

December 16, 2021



Public Affairs  
Council

## Membership Orientation

# Today's Agenda

## 1. Introduction

- Who we are

## 2. Resources and Services

- Executive Education
- Expertise
- Community

## 3. How to get involved

# Public Affairs Council Profile



**700+** MEMBER ORGANIZATIONS

**11,000** PUBLIC AFFAIRS PROFESSIONALS

**7** OF THE FORTUNE TOP 10 COMPANIES

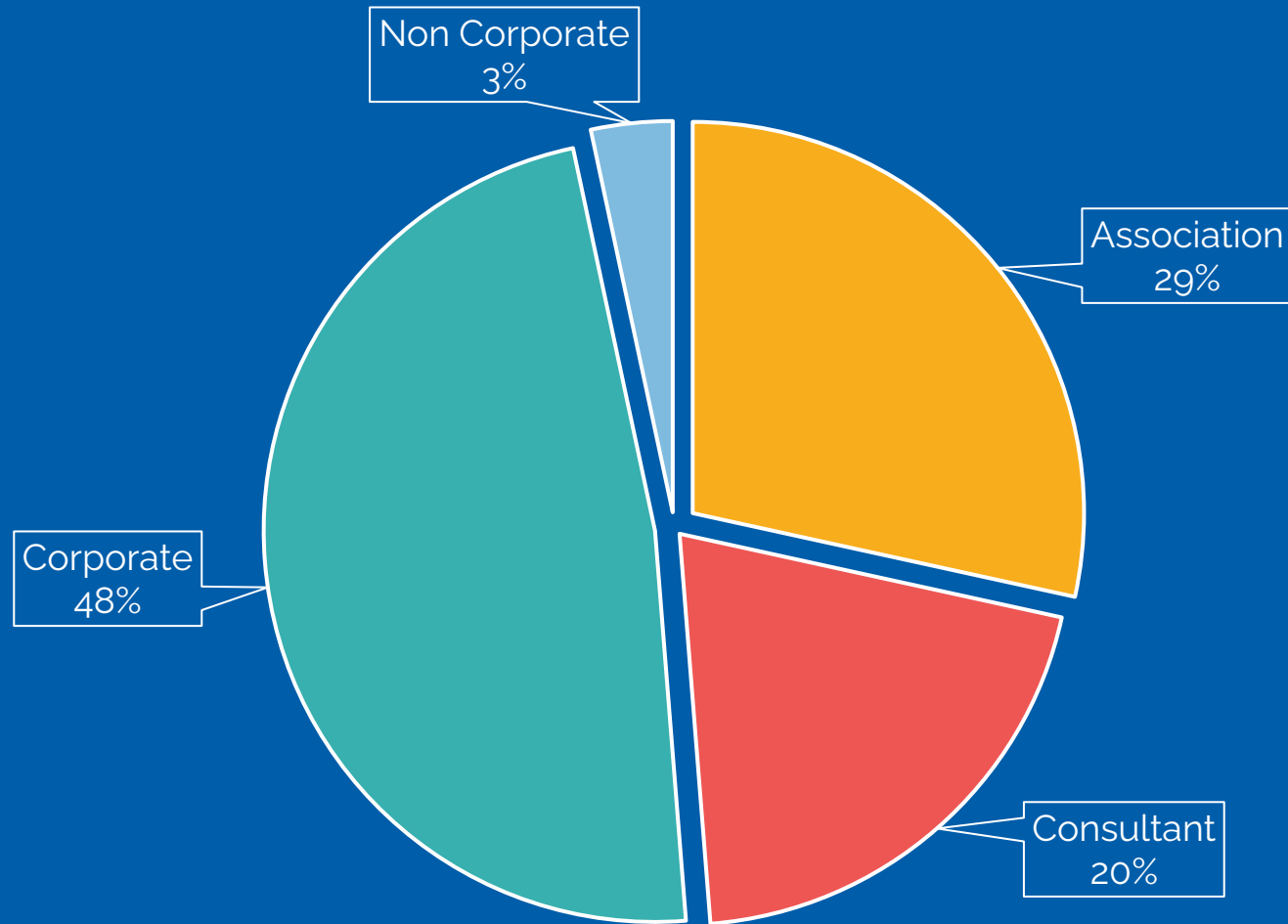
HEADQUARTERS IN **Washington & Brussels**

