

April 9, 2024



Public Affairs  
Council

# Membership Orientation



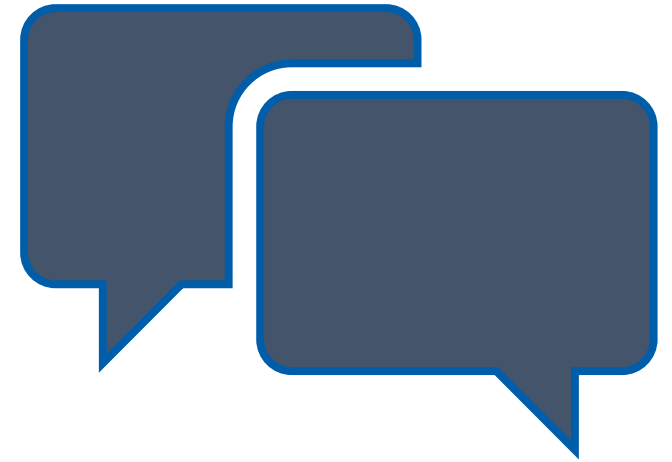
Thank you for joining us!

# Today's Agenda

- 1. Introduction**
- 2. Resources and Services**
- 3. How to get involved**

# Introduce Yourself in the Chat Box

- Name
- Organization
- Location
- One thing you'd like to learn today



# Public Affairs Council Profile



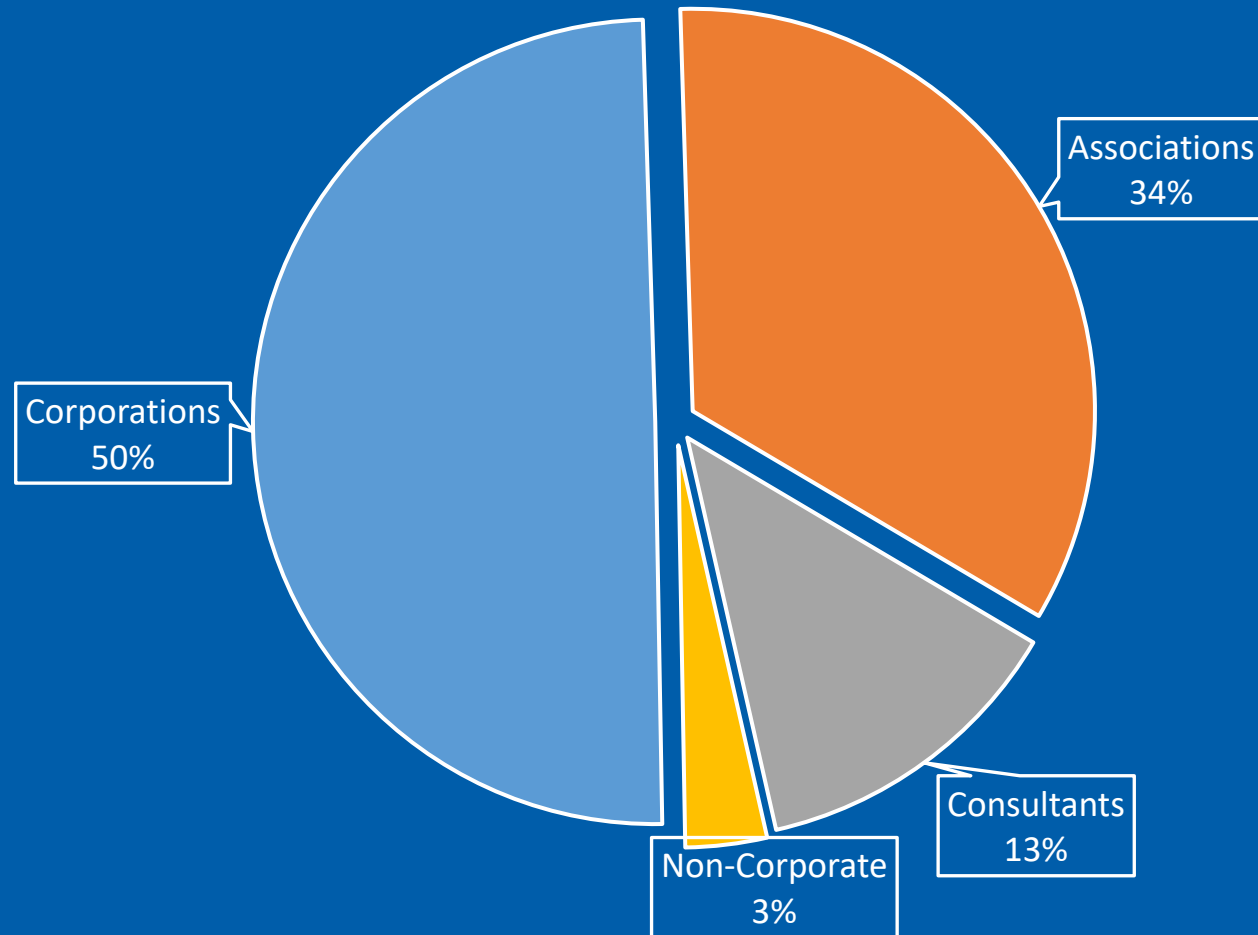
**750+** MEMBER ORGANIZATIONS

**13,000** PUBLIC AFFAIRS PROFESSIONALS

HEADQUARTERS IN **Washington & Brussels**

MEMBERS FROM MORE THAN **25 countries**

# A Diverse Community



# You're in Good Company



# 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





# Access to European Office

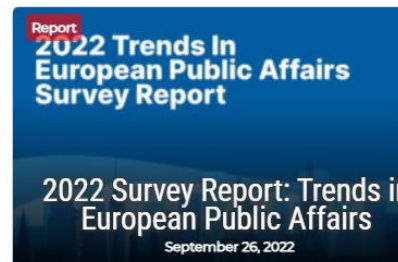
## Upcoming Events



## Knowledge Areas

- European Union
- Political Developments & Trends
- Public Affairs Management
- Strategic Communication & Digital
- Stakeholders, NGOs, Emerging Topics

