



Public Affairs Council

Election Year Communications

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Overview

- Planning process
- Communications trends
- Preparedness guidance

Recognize opportunity

- Time to educate and engage
- Unique communications
- Be an information resource
- Prove transparency
- Clearly demonstrate why the PAC matters

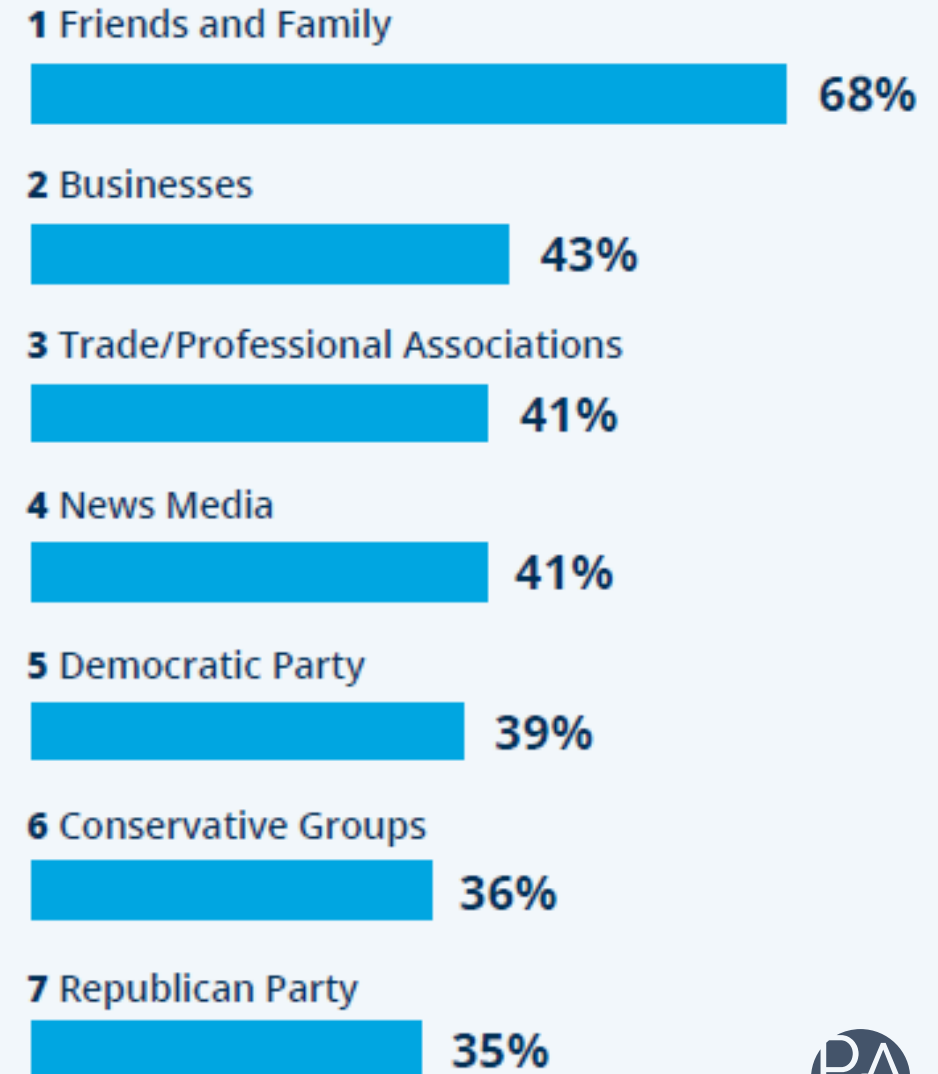


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Understand your role

- Businesses and associations are trusted resources
- Obligation to include employees/members in civics and political activities
- Key stakeholders are looking for transparency

Top 7 Most Trusted Sources of Political Information





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Know Your Audience

- Tools
 - Survey results, participation rates, email metrics
 - Meetings, focus groups or townhalls, ERGs, board feedback
- Key information
 - What do they already know?
 - What do they want to know?
 - What types of communications are preferred?



Communications themes

- Transparency
- Inclusivity
- Bipartisanship
- Key issues
- The role of the PAC
- Aligned political involvement and candidate support strategy

Plan ahead

- Determine frequency and level of detail
- Map out content
- Coordinate with design, marketing or comms teams
- Book and confirm speakers



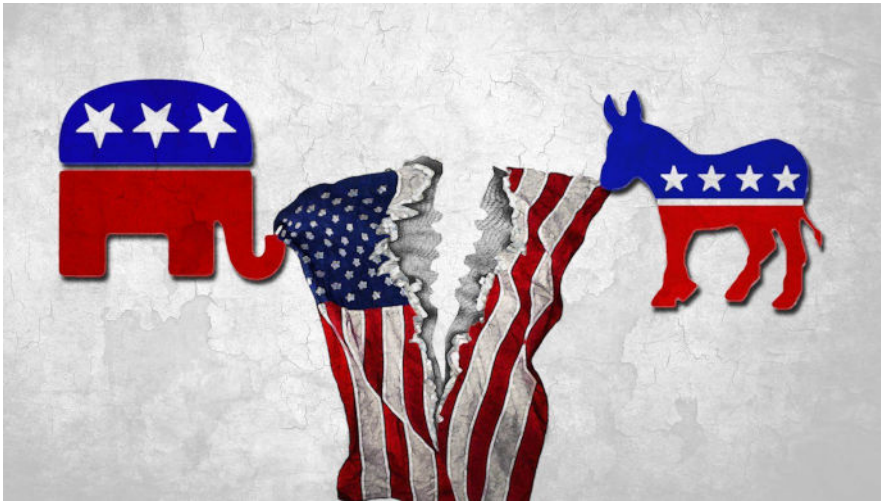
Corporate PAC Communications

	PAC DONORS ONLY Percentage	ALL PAC ELIGIBLES Percentage
PAC newsletter	58%	17%
Virtual events, webinars or teleconferences on issues or featuring guest speaker	49%	33%
In-person events (e.g., PAC education, issue overviews, and meet and greets)	45%	25%
PAC annual report	44%	30%
Issue updates via email and/or web	38%	38%
Non-political communications (i.e. fun holiday reminders, recipes, wellness content, etc.)	14%	13%
PAC-specific social media activities	12%	5%
PAC advertising/awareness campaign	9%	49%
Get-out-the-vote education	7%	60%
Podcasts	5%	5%

Association PAC Communications

	PAC DONORS ONLY	ALL PAC ELIGIBLES
	Percentage	Percentage
Virtual events, webinars or teleconferences on issues or featuring guest speaker	45%	15%
PAC newsletter	36%	25%
Live events (e.g., PAC education, issue overviews and meet-and-greets)	32%	26%
Issue updates via email and/or web	23%	34%
PAC annual report	23%	49%
Non-political communications (i.e., fun holiday reminders, recipes, wellness content, etc.)	11%	17%
PAC-specific social media activities	8%	8%
PAC advertising/awareness campaign	6%	57%
Get-out-the-vote education	2%	49%
Podcasts	0%	9%

Election Preparedness & Risk Management



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- Scenario planning
- Internal communications strategy vs. external
- Consideration of key stakeholders
- Prepare leadership
- Determine what situations constitute a response and the appropriate spokesperson
- Justification of PAC decisions
- Plan to actively listen and be willing to reflect

Questions?



Public Affairs Council

MANAGE YOUR WORLD