MEMBERS FROM MORE THAN **25 countries**

# You're in Good Company



# A Diverse Community



# Where are Your Peers?

**United States (Non-DC)**  
52%



**DC Area**  
35%



**International**  
13%



# Manage Your World





# Membership Benefits



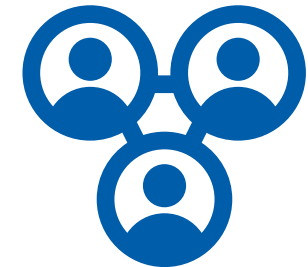
Executive Education



Expertise



Community





# I. Executive Education



# Hallmarks of Council Events

- Peer-to-peer learning
- Unparalleled networking opportunities
- Practical advice you can implement immediately
- Benchmarking opportunities with best in class
- Resource materials to continue your learning



# Signature Events

## Conferences

- Advocacy
- National PAC
- State and Local Government Relations

## Summits

- Digital Media & Advocacy
- Public Affairs Leadership
- Political Compliance
- STRIDE: Social Impact

## Other Events

- Spring Executive Meeting
- Washington, D.C. Study Tour
- Public Affairs Institute

# 60+ Webinars (& Recordings) FREE for Members

[pac.org/webinars](https://pac.org/webinars)

- Building and Managing Diverse Global Teams
- Proving the Value of State Government Relations
- Leveraging Employee Resource Groups for Internal Progress
- PAC Charitable Match Programs
- Managing Up: Leadership Skills for Any Level



# Workshops

- Two hours of content on a range of public affairs topics
- In person or livestreamed from our Washington, D.C. office
- Available as recordings to those who registered for the event

# Membership Plus

[pac.org/plus](https://pac.org/plus)

- All access pass for executive education for your entire organization
- 45+ workshops annually
- Flat annual fee of \$3,000

# European-based Programs

## Signature Events

- European Digital Advocacy Summit
- Brussels Public Affairs Forum

## Recent and Upcoming Programs

- Digital Storytelling for Public Affairs
- Public Affairs and Managing Global Risk
- EU Masterclass: Influencing EU Decision-making



# Certificate Programs

- PAC & Grassroots Management
- Government Relations & Lobbying
- Public Affairs Management



## II. Expertise



# Knowledge Areas

- Government relations strategy & management
- Grassroots & ally development
- PACs & campaign finance
- Communications
- Digital & social media
- Issues management
- Corporate social responsibility
- Diversity, equity and inclusion
- Global public affairs
- Legal & ethics compliance
- Measurement & evaluation





# Staff Experts



Doug Pinkham



Kristin Brackemyre



Nick DeSarno



Tori Ellington



Erica Harris



Andras Baneth



João Sousa

# Questions We Can Answer

MEMBERSHIP ORIENTATION



# Guest Speakers for Your Meetings

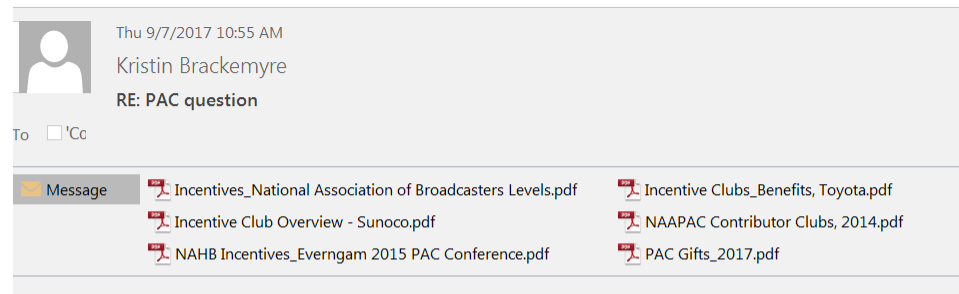
MEMBERSHIP ORIENTATION



# Case Study – Large Trade Association

Working on an action plan to increase member engagement in their political action committee

- Areas of support:
  - PAC Communications
  - PAC Champions Program
  - Governance and Benefits Structure
  - Fundraising and Events



Hi Cory,

Absolutely—see the attached samples of what other PACs are offering and their contribution levels. I’ve : that provides ideas and vendors for donor gifts.

Let me know if this is helpful!

