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Public Affairs
Council

2023 PAC Benchmarking Trends & Insights

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Thank You!

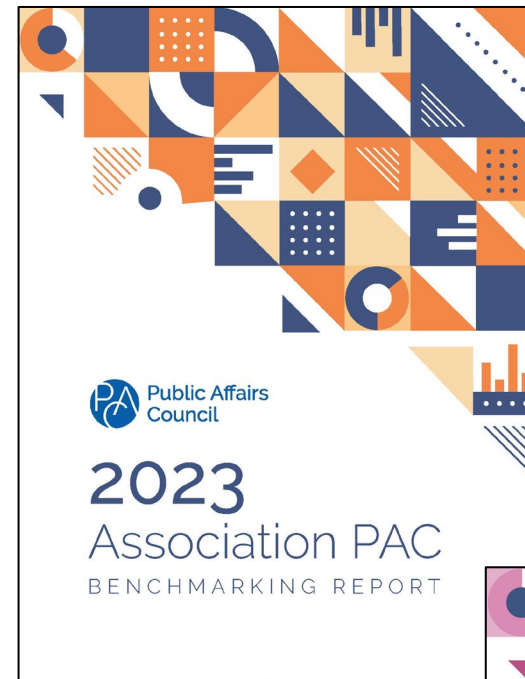
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Survey Overview

- 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
- 137 participating corporations
- 71 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

Make the case to leadership

- Interested in launching a new program or increasing CEO involvement in the PAC? Use the data to support your initiative.

The Data Set: Industry

Breakdown of participants by industry:

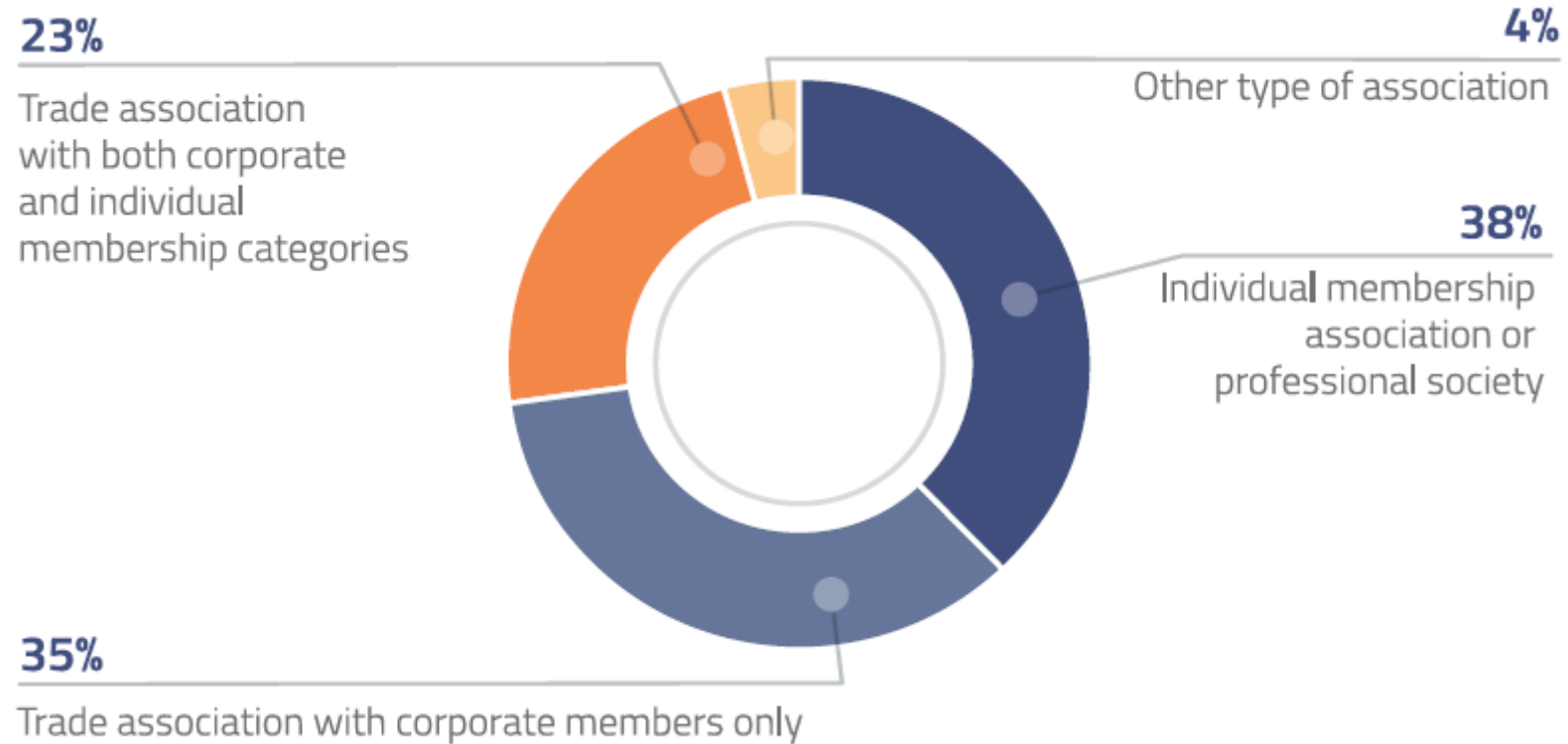
	Percentage
Financials	23%
Health Care	22%
Industrial Goods & Services	11%
Energy Oil & Gas	8%
Utilities	8%
Consumer Goods	7%
Other	6%
Chemicals & Basic Resources	4%
Consumer Services	4%
Technology	4%
Telecommunications	3%

The Data Set: Industry

Breakdown of PAC size by industry, comparing 2020 and 2022 election cycle receipts:

INDUSTRY	2022 Median PAC size	2020 Median PAC size
Chemicals & Basic Resources	\$350,000	\$187,038
Consumer Goods	\$197,875	\$385,844
Consumer Services	\$1,648,477	\$550,312
Energy, Oil & Gas	\$545,500	\$997,917
Financials	\$557,662	\$784,519
Health Care	\$454,474	\$417,614
Industrial Goods & Services	\$673,227	\$417,614
Technology	\$200,000	\$158,762
Telecommunications	\$3,044,529	\$1,632,957
Utilities	\$275,310	\$511,287

The Data Set: Association type



The Data Set: Association type

■ The following is a breakdown of PAC size by association type.

