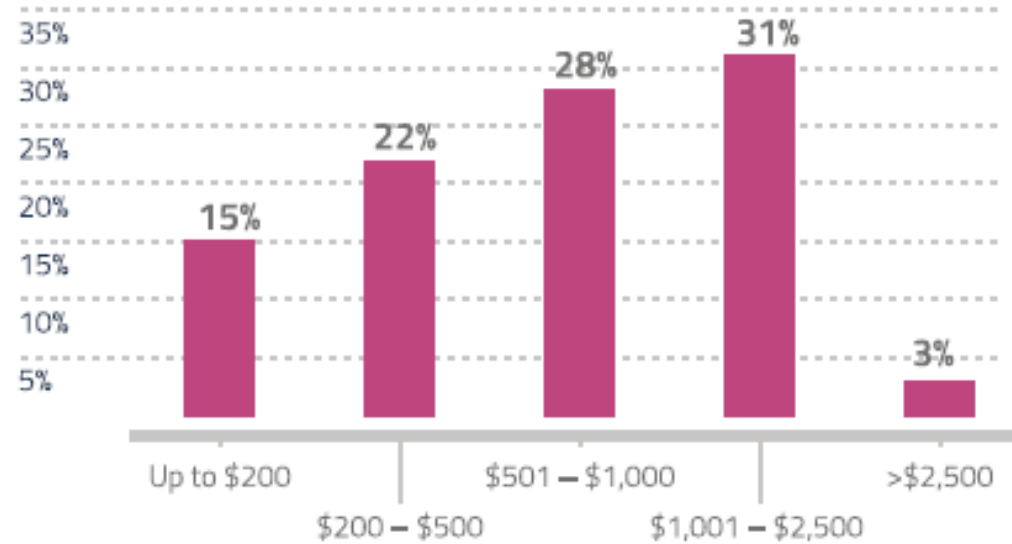


Activities Conducted by PAC Boards

Approve changes to bylaws	91%
Provide general PAC oversight/input	83%
Approve contributions to candidates	77%
Attend PAC events	62%
Manage strategic planning/goal setting	44%
Attend candidate fundraisers	43%
Provide internal budget planning/oversight	43%
Sign/send solicitation letters	40%
Conduct peer-to-peer fundraising or give PAC presentations	40%
Host PAC donor appreciation events	27%
Select candidates or manage disbursement strategy	24%
Recruit PAC ambassadors/champions	19%
Manage transparency activities	19%
Plan solicitations	15%
Manage communications activities	9%

Corporate PAC Receipts and Fundraising

What was the average or “typical” individual contribution dollar amount to your PAC for the 2019-2020 election cycle?



Corporate PAC Receipts and Fundraising



Overall ratios:

	10 th percentile	25 th percentile	50 th percentile (median)	75 th percentile	90 th percentile
Percentage of eligible individuals who were solicited	14%	85%	100%	100%	100%
Percentage of solicited individuals who contributed	5%	8%	13%	29%	52%

Percentage solicited = total solicited / total eligible.

Percentage contributed = total contributed / total solicited.

Corporate PAC Receipts and Fundraising

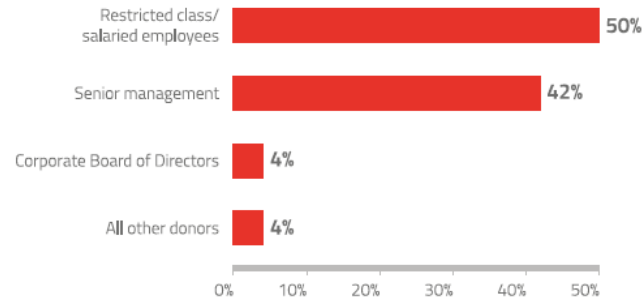


How frequently did your company's PAC solicit its eligible class during the 2019-2020 election cycle?

	Percentage
Short campaign once per year	38%
Periodically, but on a schedule other than listed above	16%
Short campaign once per cycle	15%
Continuously or on no set schedule	14%
Did not solicit in last election cycle	8%
Semi-annually	7%
Quarterly	2%

Corporate PAC Receipts and Fundraising

Please indicate the percentage of total PAC contributions for the 2019-2020 election cycle that are attributable to the following four groups:



Mean

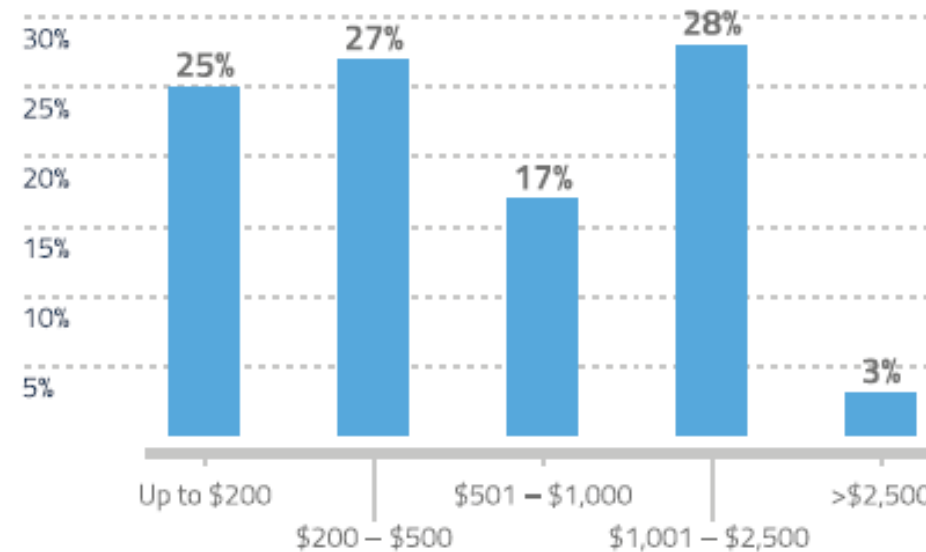
Payroll deduction	89%
Check	6%
Credit card (one-time or recurring)	4%
All other methods (electronic/mobile payment platforms, etc.)	1%
Cash	0%

Please indicate if you solicited individuals from the following categories for federal PAC contributions in the 2019-2020 election cycle:

	Percentage
Families/spouses of eligible employees or Board members	8%
Eligible hourly employees	5%
Retirees	4%
Shareholders who are not employees or Board members	4%
Franchisees	3%
Other	1%
N/A - my company's federal PAC did not solicit donors outside of senior management, restricted class/salaried employees or the Corporate Board	82%

Association PAC Receipts and Fundraising

What was the average or “typical” individual contribution dollar amount to your PAC for the 2019-2020 election cycle?