-Kristin



## Membership Benefits for 2015

- **\$5,000 ("A-List" level):**
  - o Two complimentary registrations to NAB Show
  - o Two complimentary registrations for either Service to America, Radio Show or Small Market Television Exchange
  - o Invitations to quarterly issue updates from NAB's Government Relations team: *March 11, May 12, July 8 and November 18*
  - o Special recognition on-site at the NAB Show
  - o Invitations to VIP receptions at NAB State Leadership Conference (SLC), Radio Show and NAB Show
  - o Invitation to attend an exclusive teleconference with renowned political expert Charlie Cook
  - o Access to *Charlie Cook Political Report* weekly newsletter
  - o Exclusive policymaker-access events in Washington, D.C.
  - o Special thank you gift and recognition on nabpac.com
- **\$2,500 - \$4,999 ("Broadcast Leader" level):**
  - o One complimentary registration to NAB Show
  - o One complimentary registration for either Service to America, Radio Show or Small Market Television Exchange
  - o Invitations to quarterly issue updates from NAB's Government Relations team: *March 11, May 12, July 8 and November 18*
  - o Invitations to VIP receptions at NAB State Leadership Conference (SLC), Radio Show and NAB Show
  - o Invitation to attend an exclusive teleconference with renowned political expert Charlie Cook
  - o Access to *Charlie Cook Political Report* weekly newsletter
  - o Special thank you gift
- **\$1,000 - \$2,499 ("Congressional Club" level):**
  - o One complimentary registration to NAB Show
  - o Access to *Charlie Cook Political Report* weekly newsletter
  - o Invitations to quarterly issue updates from NAB's Government Relations team: *March 11, May 12, July 8 and November 18*
  - o Invitations to VIP receptions at NAB State Leadership Conference (SLC), Radio Show and NAB Show
- **\$500 - \$999 ("Capitol Club" level):**
  - o Invitations to quarterly issue updates from NAB's Government Relations team: *March 11, May 12, July 8 and November 18*
  - o Invitations to VIP receptions at NAB State Leadership Conference (SLC), Radio Show and NAB Show



# Follow Up Materials

## AIRBUS PAC

As Members of the Airbus Family, we are part of an exciting company that operates in a highly regulated—and very competitive—industry.

Hi, this is Jeff Knittel, join me in becoming a member of the Airbus PAC. Together we can have a greater influence on the decisions that impact the future of our company.

Government actions and decisions affect each of us, and everything we do—including our responsibilities at work, and in our communities.

The employee political action committee provides the opportunity for you to get involved in the political process. Together, our voice can be heard in Washington DC. After all, you are the best ambassadors for our company, and our industry.

What sets Airbus PAC apart from other PACs? It's a good government fund that is truly led by you, our employees! Your employee PAC amplifies our collective voice so the issues that matter to us locally can be heard in Washington, D.C.



### MARATHON OIL COMPANY EMPLOYEES POLITICAL ACTION COMMITTEE

Vol. 01, APRIL 2018



**MIKE HENDERSON**  
MEPAC Chairman and Treasurer

Welcome to the first edition of the Marathon Oil Company Employees Political Action Committee (MEPAC) newsletter. The last two years have presented tremendous challenges and opportunities for both our industry and across the political landscape. Given this environment, we have been relatively low key with our PAC activities and communications the last 18 months. But as industry has begun to recover, it's time to refocus our attention and efforts on the state and federal issues that have the potential to impact our industry, our company and our livelihood.

As new MEPAC chairman, I'm excited about our plans for 2018. Thanks to those of you who responded to our recent survey. We heard you loud and clear - you want more communication, transparency and a better understanding of how MEPAC, and your dollars, position the Company for success.

The stars align. Over the next few months we will begin to break down the myths about political action committees, outline specific issues that impact our resource plays, provide opportunities to hear from industry experts, and profile some of the candidates MEPAC supports. We recognize that there are no perfect candidates - who we will agree with on every issue. But by sharing the rationale for our support, my hope is that you'll join the discussion, and join MEPAC.

MEPAC is essential to the success of our legislative agenda and increasing the visibility of Marathon Oil. It gives us the opportunity to educate elected officials about the economic impact and value we bring to communities. MEPAC allows us to endorse elected officials who support our industry and are committed to fostering a sound business environment in which we can prosper.

**ISSUE SPOTLIGHT: GROSS PRODUCTION TAX (GPT) - OKLAHOMA**  
Oklahoma recently increased the GPT from 2% to 5% for 36 months and 7% thereafter. The oil and gas industry is already the largest direct source of revenue for the State budget. We must work to educate legislators about the value and positive impact the industry has on everyday lives, and oppose further tax increases. Your participation in MEPAC is critical to the process and gives you a voice you might not otherwise have to ensure responsible, pro-industry legislative representation.

**MYTH VS. FACT**

**MYTH**  
In our contemporary political discourse, business PACs are often held up as a symbol of corporate greed because of a perceived unfair influence they play in elections.

