

December 8, 2021



Public Affairs  
Council

## Re-Engaging Lapsed Members

# Agenda



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# The National PAC Conference

February 28 – March 3  
Ft. Lauderdale, FL

*Register by Jan. 27 and SAVE!*

Learn more at:  
[pacconference.com](http://pacconference.com)

PUBLIC AFFAIRS COUNCIL

The logo for the National PAC Conference is a teal horizontal bar with the text "NATIONAL PAC CONFERENCE" in white, bold, sans-serif capital letters. The bar is flanked by black L-shaped brackets on the left and right sides.

**NATIONAL PAC CONFERENCE**

Growing PACs since 1976



# Today's Agenda

- The importance of re-engaging lapsed members
- Strategies for targeting lapsed members
- Addressing concerns and making it personal

# Why is this so important?

- A lapsed donor has at one time been motivated enough to contribute to the PAC
- Trend of retirements, mergers/acquisitions, and increased job changes, younger employees have historically been harder to engage
- Consistent loss of donors can tell you important lessons about your program or the company/association more broadly
- Understanding why donors lapse is important to strengthening outreach overall

# Where to Start

- **Collect the data**
  - Make sure to have a clear threshold for when someone becomes a “lapsed donor”
    - Association tip: define clearly your “membership term”
- Consider sorting the lapsed donors into tiers
  - For example: donors that gave last year, those that contributed within the last 2-3 years, etc.
  - Is there a point where you’ll no longer target someone as a lapsed donor? Example: if it’s been 10+ years since they contributed.
  - Run these reports frequently or on a set schedule

# Collect Information

- **Survey lapsed donors**
  - Shortly after they either cancel their payroll deduction or have been lapsed for a certain amount of time send them a feedback survey
    - Keep it short and sweet – not your average PAC survey, you only want to capture why they are lapsing
  - This feedback can help you understand what the reasons are and if it's anything that the PAC can address in the short-or-long term
    - When possible, try to track why someone lapsed – if they send you an email in response Jan. 6 and canceled, make a note of that so it'll inform any personal outreach going forward

# Targeted Outreach

- **Re-Engagement Efforts**
  - Once you've got your list of lapsed donors sorted, design a re-engagement campaign
    - Lapsed donors are likely going to respond more positively to personal outreach by a PAC ambassador, PAC board member, department or corporate leader, etc.
  - Focus your heavy hitters on re-engaging the most likely targets—a lapsed donor from 2020 vs. 2015



# Stay in Contact

- **Keep in touch**
  - Don't chase your lapsed donors, but don't go away either...
    - Include a lapsed donor outreach element in major solicitation campaigns by adjusting the language
  - Find light ways to stay in touch
    - Send an annual holiday card/message
    - Send them a copy of the PAC's annual report, scorecard or newsletter
    - Invite them to PAC or government relations briefing or other special events once a year, etc.
    - Send leftover tchotchke items with a "we miss you" note
    - Get creative!

# Understanding the Reason for Lapse

- **Accidental/ Unknown** – They didn't realize that they were no longer opting to do payroll deduction or missed a year by accident.
- **Finances** – Was there a change in the employee/ member's compensation or could there be other financial stressors at play?
- **Lack of Understanding** – The lapsed donor does not feel they completely understand the mission of the PAC, decision making process, or where the money goes
- **Politics**
  - General displeasure with the political climate
  - Concerns about money in politics
  - Disagreements re: candidates supported
  - Policy differences

# Ways to Reach Out

- **Survey**
- **Peer-to-peer outreach**
- **Phone call**
- **Email**

## **Tips and Reminders:**

- Initially focus on understanding their reasons, as opposed to trying to get them to rejoin
- Put a face to the PAC! A personal conversation can go a long way
- Be prepared to answer their questions.