## News & Research



# Manage Your World



# Membership Benefits



**Expertise**



**Executive Education**



**Community**



# I. Expertise





# Staff Experts



Doug Pinkham



Amy Meli



Kristin Brackemyre



Tori Ellington



Anna Platt



João Sousa



Alex Donovan



Erica Harris



Laura Brigandi

# Legal Guidance

Prominent election law attorney, Ken Gross of Akin Gump Strauss Hauer & Feld, is available to members for legal advice on federal & state issues:

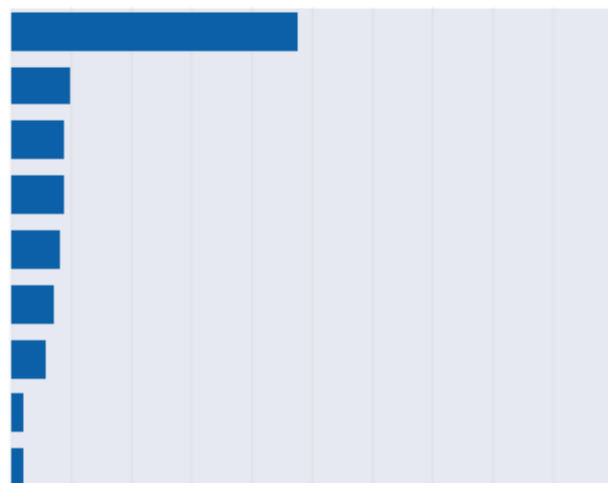
- PAC & campaign finance
- Lobbying registration (including grassroots)
- Ethics laws



# Political Intelligence from *Inside Elections*

- 48% Economy and Jobs (GOP +33 pts)
- 10% Abortion (Dems +58 pts)
- 9% Climate Change (Dems +77 pts)
- 9% Immigration (GOP +78 pts)
- 8% Crime (GOP +29 pts)
- 7% Health Care (Dems +48 pts)
- 6% Gun policy (Dems +64 pts)
- 2% Coronavirus (Dems +58 pts)
- 2% Foreign Policy (GOP +9 pts)