**FACT**  
PACs are a legal political tool utilized by most special interests including unions, businesses, nonprofits, teachers, peace officers, service industry and many more. PACs allow individuals with a common cause to speak in a collective voice, to advance policies that are important to them. PAC membership is a way for people to engage in our political process and ensure that their voices are heard.

**HOW DO I SUPPORT MEPAC?**

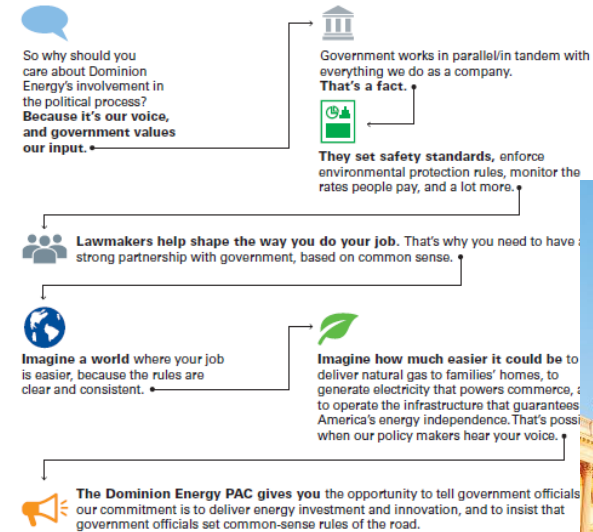
Joining MEPAC is easy. Eligible employees can access the contribution form on the **WAVE**, or contact Kayla Puckett (X2554) for more information.

**CANDIDATE PROFILE**

**CONGRESSMAN KEVIN CRAMER**  
NORTH CAROLINA  
US Rep. Kevin Cramer is running for the Senate in what will be one of the most closely watched races in the country during the mid-term election in November. Congressman Cramer has distinguished himself in the House and would be a supportive of pro-business policies and the industry in the Senate. Rep. Cramer has worked with Marathon Oil on a number of important issues, including various EPL and EPA regulations, the removal of the crude oil export ban and corporate tax reform. He is running against incumbent Senator Heidi Heitkamp, who voted against repealing the onerous BLM drilling and flaring rule that was opposed by our industry. Conversely, Rep. Cramer authored the Congressional Review Act petition and was publicly supportive of removing the overly burdensome regulation that continues driving significant legal and compliance costs.

MEPAC is a voluntary political fund supported solely through contributions from Marathon Oil employees. Eligible employees have the right to refuse to contribute to MEPAC without reprisal. MEPAC is not a political party and does not endorse or support any candidate for election. MEPAC is not a labor union and does not have the right to represent employees. MEPAC is not a labor union and does not have the right to represent employees. MEPAC is not a labor union and does not have the right to represent employees.

## You take pride in your work.



## When we all join together, our voices grow louder and clearer.

More than ever, we need a strong partnership with government, at all levels. So join today, and make your voice heard.



Contributions to Dominion Energy PAC are strictly voluntary, and employees may refuse to contribute without reprisal. Contributions to Dominion Energy PAC will only be used to support federal and state political candidates. Whenever a suggested contribution amount is provided, the suggested amount is only a suggestion. Employees are free to contribute more or less than suggested amounts, and will not benefit or be disadvantaged by the amount of any contribution or a decision not to contribute. Federal law requires Dominion Energy PAC to use its best efforts to collect and report this name, mailing address, occupation or name of the employer of individuals whose contributions exceed \$200 in a calendar year. Contributions to Dominion Energy PAC are not tax deductible as a charitable contribution for federal income tax purposes. Individuals must be a U.S. citizen or permanent resident in order to contribute.



MOLINA EMPLOYEE PAC

# 2019

## Activity Report



# Benchmarking Data



## 2021 Association PAC BENCHMARKING REPORT



Does your association's federal PAC have a PAC board of directors?

12%  
No



88%  
Yes

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%

# PAC Board Training

## TODAY'S FOCUS

### What strategies can help you boost your PAC fundraising?

#### Best practices and trends in:

- Communicating about the PAC and making the pitch
- Peer-to-Peer fundraising
- Engaging your leadership and members

## DON'T MAKE ANY ASSUMPTIONS

Don't assume anyone understands what a PAC is, what it does, or why it is important. **They probably don't.**

#### Things to address:

- Can't the association contribute itself?
- How does the PAC build relationships?
- Where does the PAC fit with other government affairs activities?
- Why shouldn't I just give directly to candidates?