ASSOCIATION STRUCTURE	2022 Median FEC PAC Receipts
Trade association with corporate members only	\$445,000
Trade association with both corporate and individual membership categories	\$654,915
Individual membership association or professional society	\$500,000
Other type of association (please specify)	\$4,400,000

"Other type" responses: labor unions.

Corporate PAC Size

Breakdown of the size of responding PACs, comparing 2020 and 2022 election cycle receipts:

	10 th percentile	25 th percentile	50 th percentile (median)	75 th percentile	90 th percentile
FEC 2020	\$74,209	\$167,881	\$535,447	\$1,179,318	\$2,174,060
FEC 2022	\$71,800	\$163,767	\$471,049	\$1,080,835	\$1,746,091

Association PAC Size

Breakdown of the size of responding PACs, comparing 2020 and 2022 election cycle receipts:

	10 th percentile	25 th percentile	50 th percentile (median)	75 th percentile	90 th percentile
FEC 2020	\$71,313	\$227,299	\$514,005	\$1,344,617	\$3,299,901
FEC 2022	\$97,976	\$197,114	\$600,000	\$1,800,000	\$4,000,000

Corporate PAC Key Findings

CORPORATE

Corporate PAC Key Findings



PACs continue to run lean operations

The median response for professional staff dedicating at least 50% of their time was 1 and .25 for administrative staff.



Incentive clubs are an effective fundraising strategy

PACs with incentive clubs raise over three times as much as those without incentive clubs.

Corporate PAC Key Findings



PAC match is the #1 benefit

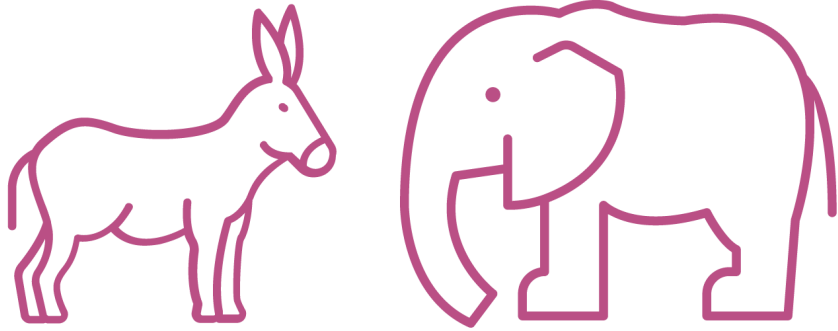
PACs who offer PAC match as a benefit raise over twice as much as those who do not offer PAC match.



Leadership and committee membership are key contribution criteria factors

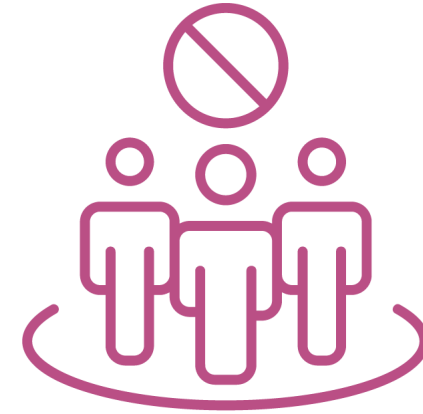
Eighty-four percent (84%) of PACs consider leadership position and membership on key legislative committees as factors in their contribution criteria.

Corporate PAC Key Findings



Party designation is uncommon

Only 11% of PACs offer party designation as a benefit.

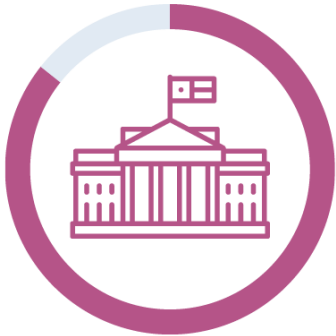


Corporate PACs avoid super PAC involvement

Only 4% of companies have contributed to a super PAC in the 2021-2022 election cycle.

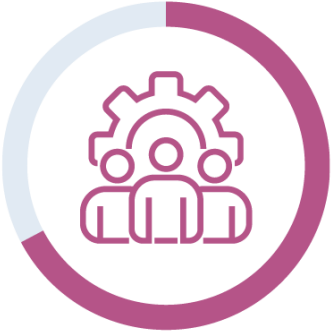
Corporate PAC Key Findings

86%



Government Affairs

67%



Business Unit Management

PAC board participation spans multiple departments

64%



Legal

61%



Finance

37%



Sales/Marketing

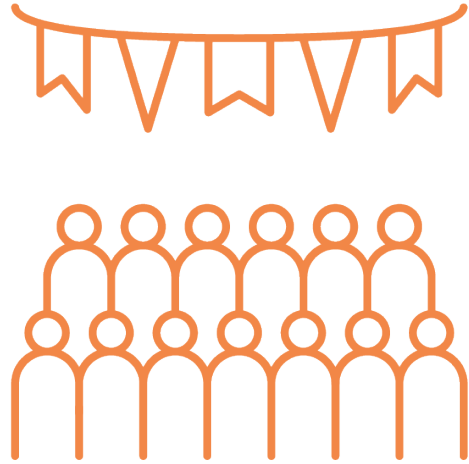
30%



Human Resources

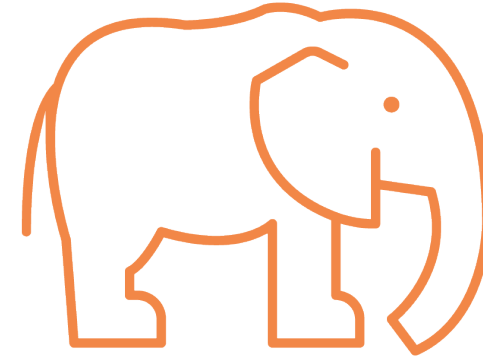
Association PAC Key Findings

Association PAC Key Findings

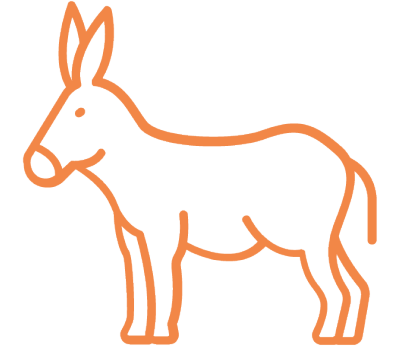


Event-based fundraising has returned

80% of PACs reported conducting solicitations during an annual meeting or trade show.