Association PAC Receipts and Fundraising



Overall ratios:

	10 th percentile	25 th percentile	50 th percentile (median)	75 th percentile	90 th percentile
Percentage of eligible individuals who were solicited	11%	62%	100%	100%	100%
Percentage of solicited individuals who contributed	3%	6%	17%	50%	69%

Percentage solicited = total solicited / total eligible.

Percentage contributed = total contributed / total solicited.



Association PAC Receipts and Fundraising

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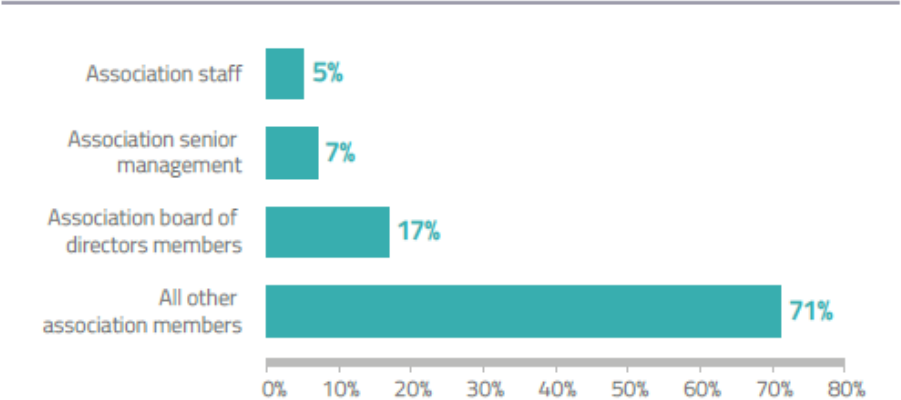
How frequently did your association's federal PAC solicit its eligible class during the 2019-2020 election cycle?

	Percentage
Continuously or on no set schedule	44%
Periodically, but on a schedule other than listed	30%
Short campaign once per year	11%
Quarterly	11%
Semi-annually	3%
Short campaign once per cycle	0%
Other	0%

Association PAC Receipts and Fundraising



Please indicate the percentage of total PAC contributions for the 2019-2020 election cycle that are attributable to the following four groups:



Please indicate the percentage of total contributions made to your association's PAC for the 2019-2020 cycle via the following methods:

	Mean
Credit card (one-time or recurring)	56%
Check	28%
Payroll deduction	11%
All other methods (electronic/mobile payment platforms, etc.)	4%
Cash	1%



Corporate PAC Top Solicitors

	ALL USED Percentage	MOST EFFECTIVE Percentage
CEO	82%	47%
Senior management (not the CEO)	71%	33%
Consultants	67%	47%
Head of government relations department	67%	25%
Government relations staff	48%	25%
PAC board members	38%	30%
PAC manager	37%	23%
Peer solicitors	6%	1%
Corporate board of directors	3%	3%
Other	1%	0%

Association PAC Top Solicitors

	ALL USED Percentage	MOST EFFECTIVE Percentage
Association member leader (e.g., board chair)	76%	49%
PAC manager	75%	37%
PAC board members	65%	33%
CEO/staff executive	65%	35%
Head of government relations department	52%	25%
Government relations staff	49%	10%
Peer solicitors (not on the PAC board)	43%	21%
Association senior management (not the CEO)	41%	10%
Association board of directors	33%	14%
Member company executives (for trade associations only)	22%	13%
Consultants	5%	2%
Other	5%	3%

Most Effective Corporate Solicitation Strategies

	ALL USED Percentage	MOST EFFECTIVE Percentage
Online solicitations (e.g., email)	93%	70%
Peer-to-peer solicitations	59%	45%
Small group meetings	50%	28%
New hire communication or orientation	38%	13%
Virtual events	37%	14%
Large organization event (e.g., leadership meeting or shareholder meeting)	32%	13%
PAC video	31%	4%
Large group meetings	26%	8%
Fundraising events (e.g., dinner, reception, auction)	22%	12%
Regular staff meetings	22%	6%
Phone calls	13%	3%
Mail to home address	9%	3%
Interoffice mail	8%	1%
Other	1%	1%
Mobile solicitations via text or app	0%	0%

Most Effective Association Solicitation Strategies

	ALL USED Percentage	MOST EFFECTIVE Percentage
Online solicitations (e.g., email)	92%	49%
Association's annual meeting or trade show	84%	48%
Peer-to-peer solicitations	81%	44%
Fundraising events (e.g., dinner, reception, auction)	59%	27%
Events (e.g., fly-in)	57%	19%
Virtual events	52%	3%
Direct mail	46%	24%
Phone calls	44%	8%
PAC video	38%	0%
Association dues invoice	37%	22%
Small group meetings	30%	10%
Large group meetings	27%	0%
Association staff fundraising event	22%	8%
New hire communication or orientation	16%	2%
Mobile solicitations via text or app	16%	0%
Regular staff meetings	6%	0%
Interoffice mail	3%	2%

Corporate Giving Guidelines

Which of the following types of giving guidelines (if any) does your company's PAC use:

	Percentage
Suggested level (dollar or percentage) based on pay grade/title	63%
Straight dollar amount	31%
Percentage of base pay	23%
Other	3%
N/A - No giving guidelines provided	11%