## DO MAKE IT PERSONAL

Do your legwork:

Spend your time learning about your colleagues

Find out what people care about – connect the PAC to those issues

Share updates on issues and government affairs

Talk about why you give to the PAC

## DO EMPHASIZE THE BENEFITS OF BEING INVOLVED

Gifts, access, **information**:

Special events (political speakers, etc.)

Opportunity to meet with elected officials

Newsletters and information on issues, elections

Recognition

Special gifts



# Legal Guidance

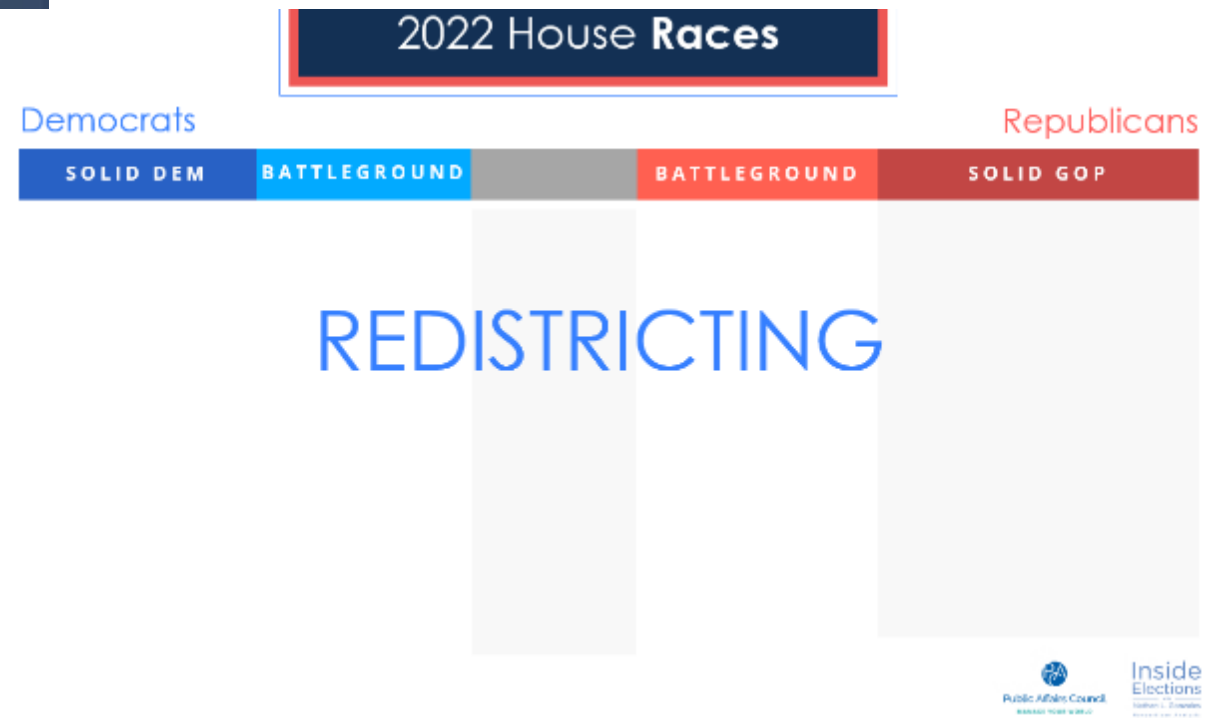
Prominent election law attorney, Ken Gross, is available to members for legal advice on federal & state issues:

- PAC & campaign finance
- Lobbying registration (including grassroots)
- Ethics laws