## Most Important Issue



## 2024 Presidential Ratings

Democratic Electoral College Votes: 247

Republican Electoral College Votes: 235

SOLID D	LIKELY D	LEAN D	TILT D	TOSS UP	TILT R	LEAN R	LIKELY R	SOLID R
California (54) Colorado (10) Connecticut (7) Delaware (3) DC (3) Hawaii (4) Illinois (19) Maine 1 <sup>st</sup> (1) Maryland (10) Massachusetts (11) New Jersey (14) New Mexico (5) New York (28) Oregon (8) Rhode Island (4) Vermont (3) Washington (12)	Maine (2) Virginia (13)	Minnesota (10) New Hampshire (4) Nebraska 2 <sup>nd</sup> (1)	Michigan (15) Nevada (6)	Arizona (11) Georgia (16) Pennsylvania (19) Wisconsin (10)	North Carolina (16)	Florida (30) Maine 2 <sup>nd</sup> (1)	Iowa (6) Ohio (17) Texas (40)	Alabama (9) Alaska (3) Arkansas (6) Idaho (4) Indiana (11) Kansas (6) Kentucky (8) Louisiana (8) Mississippi (6) Missouri (10) Montana (4) Nebraska (2) Nebraska 1 <sup>st</sup> (11) Nebraska 3 <sup>rd</sup> (1) North Dakota (3) Oklahoma (7) South Carolina (9) South Dakota (3) Tennessee (11) Utah (6) West Virginia (4) Wyoming (3)



Nathan Gonzales  
Editor & Publisher  
Inside Elections

# Research & Benchmarking



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



# 2022 Salary Survey



[pac.org/2022-salary-surveys](https://pac.org/2022-salary-surveys)

# News & Analysis

## News

Get insights on current public affairs trends and Council updates. [View all.](#)

Article



Public Affairs Council Elects Roi L. Ewell as 2023-24 Chair

October 20, 2023

Article



Poll: Americans Concerned About Honesty, Openness of 2024 Elections

October 5, 2023

Article



Laura Brigandi  
Manager of Digital and Advocacy

Public Affairs Council Expands Expertise with New Digital and Advocacy Practice...

June 21, 2023

Article



Public Affairs Council Announces Government Relations & Policy Conference

June 5, 2023

## Impact Articles

In-depth articles in the public affairs field. [View all.](#)

Article



Impact

Impact - December 2023

December 20, 2023

Article



How to Spot Fake News in the Age of AI

December 20, 2023

Article



Adventures in Polling, Chapter 437

December 20, 2023

Article



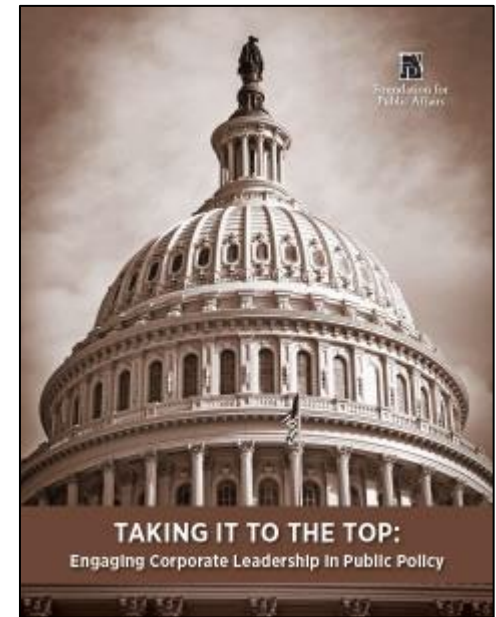
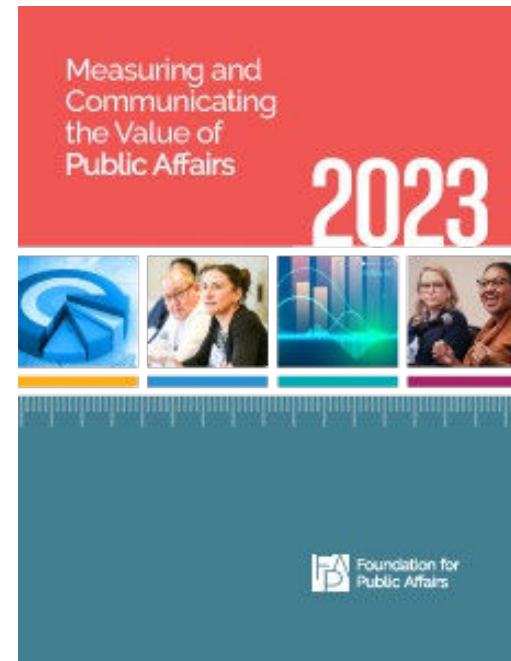
Politics and Society: Four Surprising Findings