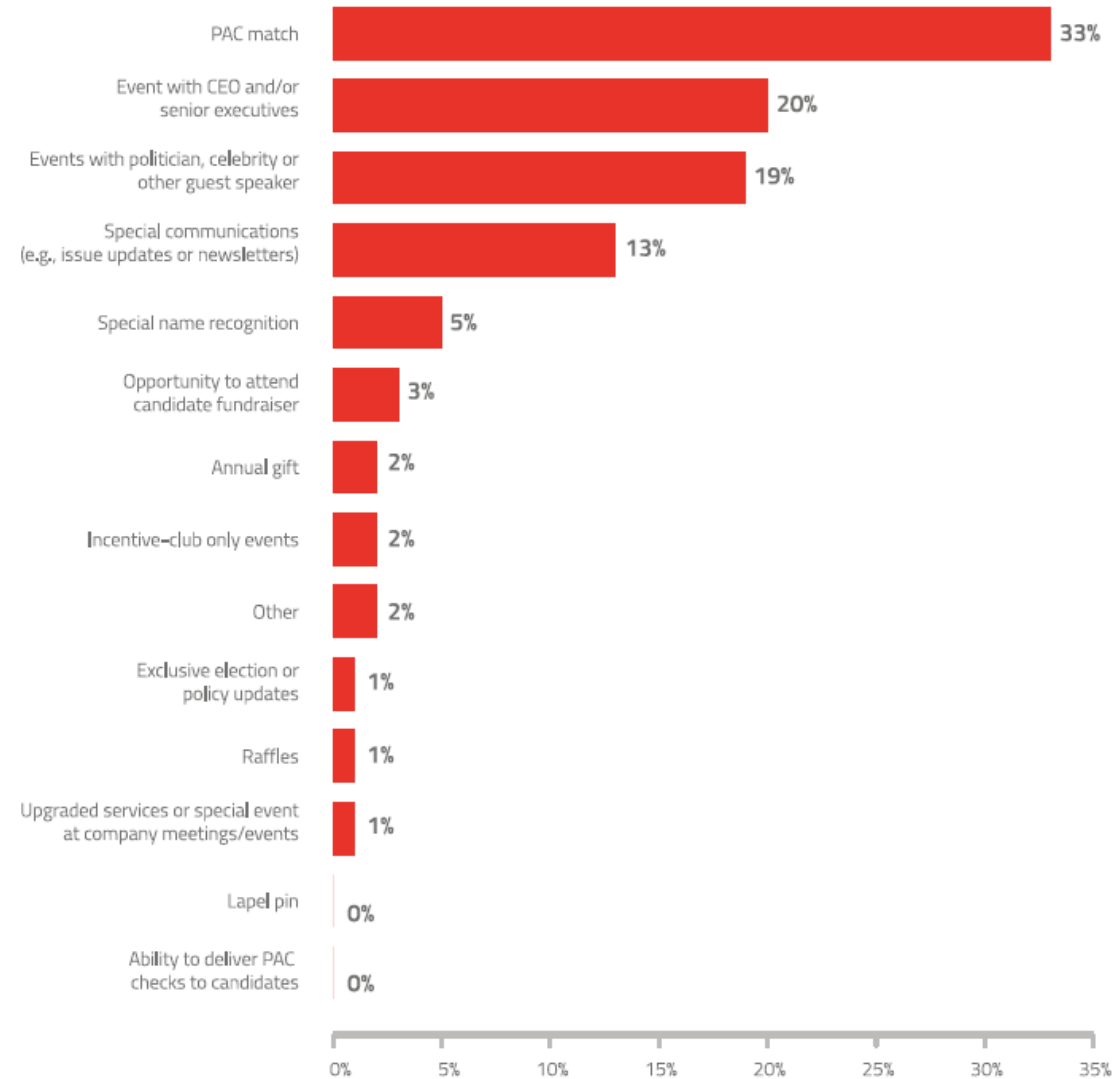
Peer-to-Peer: Corporate PACs

Peer-to-peer metrics by PAC size:

	Median 2020 Receipts	n=
PACs using peer solicitors	\$889,048	44
PACs NOT using peer solicitors	\$466,644	76
PACs using peer-to-peer approaches	\$723,997	70
PACs NOT using peer-to-peer approaches	\$488,805	49

Fundraising: Corporate Incentives

SINGLE MOST EFFECTIVE BENEFIT

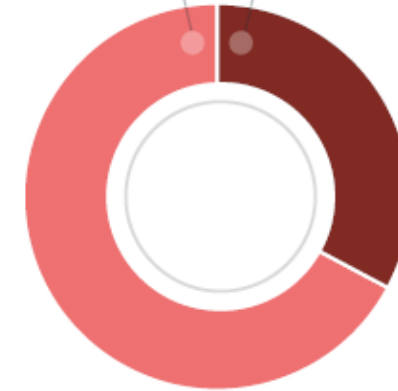


PAC Match

Does your PAC currently have an active PAC charitable match program?

67%
No

33%
Yes



n = 120

PAC match by PAC size:

	Median 2020 Receipts	n=
PACs with an active PAC charitable match program	\$881,430	40
PACs that do not have an active PAC charitable match program	\$477,983	80

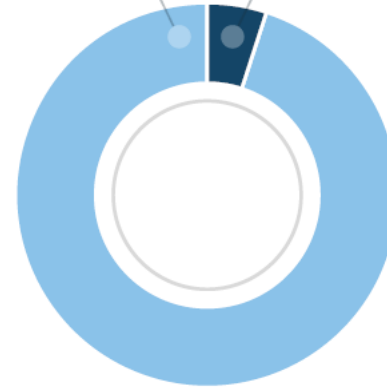
PAC Match: Association

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Does your association's federal PAC currently have an active PAC charitable match program?

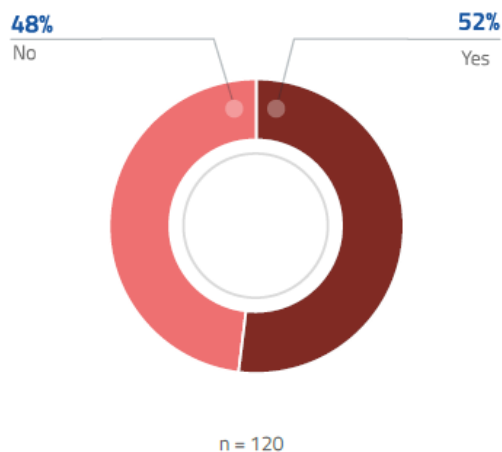
95%
No

5%
Yes

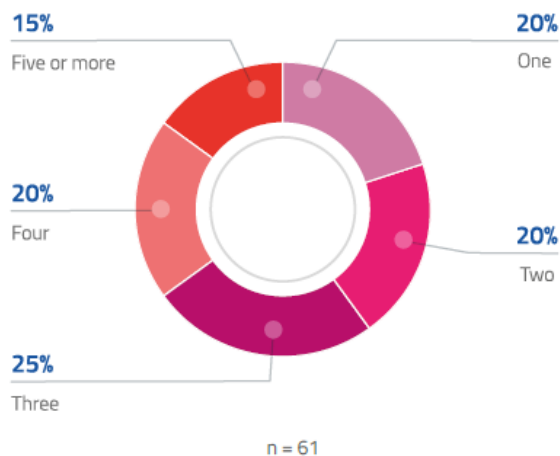


Use of Incentive Clubs: Corporate

Does your company's PAC have incentive clubs?



How many incentive club levels are in your company's PAC?