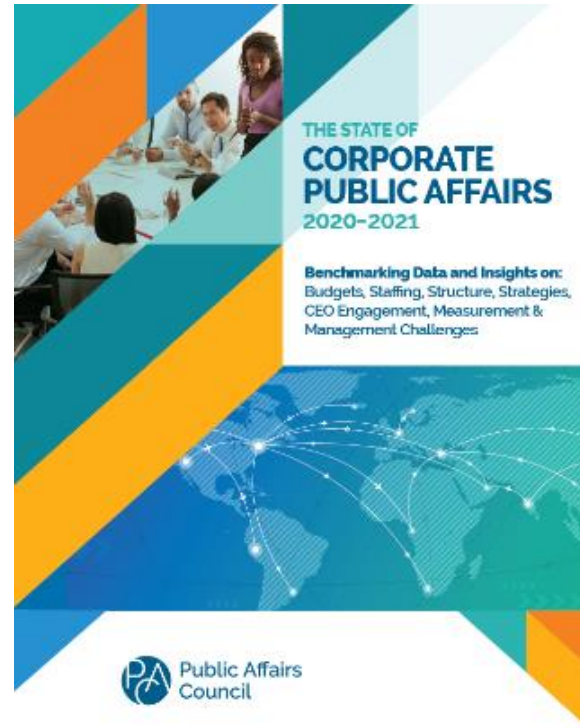


# Political Intelligence from *Inside Elections*



Nathan Gonzales  
Editor & Publisher  
Inside Elections

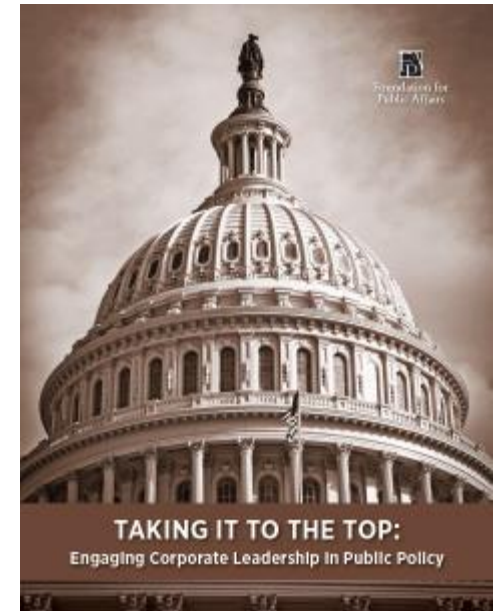
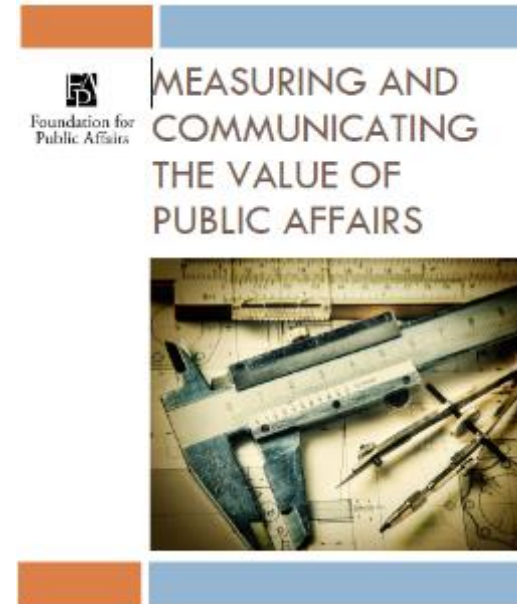
# Research & Benchmarking