51%



49%

Association PACs are bipartisan

An average of 51% of association PAC contributions were disbursed to Republican candidates and 49% to Democrats.

Association PAC Key Findings



Peer-to-peer is a popular solicitation tool

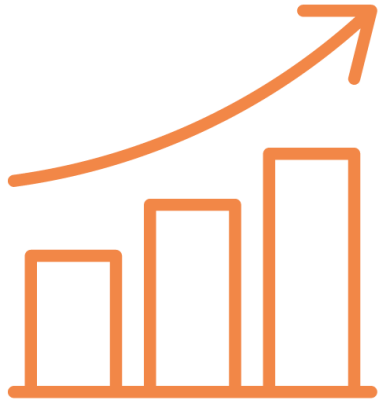
80% of PACs use
peer-to-peer solicitations.



PACs inform and educate

Virtual events, webinars or
teleconferences on issues
or featuring guest speakers
were the most frequently
offered benefit to PAC donors.

Association PAC Key Findings



Participation rates are climbing

The median PAC participation rate increased from 17% in the 2019-2020 election cycle to 21% in the 2021-2022 cycle.



Candidate voting records on key issues drive support decisions

“A voting record consistent with the organization’s goals” was the most commonly used contribution criteria factor



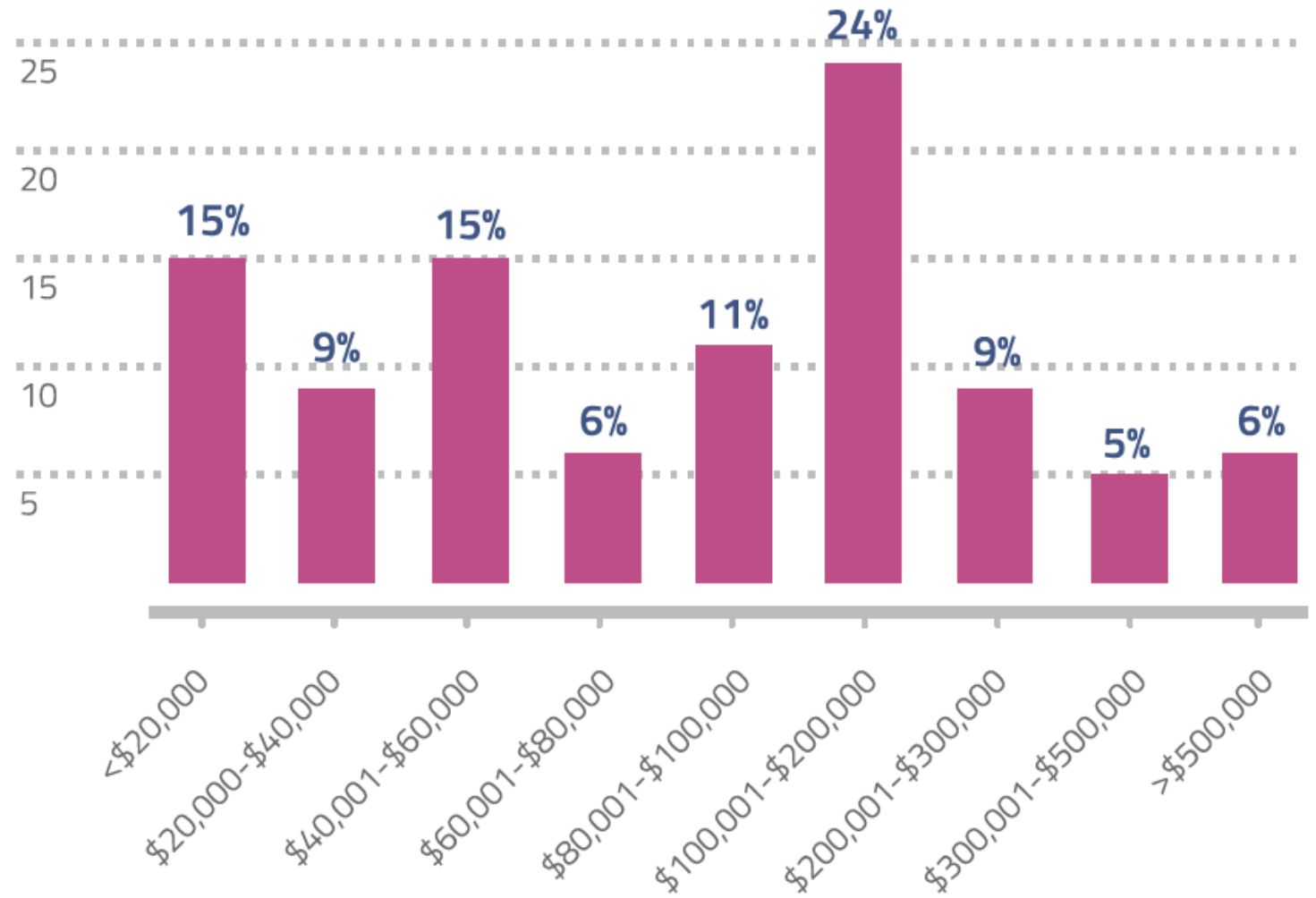
Association leadership supports the PAC

Over half of association PACs have staff executives who solicit, send thank you letters, formally endorse the PAC or attend PAC events.