Minimum annual contribution required for lowest incentive club

\$120

Minimum annual contribution required for highest incentive club

\$4,500

Minimum percentage of base pay required for lowest incentive club

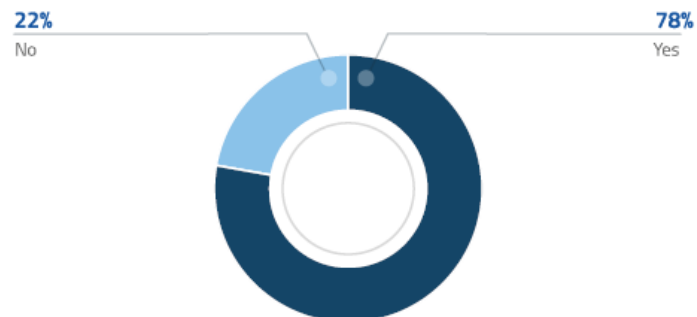
0.5%

Minimum percentage of base pay required for highest incentive club

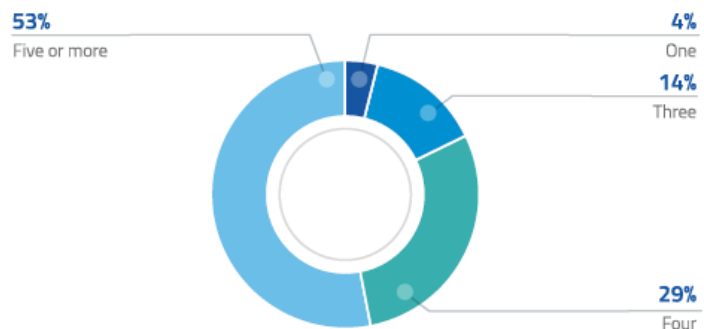
1%

Use of Incentive Clubs: Association

Does your association's PAC have incentive clubs?



How many incentive club levels are in your association's PAC?



50th
percentile
(median)

Minimum annual
contribution required for
lowest incentive club

\$150

Minimum annual
contribution required for
highest incentive club

\$5,000

Corporate PAC Membership Benefits

	BENEFITS ONLY FOR INCENTIVE CLUB MEMBERS	BENEFITS FOR GENERAL DONORS
	Percentage	Percentage
Annual gift	59%	47%
Event with CEO and/or senior executives	59%	19%
Events with politician, celebrity or other guest speaker	56%	45%
Incentive-club only events	53%	N/A
Special communications (e.g., issue updates or newsletters)	51%	81%
Special name recognition	32%	11%
Exclusive election or policy updates	32%	N/A
PAC match	24%	26%
Lapel pin	24%	25%
Opportunity to attend candidate fundraiser	24%	18%
Raffles	14%	14%
Ability to deliver PAC checks to candidates	7%	3%
Upgraded services or special events at company meetings/events	2%	2%
Other	2%	3%

Association PAC Membership Benefits

	BENEFITS ONLY FOR INCENTIVE CLUB MEMBERS	BENEFITS FOR GENERAL DONORS
	Percentage	Percentage
Special name recognition	92%	40%
Lapel pin	71%	42%
Events with politician, celebrity or guest speaker	59%	32%
Annual gift	53%	18%
Special communications (e.g., issue updates or newsletters)	47%	60%
Incentive-club-only events	41%	N/A
Upgraded services or special events at association annual meeting/other events	37%	7%
Exclusive election or policy updates	37%	N/A
Opportunity to attend candidate fundraiser	33%	25%
Ability to deliver PAC checks to candidates	31%	14%
Event with staff executive and/or board leadership	20%	16%
Raffles	8%	16%
Other	2%	7%
PAC Match	0%	4%

Corporate PAC Communication Strategies

Please indicate which of the following communications tools your PAC uses to communicate with PAC donors only, and which are used for all PAC eligibles:

	PAC DONORS ONLY Percentage	ALL PAC ELIGIBLES Percentage
Webinars or teleconferences on issues or featuring guest speakers	51%	25%
PAC newsletter	50%	23%
Issue updates via email and/or web	44%	30%
Live events (e.g., PAC education, issue overviews and meet-and-greets)	37%	25%
PAC annual report	36%	37%
Non-political communications (e.g., fun holiday)	9%	10%
PAC-specific social media activities	7%	5%
Podcasts	6%	6%
Get-out-the-vote education	5%	57%
PAC advertising/awareness campaign	5%	57%
Other	1%	2%

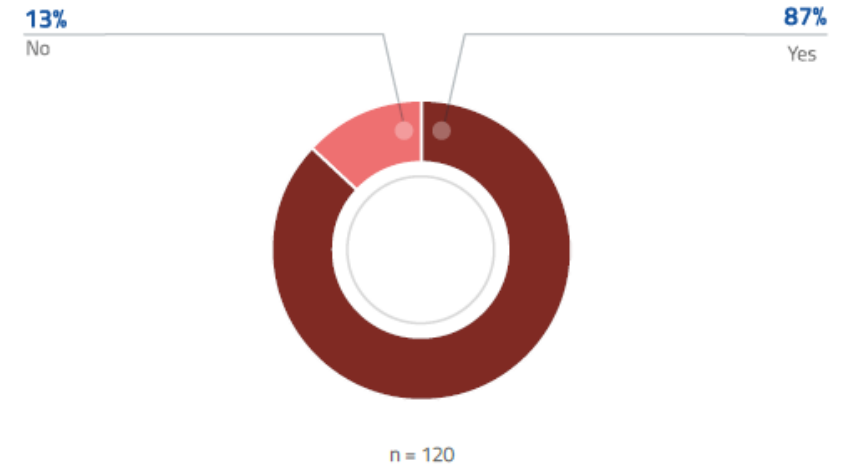
Association PAC Communication Strategies

Please indicate which of the following communications tools your PAC uses to communicate with PAC donors only, and which are used for all PAC eligibles:

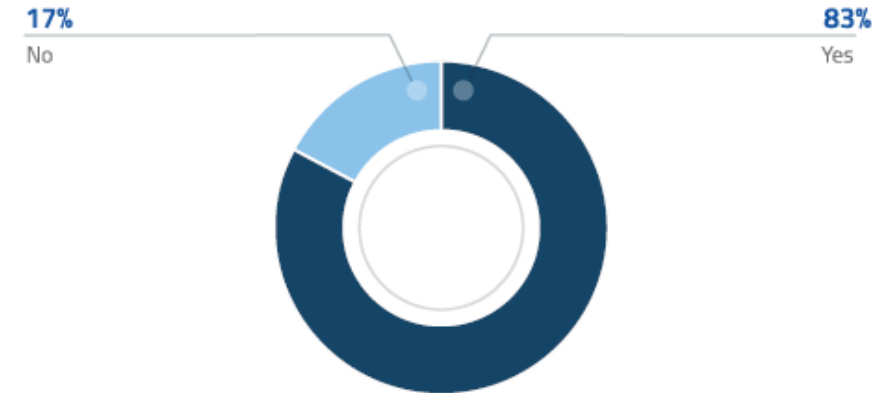
	PAC DONORS ONLY Percentage	ALL PAC ELIGIBLES Percentage
Webinars or teleconferences on issues or featuring guest speakers	50%	24%
PAC newsletter	41%	21%
Live events (e.g., PAC education, issue overviews and meet-and-greets)	29%	31%
PAC annual report	29%	47%
Issues updates via email and/or web	12%	52%
PAC-specific social media activities	10%	16%
PAC advertising/awareness campaign	10%	55%
Non-political communications (e.g., fun holiday reminders, recipes, work from home tips, etc.)	9%	17%
Get-out-the-vote education	3%	52%
Podcasts	3%	10%

Contribution Criteria

Does your company's PAC have formal candidate contribution criteria that govern PAC disbursements to federal candidates?