Visit [pac.org/publications](https://pac.org/publications) for complete list

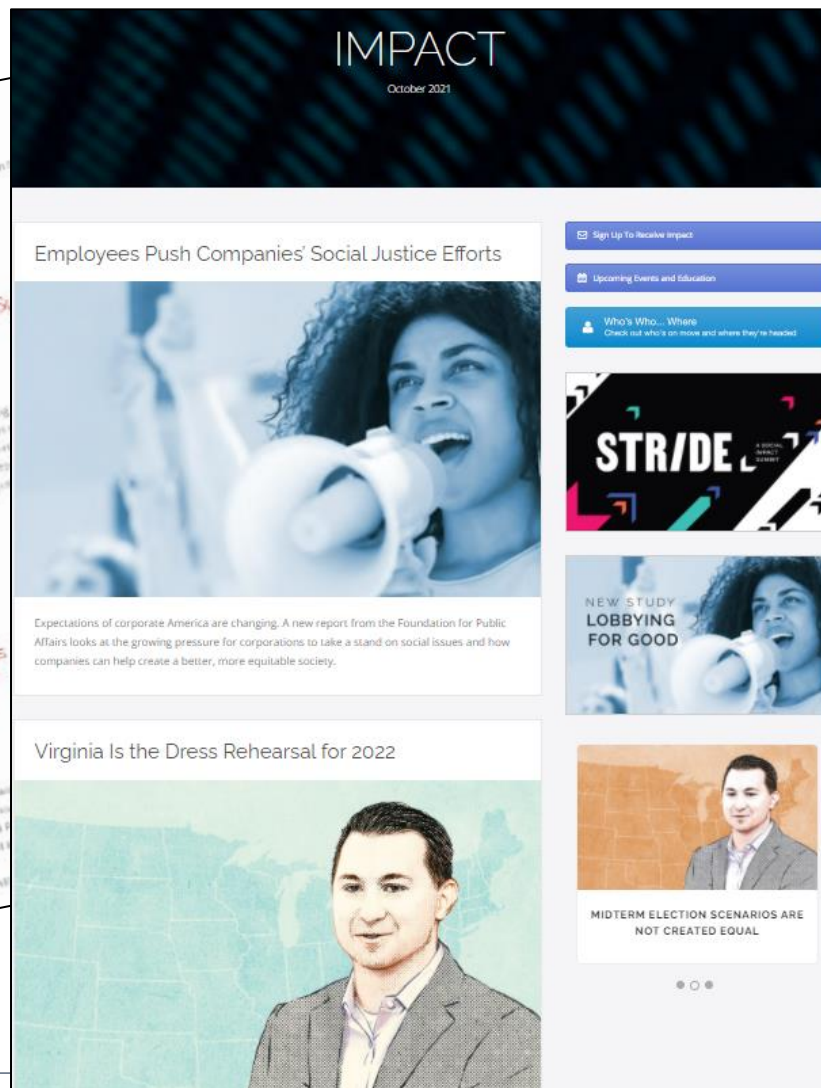
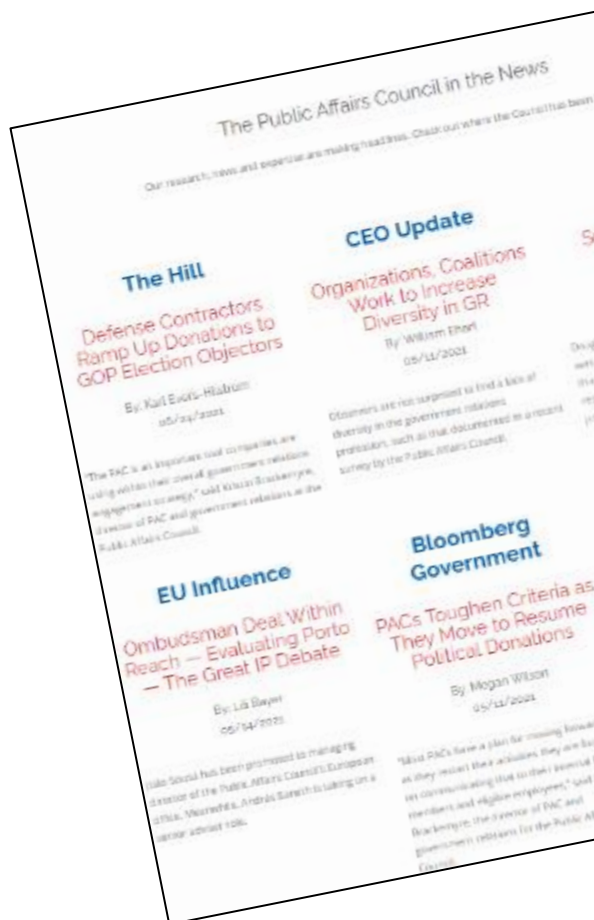
# Foundation for Public Affairs

Through workforce development initiatives focused on diversity and inclusion, and by conducting research on emerging issues and trends, the Foundation invests in the future of the profession





# News & Analysis



# III. Community





# Mentoring

MEMBERSHIP ORIENTATION





# Professional Networks

- Political Involvement
- International Network
- Social Responsibility
- State Government Relations
- Association
- Emerging Leaders

MEMBERSHIP ORIENTATION



# Social Media

Follow us: @PACOUNCIL



# Jobs Page

pac.org/jobs

## Career Resources



### Career Resources

For Job Seekers:

Thoroughly plan your career by becoming a public affairs pro. The resources at the public affairs career center can help you prepare for your next move — whether that's advancing in your current company or making a job or career change externally.

#### Council Membership Means:

- Access to Exclusive Resources
- Unparalleled Executive Counsel on Top-Level Business & Industry

#### Learn About Council Membership


Get Our Newsletter

#### Free Webinars for Members

#### Jobs

- Find a Job
- Post a Job
- Career Resources
- Join with the Council

## Jobs



### Find a Job

It's your career — take control. The Career Center lists the most recent public affairs job announcements and career opportunities from top corporations, associations and firms.

#### View Jobs

### Post a Job

Looking to make your next great hire? The Career Center posts job openings exclusively for public affairs positions. And it's free for the first 30 days.

#### Learn More

### Career Resources

The resources in the Career Center help you prepare for your next move — whether that's advancing in your current company or making a career change with a new organization.