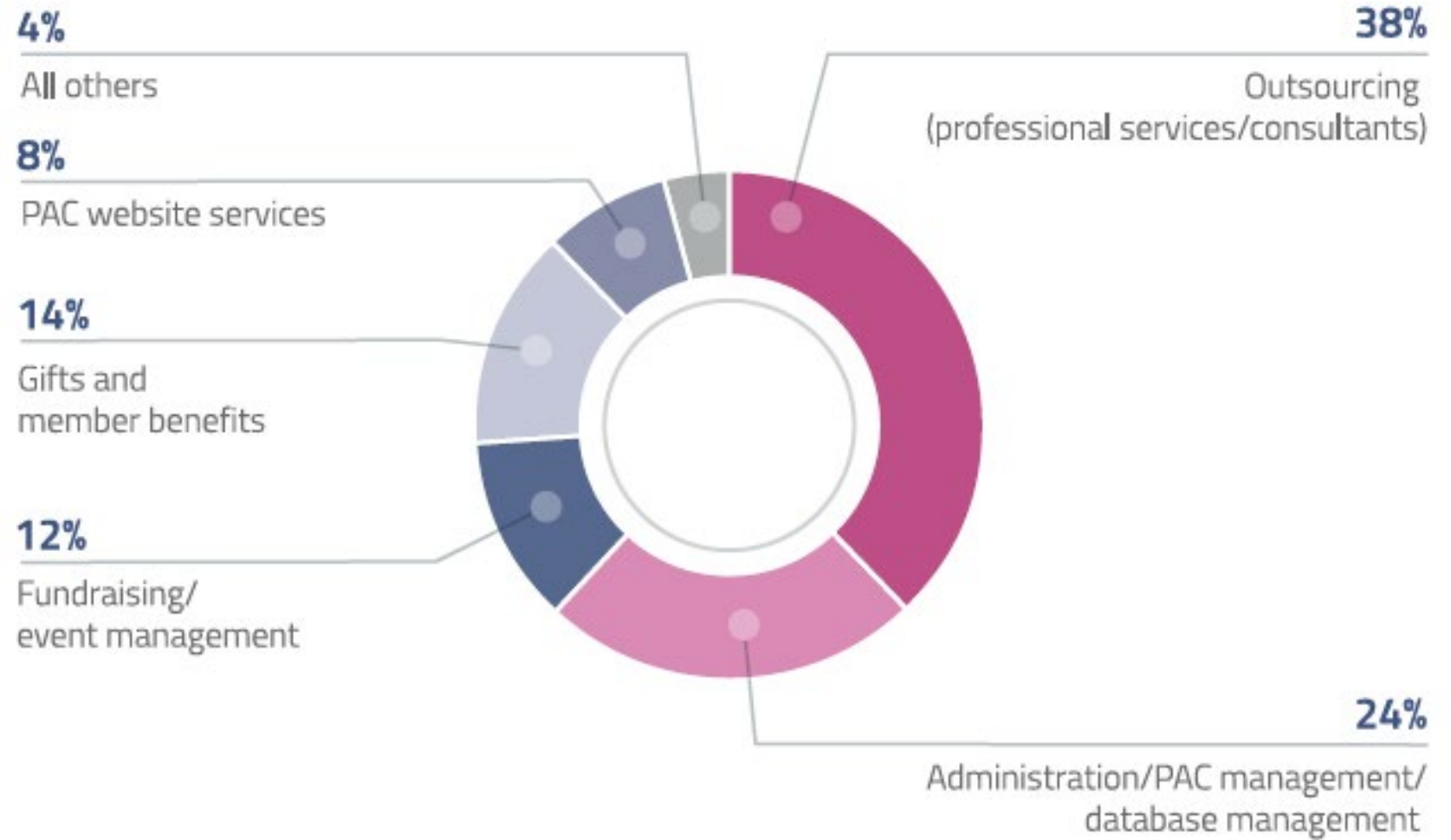
Diving into the data

Corporate PAC Budgets

ANNUAL OPERATING BUDGET



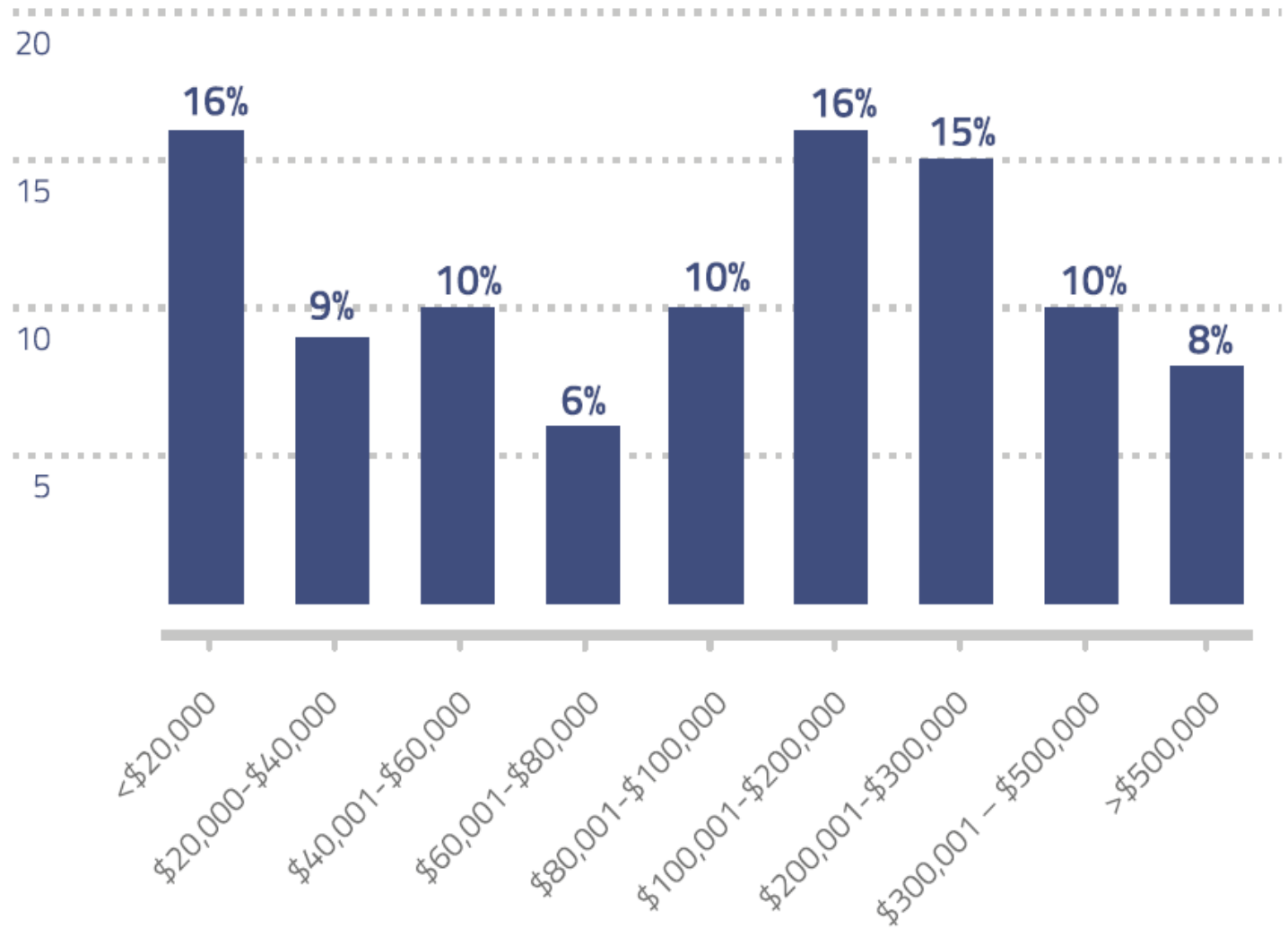
Budget Allocation