Does your association's PAC have formal candidate contribution criteria that govern PAC disbursements to federal candidates?



Disbursements: Corporate Contribution Criteria Factors

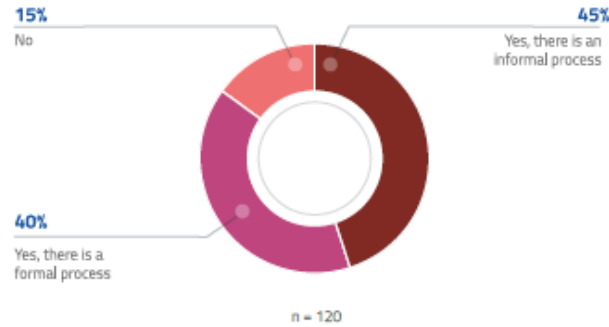
	ALL USED Percentage	MOST IMPORTANT Percentage
Leadership position	93%	29%
Organization has facilities or locations in the candidate's district	86%	63%
Membership on key legislative committees	85%	67%
Voting record consistent with your organization's goals	67%	37%
Character, ethics, reputation	63%	23%
Alignment with key values	62%	24%
Candidate's political alignment with customers, employees or other stakeholders	45%	27%
Likelihood of being reelected	34%	2%
Incumbent status	34%	6%
Support for democratic institutions and/or voting rights	26%	9%
Industry peers are supporting candidate/event	18%	1%
Candidate's position on social issues (e.g., racial equity, environmental sustainability, etc.)	18%	3%
Financial need	15%	0%
Recommendation of a PAC member	11%	0%
Party affiliation	7%	0%
CEO, senior management or Board preference for candidate	2%	0%
Other	1%	0%

Disbursements: Association Contribution Criteria Factors

	ALL USED Percentage	MOST IMPORTANT Percentage
Leadership position	87%	33%
Voting record consistent with your organization's goals	81%	62%
Membership on key legislative committees	81%	65%
Recommendation of a PAC member	64%	14%
Alignment with key values	60%	21%
Incumbent status	58%	15%
Character, ethics, reputation	56%	14%
Candidate's political alignment with association membership	48%	23%
Likelihood of being re-elected	46%	8%
Organization has member company facilities or high concentration of membership in the candidate's district	35%	14%
Recommendation of a member company or association chapter	31%	6%
Financial need	23%	4%
Industry peers are supporting candidate/event	21%	2%
Support for democratic institutions and/or voting rights	19%	2%
Party affiliation	12%	2%
Candidate's position on social issues (e.g., racial equity, environmental sustainability, etc.)	8%	2%
President, chair, CEO or Board preference for candidate	6%	0%
Other	4%	4%

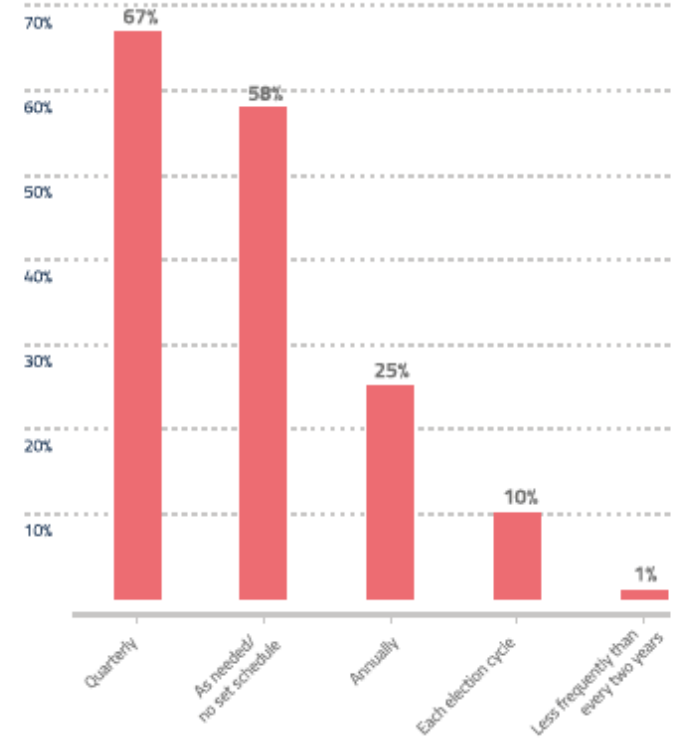
Reviewing Contribution Criteria: Corporate PACs

Is there a process in place for revisiting and potentially updating your PAC's contribution criteria?

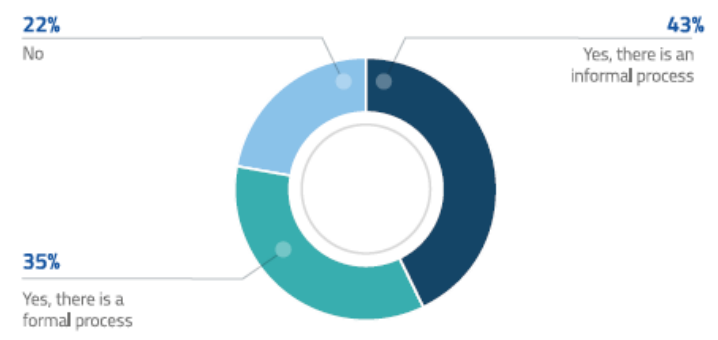


How frequently are your PAC's contribution criteria re-evaluated?