December 20, 2023



# 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





# Hogans Fellows

Foundation for Public Affairs' signature program focused on the retention and advancement of emerging leaders in the public affairs profession



## II. Executive Education



# Hallmarks of Council Events

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





# 120+ Webinars (& Recordings) FREE for Members

- 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
- Unlimited, free workshops with Membership Plus+ subscription



# Signature Events

## Conferences

- Advocacy
- National PAC
- Government Relations & Policy

## 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

# 100+ Educational Events Annually

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

	Length	Format	Recording?	Cost for Council Members
<b>Webinars</b>	1 Hour	Virtual only	Available indefinitely	Free
<b>Workshops</b>	2-3 Hours	In person (selected) & virtual	Available for 3 weeks	\$289-369 or Free with Membership Plus
<b>Signature Events</b>	1-4 Days	In person only	n/a	\$399-\$5,000

# Certificate Programs

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





# III. Community



# Council Connect

community.pac.org

<b>ASSOCIATION NETWORK</b> The home for best practices and resource-sharing among association public affairs professionals. last person joined yesterday	<b>DISCUSSIONS</b> 69	<b>LIBRARIES</b> 26	<b>MEMBERS</b> 385	<b>JOIN</b>
<b>COMMUNICATIONS COMMUNITY</b> Your home for best practices and resource-sharing related to digital and policy communications. last person joined 3 days ago	<b>DISCUSSIONS</b> 46	<b>LIBRARIES</b> 43	<b>MEMBERS</b> 133	<b>JOIN</b>
<b>GOVERNMENT RELATIONS NETWORK</b> Your home for best practices and resource-sharing related to state-level government relations. last person joined yesterday	<b>DISCUSSIONS</b> 136	<b>LIBRARIES</b> 89	<b>MEMBERS</b> 244	<b>JOIN</b>
<b>HOME COMMUNITY</b> Your home for all things public affairs. last person joined 6 days ago	<b>DISCUSSIONS</b> 128	<b>LIBRARIES</b> 172	<b>MEMBERS</b> 104	<b>JOIN</b>
<b>INTERNATIONAL NETWORK</b> Your home for best practices and resource-sharing related to international public affairs. last person joined yesterday	<b>DISCUSSIONS</b> 81	<b>LIBRARIES</b> 49	<b>MEMBERS</b> 449	<b>JOIN</b>
<b>POLITICAL INVOLVEMENT NETWORK</b> Your home for best practices and resource-sharing related to PACs, grassroots and political engagement. last person joined yesterday	<b>DISCUSSIONS</b> 423	<b>LIBRARIES</b> 245	<b>MEMBERS</b> 894	<b>JOIN</b>
<b>PROFESSIONAL DEVELOPMENT NETWORK</b> The home for best practices and networking among emerging leaders in the field of public affairs. last person joined yesterday	<b>DISCUSSIONS</b> 4	<b>LIBRARIES</b> 18	<b>MEMBERS</b> 424	<b>JOIN</b>
<b>SOCIAL IMPACT NETWORK</b> Your home for best practices and resource-sharing related to ESG, social impact and corporate social responsibility. last person joined yesterday	<b>DISCUSSIONS</b> 44	<b>LIBRARIES</b> 59	<b>MEMBERS</b> 305	<b>JOIN</b>