#### Learn More

### Jobs with the Council

Do you love public affairs and want to help elevate the profession? We may have a job that's perfect for you.

#### Learn More

## Jobs with the Council



### Jobs with the Council

The Public Affairs Council is the leading international association for public affairs executives and managers — and it's a great place to work! We provide an excellent work environment, a competitive salary and benefit package (including bonus-eligibility) and a location convenient to Metro, Pappy Hartman and Carnegie North Stations. We are an equal opportunity employer.

#### Current Opportunities with the Council

- Program Coordinator
- Program Assistant

#### Council Membership Means:

- Access to Exclusive Resources
- Unparalleled Executive Counsel on Top-Level Business & Industry

#### Learn About Council Membership

Get Our Newsletter

#### Free Webinars for Members

#### Jobs

- Find a Job
- Post a Job
- Career Resources
- Join with the Council

# Accessing the Members-only Portal & Council Connect Online Community

## My Events

If your employer is an active member and signed Membership Plus package, many of the workshops will be of no charge to you. Please check your status section to the left. If you would like to learn more about the Membership Plus package, please contact [membershipplus@pac.org](mailto:membershipplus@pac.org).

**Register Today!**  
State and Local Government Relations Conference  
September 28-29, 2021 | [Agenda](#) | [Register](#)

	Event Name	
Upcoming Events	2021 Virtual State and Local Government Relations Conference	
	2021 Virtual Discussion: Digital Storytelling for Public Affairs	09/30/2021
	2021 Webinar: Making the Pitch - ROI on CSR Initiatives	09/30/2021
	2021 Virtual Workshop: PAC Management Bootcamp	10/05/2021
	2021 Virtual Workshop: Grassroots Management Boot Camp	10/05/2021

[SEE FULL LIST OF EVENTS](#)

## Networking Committees

Connect with your peers! Join a members-only Council Network. Not a member? Contact our membership department at [membership@pac.org](mailto:membership@pac.org) for more information.

- Committee
- Association
- CSR Network
- Emerging Leaders
- Political Involvement
- SGR Network

[MANAGE](#)

## Areas of Interest

Please let us know your areas of interest. Interests are used to send relevant news, event and programming information targeted to your needs.

In order to receive Council communications, please have your IT department add [pac.org](http://pac.org), [members.pac.org](http://members.pac.org) and [informz.net](http://informz.net) to your company's safe senders list.

[VIEW AND UPDATE YOUR AREAS OF INTEREST](#)

# COUNCIL CONNECT

Where public affairs pros learn, share and CONNECT

## LATEST DISCUSSIONS



**KESAREV | FIVE-PARTY COALITION TO FORM NEW CZECH G...**  
BY: [EVGENY YANKOVY](#) · 5 DAYS AGO

POSTED IN: [INTERNATIONAL NETWORK](#)

Five-Party Coalition to Form New Czech Government Implications for International investors of the prospective Petr Fiala Government The Czech Republic is on course to be governed by a coalition of two electoral alliances: the SPOLU coalition of ...



**RE: HYBRID CAPITOL HILL DAY - WE DID IT!**  
BY: [JEANA HULTQUIST](#) · 7 DAYS AGO

POSTED IN: [POLITICAL INVOLVEMENT NETWORK](#)

Glad it is over! Overall, it went better than expected; but that is due in large part with the administrative support extended by one of our partner organizations and our national trade organization. My organization had 20 participants that was part ...

## POLLS

[REMOVE POLL](#) [VIEW REPORT](#)

WHAT'S YOUR FAVORITE THANKSGIVING SIDE DISH?

Guaranteed to be on my plate is ...

- ☐ Mashed potatoes
- ☐ Stuffing
- ☐ Green bean casserole
- ☐ Macaroni & cheese
- ☐ Cranberry sauce
- ☐ Rolls

[SAVE](#)

[pac.org/login](http://pac.org/login)

[community.pac.org](http://community.pac.org)



# Get Involved Today

[pac.org/engagement](https://pac.org/engagement)



## Executive Education

- Sign up for an event ([pac.org/events](https://pac.org/events))
- Enroll in a certificate program ([pac.org/certificate](https://pac.org/certificate))



## Expertise

- Download resources at Council Connect ([community.pac.org](https://community.pac.org))
- Get to know our staff experts ([pac.org/experts](https://pac.org/experts))



## Community

- Become a mentor or mentee ([pac.org/mentoring](https://pac.org/mentoring))
- Join a professional network ([pac.org/networks](https://pac.org/networks))

# Contact Us

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202.787.5969

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