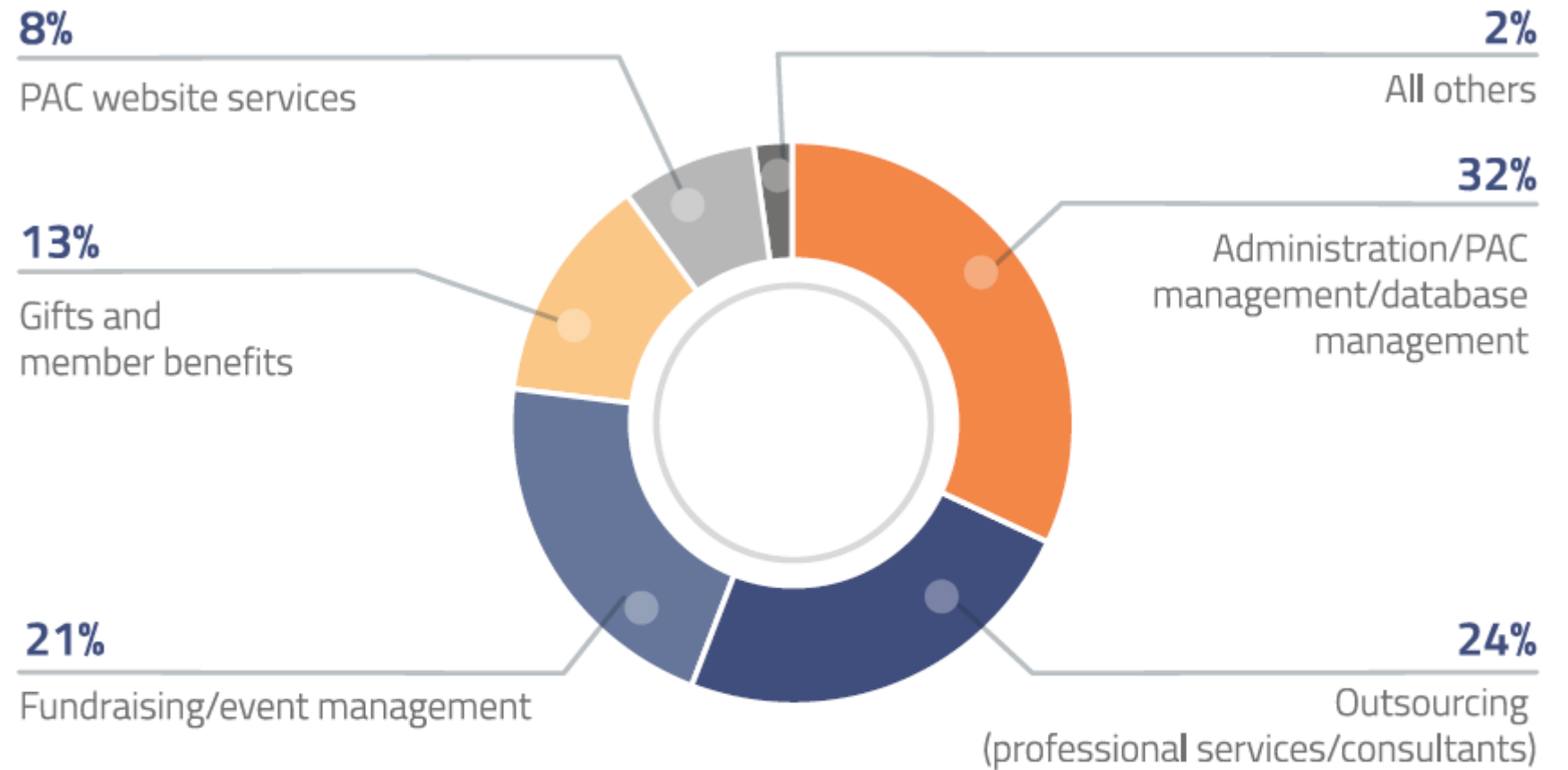
"Other" expenses: PAC match programs.

Association Budgets

ANNUAL OPERATING BUDGET



Budget Allocation



n = 65

"Other" responses: travel, PAC match budget.