## Professional Networks pac.org/community

- Political Involvement
- Government Relations
- International

**LIBRARY ENTRIES**

**CREATE ENTRY**

- RE: GRASSROOTS ADVOCATE TRAINING...**  
Posted By Kristin Brackemyre  
01-22-2021 09:27  
106 upvotes, 62 downvotes
- RE: MOTIVATING GRASSROOTS ADVOCATE...**  
Posted By Chastity Mitchell  
05-20-2021 16:44  
103 upvotes, 82 downvotes
- RE: EDUCATING NEW MEMBER'S "ISSUE 101"**  
Posted By Megan Managan  
03-14-2022 13:03  
100 upvotes, 25 downvotes
- FLY-IN ONE-PAGER/ LEAVE BEHINDS**  
Posted By Victoria Ellington  
06-17-2022 14:01  
99 upvotes, 127 downvotes

# Accessing the Members-only Portal

## My Events

If your employer is an active member and signed up for the Membership Plus package, many of the workshops we offer will be of no charge to you. Please check your status in the My Profile 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).

All Events ▾

	Event Name	Event Start Date
Eligible	<a href="#">2024 Webinar: Measuring &amp; Communicating Digital Metrics</a>	03/20/2024
	<a href="#">2024 Spring Board Meeting and Executive Conference</a>	04/02/2024
	<a href="#">2024 Webinar: May Membership Orientation</a>	05/20/2024
	<a href="#">2024 Webinar: Training Your Executive for Exceptional External Communications</a>	06/05/2024
	<a href="#">2024 Webinar: Managing Employee Activism</a>	10/23/2024

[SEE FULL LIST OF EVENTS](#)

## 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](mailto:pac.org), [members.pac.org](mailto:members.pac.org) and [informz.net](mailto:informz.net) to your company's safe senders list.

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

## Communication Preferences

Category : Email - General <a href="#">Hide</a> <input type="checkbox"/> Opt Out of all Email - General	
Subcategory	Opt Out
Corp Social Responsibility	<input type="checkbox"/> Opt Out
Federal Government Relations	<input type="checkbox"/> Opt Out
Grassroots	<input type="checkbox"/> Opt Out
International	<input type="checkbox"/> Opt Out
PAC	<input type="checkbox"/> Opt Out
Public Affairs Communications	<input type="checkbox"/> Opt Out
Public Affairs Mgmt / General	<input type="checkbox"/> Opt Out
Social Impact	<input type="checkbox"/> Opt Out
State & Local Gov't Relations	<input type="checkbox"/> Opt Out
Category : Email - Newsletter <a href="#">Hide</a> <input type="checkbox"/> Opt Out of all Email - Newsletter	
Subcategory	Opt Out
Impact Monthly (Electronic)	<input type="checkbox"/> Opt Out

[Portal](#)  
[pac.org/login](https://pac.org/login)

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# Jobs Page

pac.org/jobs

## Council Jobs

- [Membership Manager, Business Development](#)

## Search Jobs

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<b>Elections Senior Fellow, Governance</b> R Street Institute	Washington, DC	Jan 21
<b>External Relations Coordinator</b> University of Maryland	College Park, MD	Jan 21
<b>Senior Writer and Content Strategist</b> Sidwell Friends School	Washington, DC	Jan 21
<b>Vice President, Communications</b> NAACP	Washington, DC	Jan 21
<b>Vice President, Government Affairs and Public Policy</b> HawkEye 360	Washington, DC	Jan 21





# Get Involved Today

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



## Expertise

- Download resources at Council Connect
- Get to know our staff experts



## Executive Education

- Sign up for an event
- Enroll in a certificate program



## Community

- Ask a question on Council Connect
- Join a professional network

# Contact Us

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