ALL RESPONDENTS

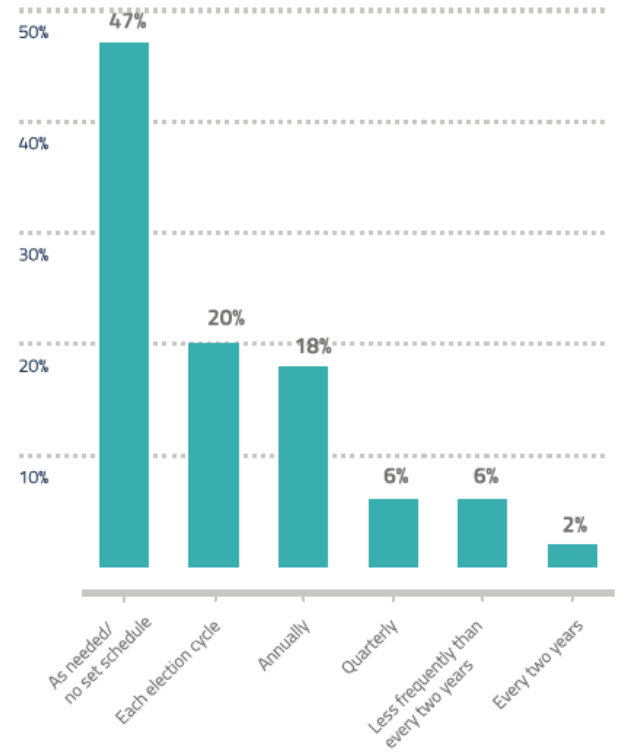


Is there a process in place for revisiting and potentially updating your PAC's contribution criteria?



Reviewing Contribution Criteria: Association PACs

How frequently are your PAC's contribution criteria re-evaluated?



Corporate PAC Disbursement Allocation



Please indicate the percentage of your company's total federal PAC dollars contributed to each of the following entities during the 2019-2020 election cycle:

	25 th percentile	50 th percentile (median)	75 th percentile	Mean
Congressional candidates	47%	63%	85%	64%
Presidential candidates	0%	0%	0%	0%
State and local candidates	0%	11%	30%	18%
Party committees (e.g., NRCC, DCCC)	0%	3%	10%	5%
Leadership PACs	0%	5%	20%	10%
Association PACs	0%	0%	5%	3%
Super PACs	0%	0%	0%	0%

Association PAC Disbursement Allocation

Both corporate and association PACs report federal/state lobbyists and the head of the D.C. office are most influential in directing PAC contributions.

What percentage of your association's total federal PAC dollars were contributed to each of the following entities during the 2019-2020 election cycle?

	25 th percentile	50 th percentile (median)	75 th percentile	Mean
Congressional candidates	70%	80%	85%	75%
Presidential candidates	0%	0%	0%	0%
State and local candidates	0%	0%	0%	1%
Party committees (e.g., NRCC, DCCC)	0%	10%	12%	9%
Leadership PACs	5%	10%	15%	10%
Super PACs	0%	0%	0%	1%
Independent expenditures	0%	0%	0%	3%

n = 63

Trends in Contributions by Party

Please indicate the percentage of your company's total PAC contributions given to candidates from major parties during the 2019-2020 election cycle:

	25 th percentile	50 th percentile (median)	75 th percentile	Mean
Democrat	38%	46%	50%	43%
Republican	47%	51%	59%	55%
Independent/Unaffiliated	0%	0%	1%	2%

What percentage of your association's total federal PAC contributions were given to candidates from major parties during the 2019-2020 election cycle:

	25 th percentile	50 th percentile (median)	75 th percentile	Mean
Democrat	45%	50%	54%	48%
Republican	46%	50%	55%	52%
Independent/Unaffiliated	0%	0%	0%	0%

n = 63

Contributions at the State Level

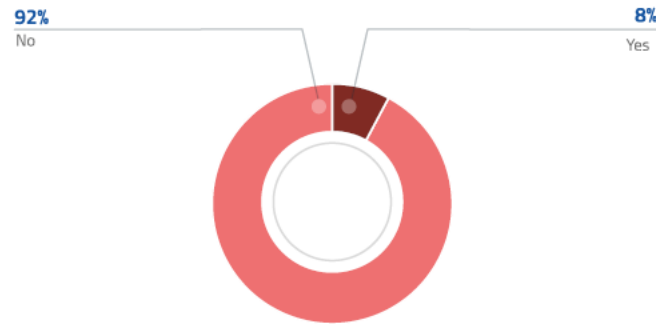
My company makes contributions at the state level from the same account as the federal PAC, where legal and feasible	60%
My company makes corporate political contributions at the state level, where legal and feasible	46%
My company has separate state-level PAC(s)	26%
Other	1%
N/A – my company does not make contributions at the state level	21%

"Other" activities: Company makes contributions at the state level from a separate federal PAC

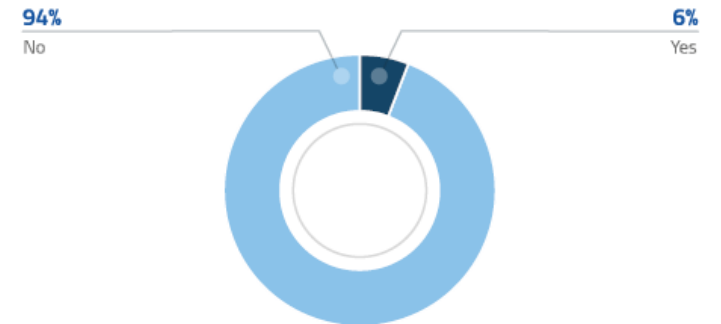
N/A – my association does not make contributions at the state level	64%
My association has separate state-level PAC(s) managed by state chapters	19%
My association makes contributions at the state level from the same account as the federal PAC, where legal and feasible	11%
My association has separate state-level PAC(s) managed by the national association	10%
Other	3%

Designating Contributions by Party

Does your PAC allow contributors to designate their contribution by party?

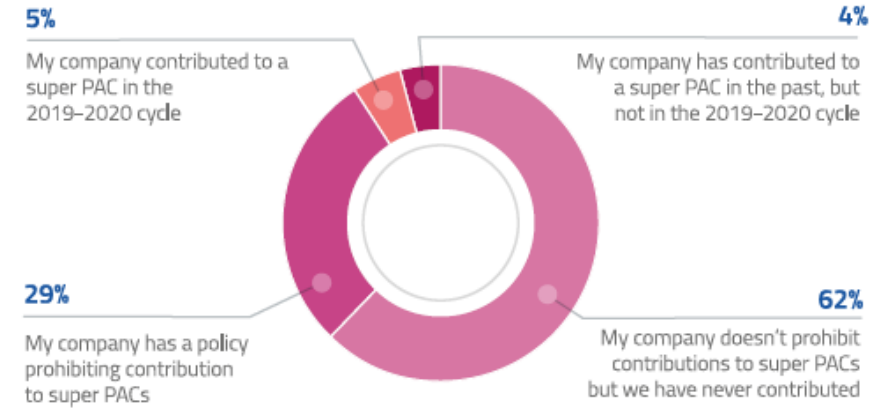


Does your association's federal PAC allow contributors to designate their contribution by party?