CEO Engagement

How is your company's CEO involved in the federal PAC?

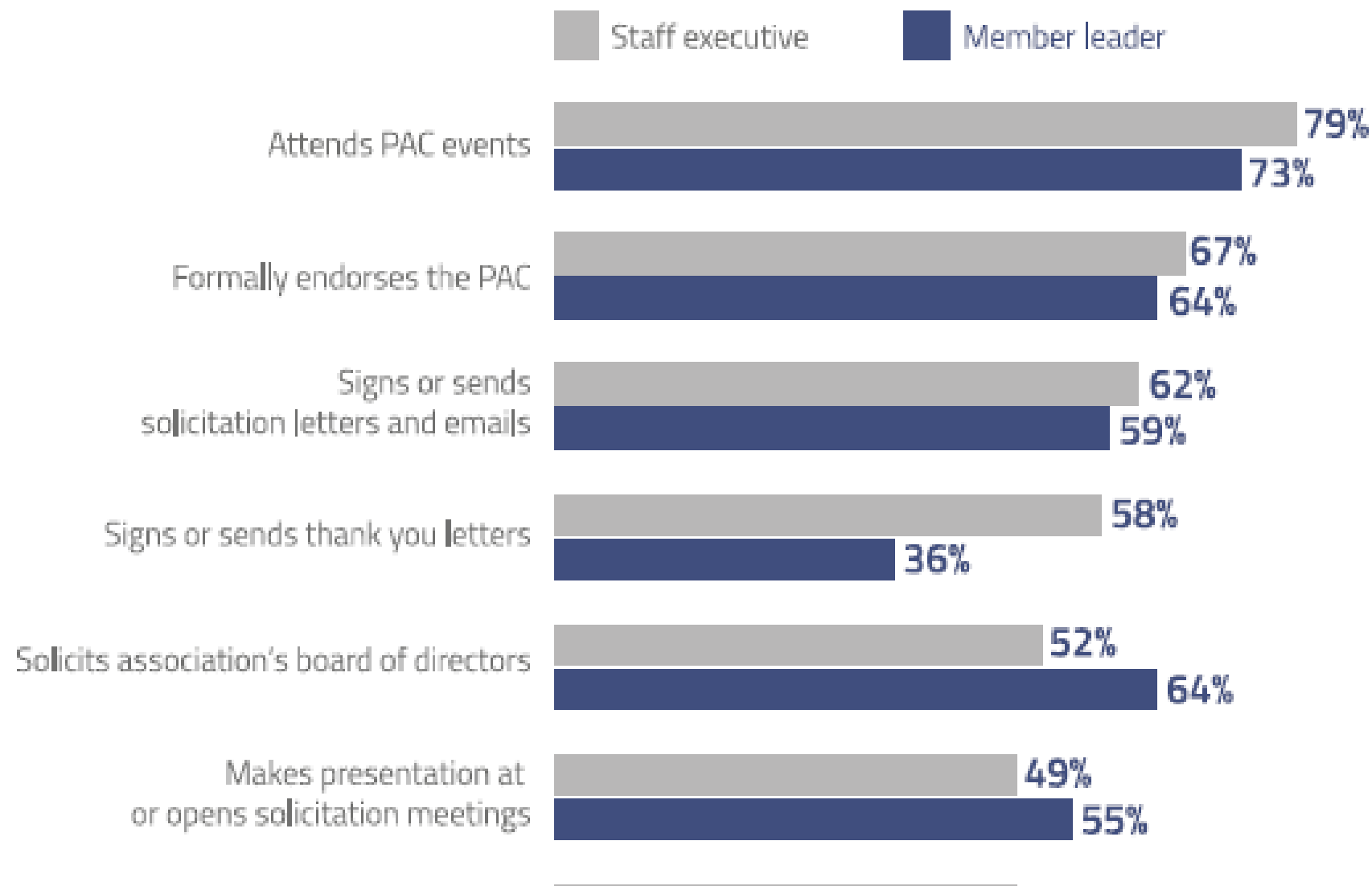
CEO INVOLVEMENT IN THE PAC	Percentage
Contributes the maximum amount allowed to the PAC	72%
Formally endorses the PAC	59%
Signs or sends solicitation letters and emails	46%
Attends PAC events	42%
Appears in a PAC video	25%
Hosts PAC donor appreciation events	23%
Makes presentation at or opens solicitation meetings	23%
Solicits corporate board of directors	17%
Sends communications on behalf of the PAC (e.g., PAC newsletter)	14%
N/A - the CEO is NOT involved in the federal PAC	13%
Serves on the PAC board	11%
Signs or sends thank you letters	10%
Contributes below the maximum amount allowed to the PAC	7%
Chairs the PAC board	8%
Other	2%