# Addressing Misconceptions

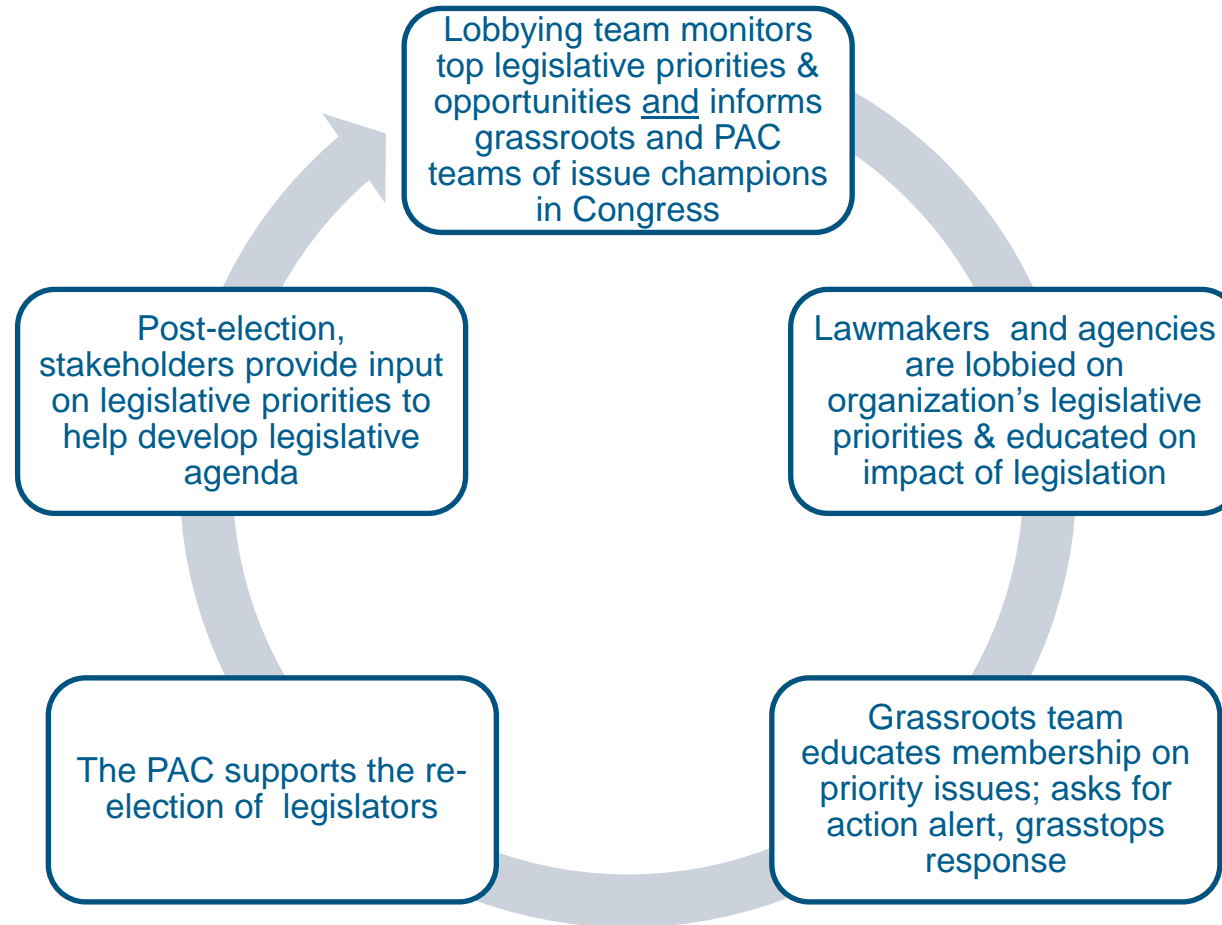
## Facts About PACs

- PACs are an offensive measure in government affairs efforts
- PACs help elect the right people to office
- PACs are a tool to build relationships with candidates
- PACs get more Americans engaged in the political process
- PACs enable your company to be a visible player

## PAC Myths

- PACs buy elections/votes: *Every PAC has the same \$5,000 contribution limit*
- PACs are dirty: *PACs are not only legal, but highly regulated*
- PACs are a slush fund: *PACs go through a well-defined budgeting process to allocate funds*

# Where does the PAC Fit?





Public Affairs Council

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