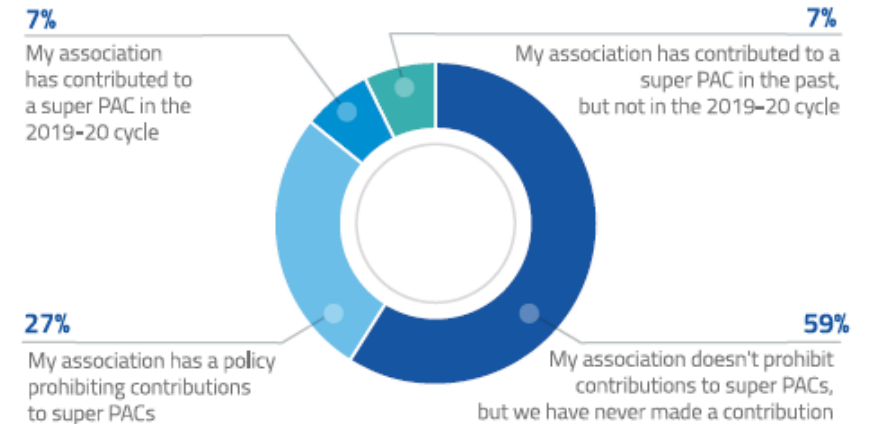


Super PAC Involvement

What best describes your company's level of involvement with super PACs?

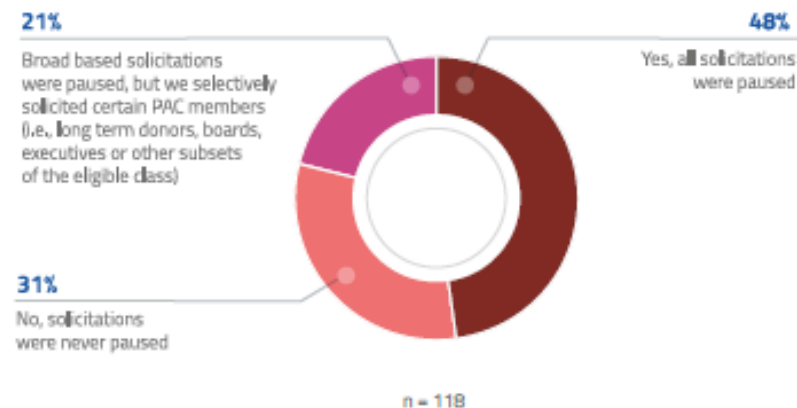


What best describes your association's level of involvement with super PACs?



COVID-19 and Election Impact

Did your company's federal PAC pause solicitations due to the impact of COVID-19?

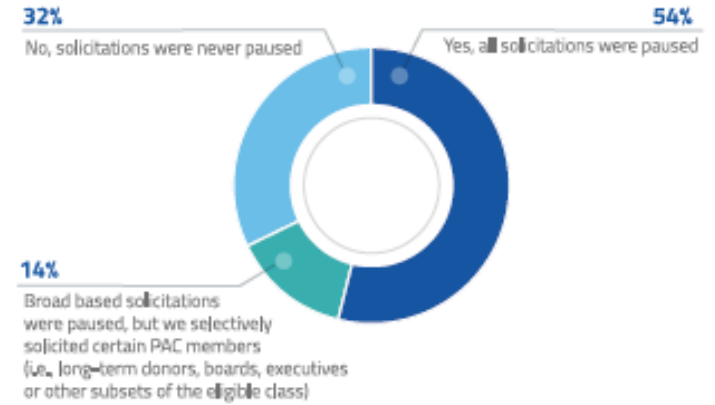


For how many months were PAC solicitations paused due to COVID-19?

	Percentage
Up to 3 months	9%
4 – 6 months	16%
7 – 9 months	9%
> 9 months	39%
Solicitations are still on pause	25%
Other	3%
Average length of pause	9 months

COVID-19 and Election Impact

Did your association's federal PAC pause solicitations due to the impact of COVID-19?



For how many months were federal PAC solicitations paused due to COVID-19?

	Percentage
Up to 3 months	39%
4 – 6 months	29%
7 – 9 months	12%
> 9 months	17%
Solicitations are still on pause	0%
Other	2%
Average length of pause	5 months

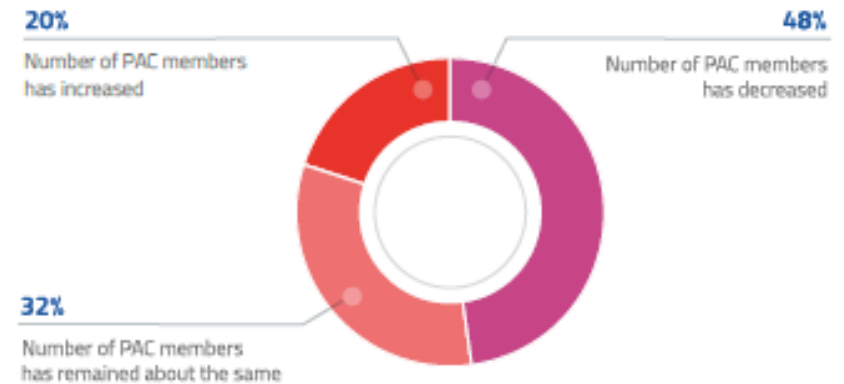
COVID-19 and Election Impact: Corporate

Approximately, what percentage of your PAC's 2020 fundraising goal was achieved?

	Percentage
Up to 20%	20%
21% - 40%	1%
41% - 60%	12%
61% - 80%	16%
81% - 100%	38%
Greater than 100%	14%
Average	69%

n = 111

How has the number of members of your PAC changed since January 2020?