Impact of CEO Engagement

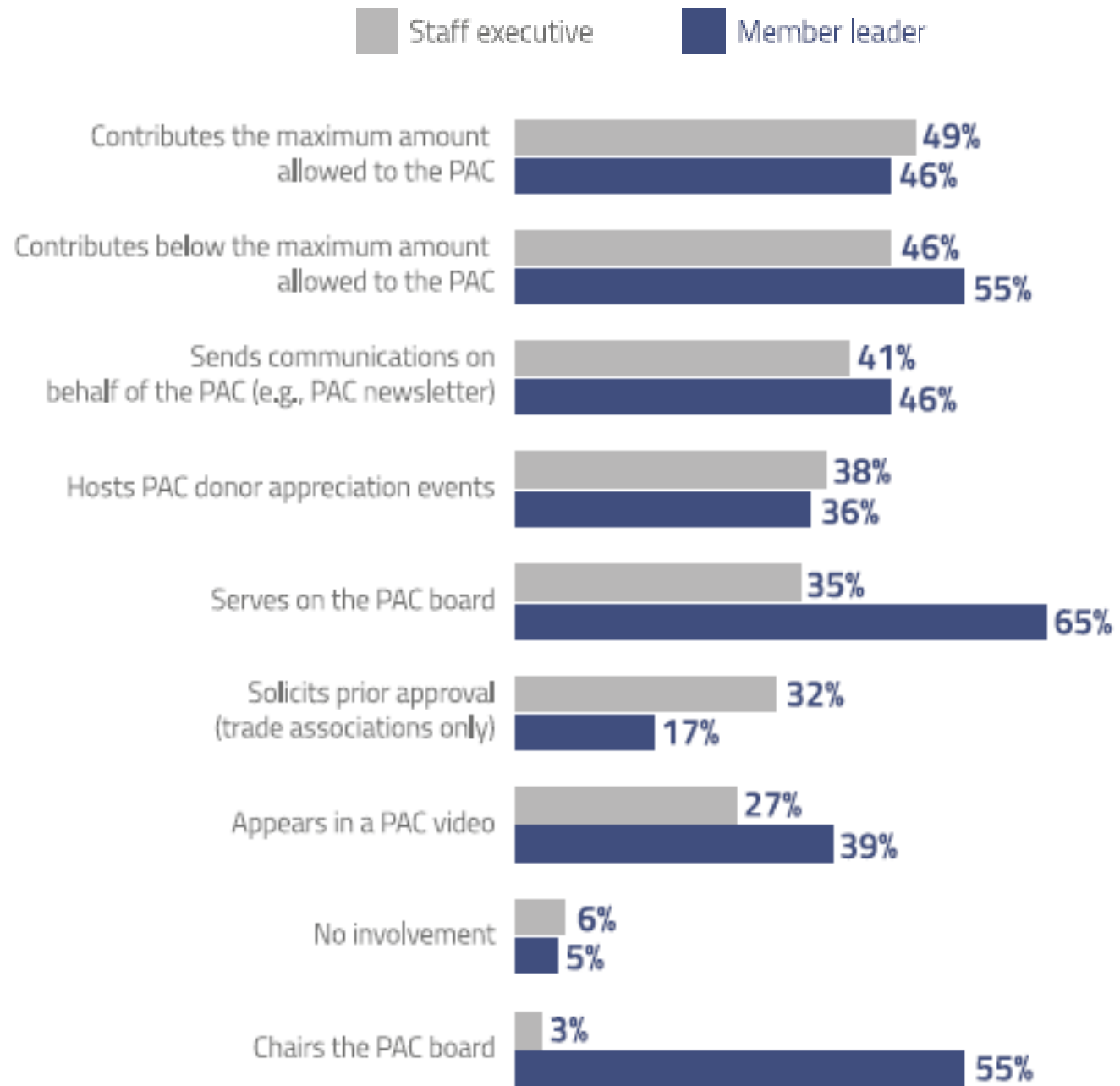
Formal CEO endorsement and PAC receipts:

	Median 2022 PAC size
CEO Formally Endorses PAC	\$530,000
CEO does NOT Formally Endorse PAC	\$387,811

Leadership Engagement



Leadership Engagement



Corporate PAC Governance

- 95% of corporate PACs have a PAC Board of Directors
- Median board size: 9
- 35% have term limits for board positions (most commonly 2 or 3 year terms)
- 96% have formal contribution criteria



Association PAC Governance

- 60% of association PACs have a PAC Board of Directors
- Median board size: 11
- 60% have term limits for board positions (most common 2 or 4 year terms)
- 81% have formal contribution criteria