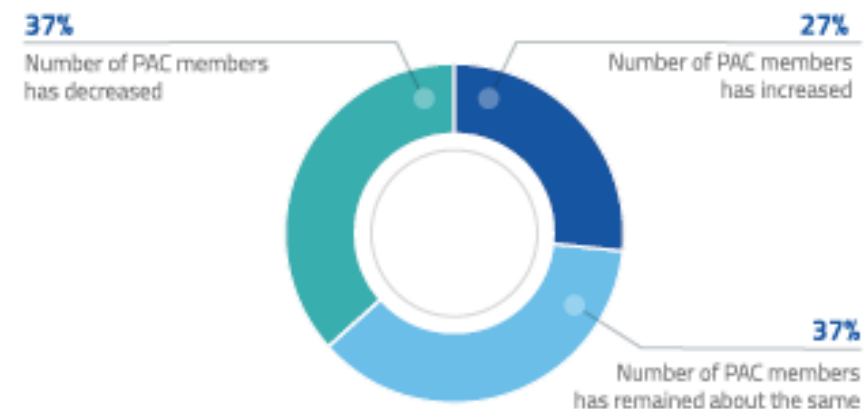


COVID-19 and Election Impact: Association

Approximately, what percentage of your PAC's 2020 fundraising goal was achieved?

	Percentage
Less than 10%	0%
10% – 20%	2%
21% – 30%	5%
31% – 40%	0%
41% – 50%	8%
51% – 60%	10%
61% – 70%	3%
71% – 80%	16%
81% – 90%	19%
91% – 100%	18%
Greater than 100%	19%
Average	80%

How has the number of members of your association's PAC changed since January 2020?



COVID-19 and Election Impact: Corporate

What is the approximate percentage of PAC members that were lost since January 2020?

Percentage	
Less than 1%	2%
1% – 2%	18%
3% – 4%	16%
5% – 7%	20%
8% – 10%	16%
11% – 15%	14%
16% – 20%	7%
> 20%	7%
Average loss	8%

n = 56

What is the approximate percentage of PAC members that were gained since January 2020?

Percentage	
Less than 1%	14%
1% – 2%	9%
3% – 4%	14%
5% – 7%	5%
8% – 10%	18%
11% – 15%	9%
16% – 20%	14%
> 20%	18%
Average gain	11%

n = 22

COVID-19 and Election Impact: Association

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What is the approximate percentage of association PAC members that were lost since January 2020?

	Percentage
Less than 1%	9%
1% – 2%	4%
3% – 4%	9%
5% – 7%	9%
8% – 10%	17%
11% – 15%	17%
16% – 20%	13%
> 20%	22%
Average loss	12%

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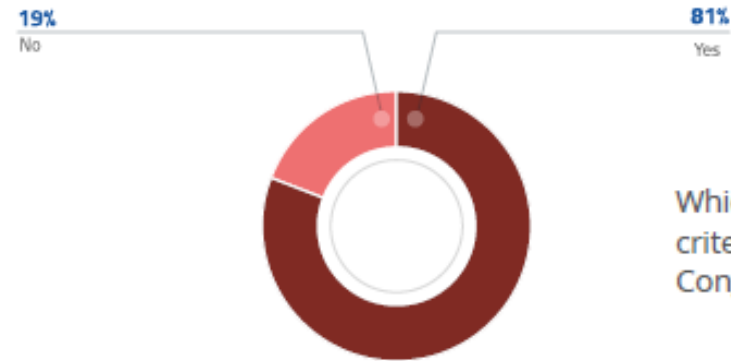
What is the approximate percentage of association PAC members that were gained since January 2020?

	Percentage
Less than 1%	0%
1% – 2%	29%
3% – 4%	24%
5% – 7%	0%
8% – 10%	18%
11% – 15%	12%
16% – 20%	6%
> 20%	12%
Average loss	8%



January 6 Impact: Corporate

Did your PAC pause contributions to federal candidates in the wake of the January 6th attack on the United States Capitol?



Which of the following best describes your PAC's actions regarding candidate contribution criteria re-evaluation due to the January 6th attack and the decision of 147 members of Congress to vote against election certification:

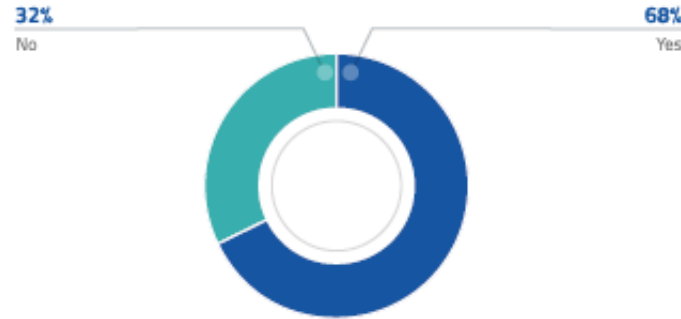
	Percentage
Less than 1 week	0%
1 – 2 weeks	0%
3 – 4 weeks	1%
1 – 2 months	14%
2 – 3 months	24%
More than 3 months, but contributions have resumed	26%
Contributions are still paused	23%
Still paused to the 147	13%

n = 93

	Percentage
We initiated a re-evaluation which resulted in changes to our candidate contribution criteria	47%
We initiated a re-evaluation, but it has not yet been completed or acted upon	19%
We did not initiate a re-evaluation of our candidate contribution criteria due to these events	18%
We initiated a re-evaluation, but it did not result in changes to our candidate contribution criteria	17%

January 6 Impact: Association

Did your association's PAC pause contributions to federal candidates in the wake of the January 6th attack on the United States Capitol?



How long was this pause on contributions?

	Percentage
Less than 1 week	0%
1 – 2 weeks	0%
3 – 4 weeks	2%
1 – 2 months	21%
2 – 3 months	26%
More than 3 months, but contributions have resumed	21%
Contributions are still paused	14%
Contributions are still paused to some	9%
Other	7%

Which of the following best describes your PAC's actions regarding candidate contribution criteria re-evaluation due to the January 6th attack and the decision of 147 members of Congress to vote against election certification:

	Percentage
We initiated a re-evaluation, but it did not result in changes to our candidate contribution criteria	39%
We initiated a re-evaluation which resulted in changes to our candidate contribution criteria	37%
We did not initiate a re-evaluation of our candidate contribution criteria due to these events	15%
We initiated a re-evaluation, but it has not yet been completed or acted upon	10%

Major Conclusions

- **COVID-19 and the aftermath of January 6** have had a major impact on PACs, but there are a lot of positive signs as well.
- **CEO and senior leadership engagement** in the PAC continues to rise and indicate the health of the PAC program.
- **Communications /education strategies** are becoming more varied and transparency is increasingly expected by donors and internal stakeholders.
- PAC donors are incentivized by **unique opportunities and engagement**, such as PAC match, peer-to-peer outreach, exclusive events, access to information and leaders above all else.



Comparative Analysis

Example subsamples:

- Industry
- PAC size
- Location of corporate headquarters
- Corporate annual revenue

Can run the whole survey or specific questions (ex. receipts, solicitation approaches, governance)

Fee: starts at \$500

Timing: typically takes 3 – 4 business days

Thank You!



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