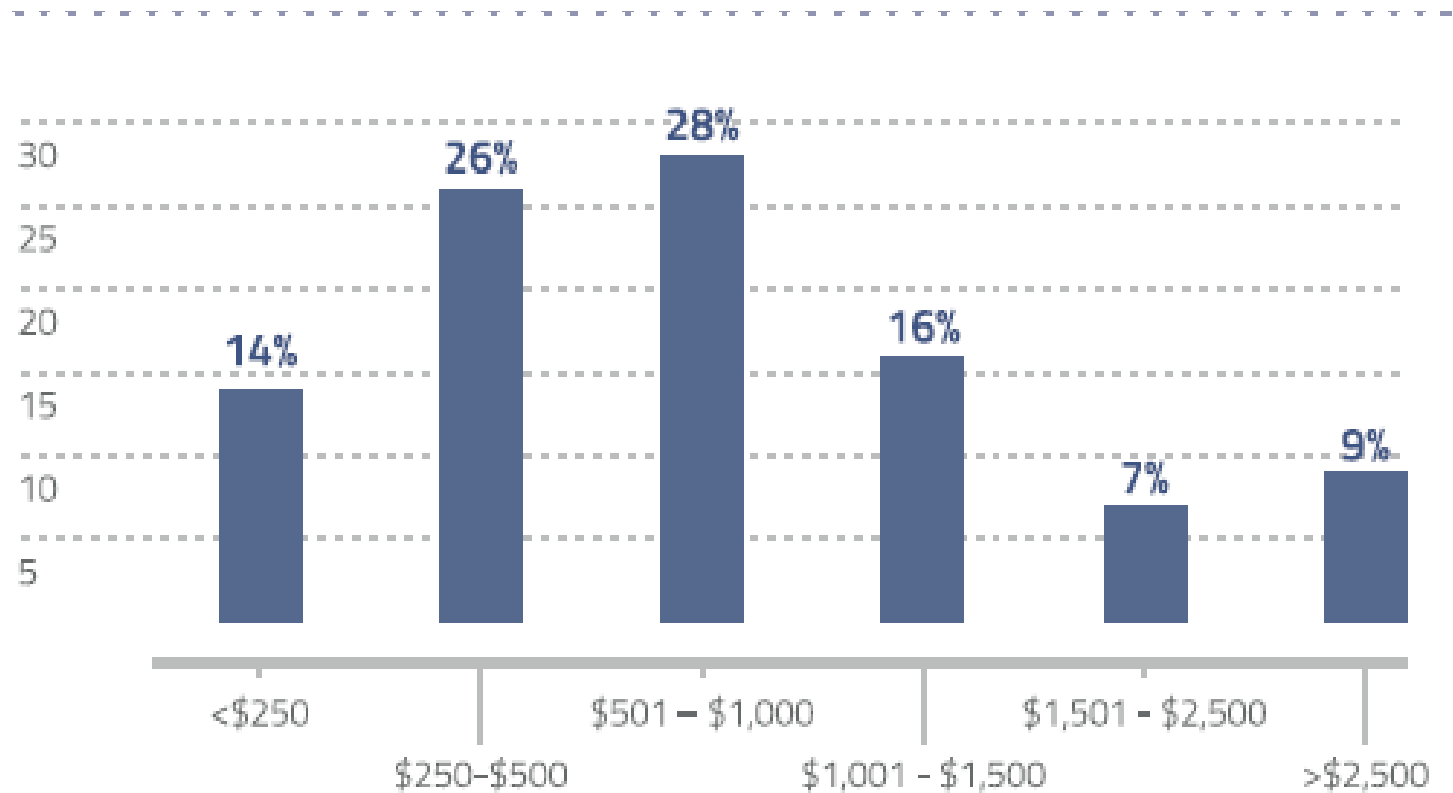


Activities Conducted by PAC Boards

	Percentage
Approve changes to bylaws	79%
Provide general PAC oversight/input	79%
Attend PAC events	72%
Manage strategic planning/goal setting	64%
Conduct in-person fundraising or give PAC presentations	60%
Approve contributions to candidates	55%
Attend candidate fundraisers	52%
Recruit PAC ambassadors/champions	48%
Sign/send solicitation letters	48%
Select candidates or manage disbursement strategy	33%
Host PAC donor appreciation events	31%
Provide internal budget planning/oversight	21%
Manage transparency activities	19%
Plan solicitations	19%
Solicit prior approval (trade associations only)	12%
Manage communications activities	3%
Other	2%

Corporate PAC Receipts and Fundraising

What was the average or “typical” individual contribution dollar amount to your PAC for the 2021-2022 election cycle?



Corporate PAC Receipts and Fundraising

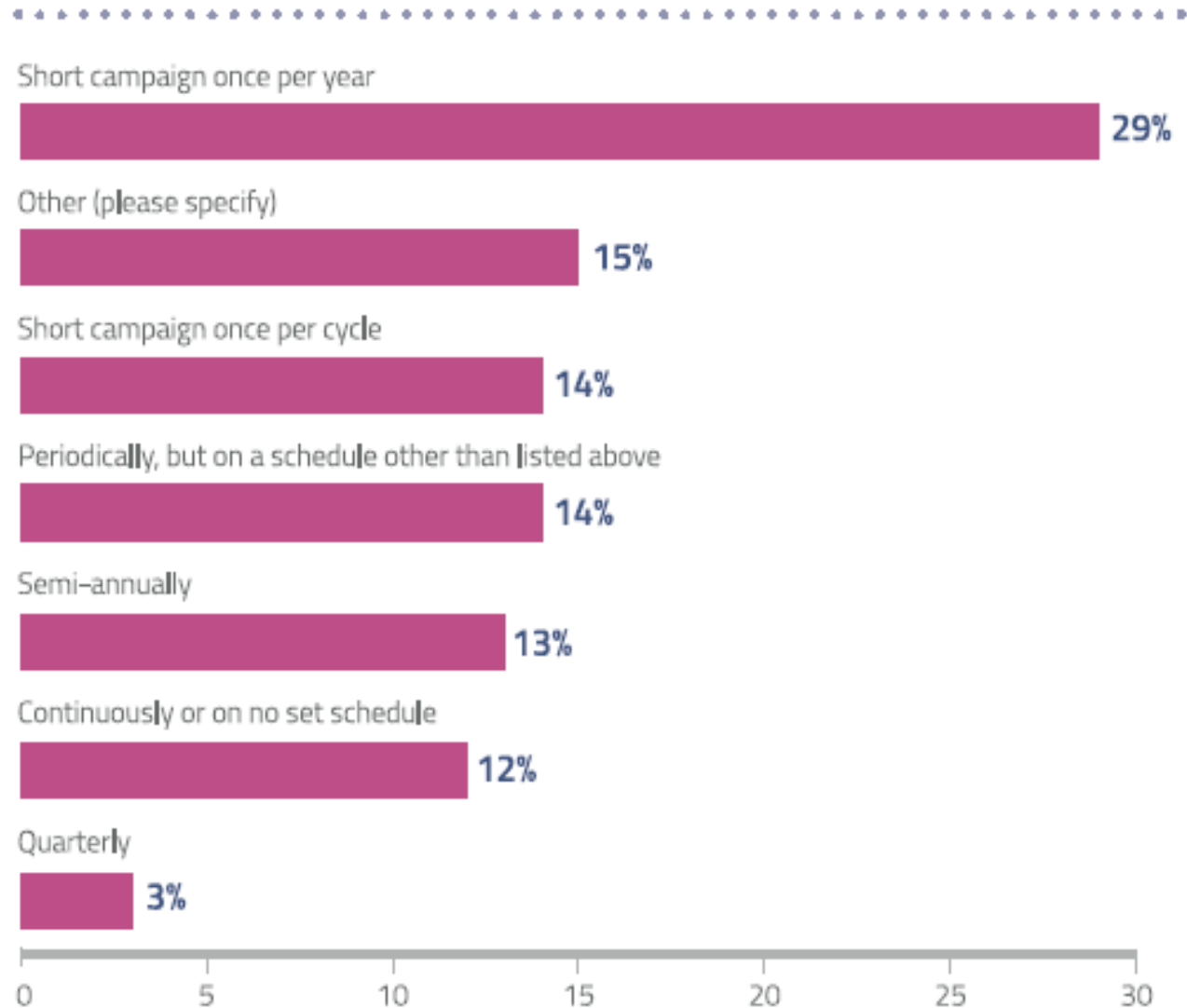


Overall ratios:

	10 th percentile	25 th percentile	50 th percentile (median)	75 th percentile	90 th percentile
Percentage of eligible employees who were solicited	0%	27%	100%	100%	100%
Percentage of solicited employees who contributed	3%	5%	9%	22%	47%

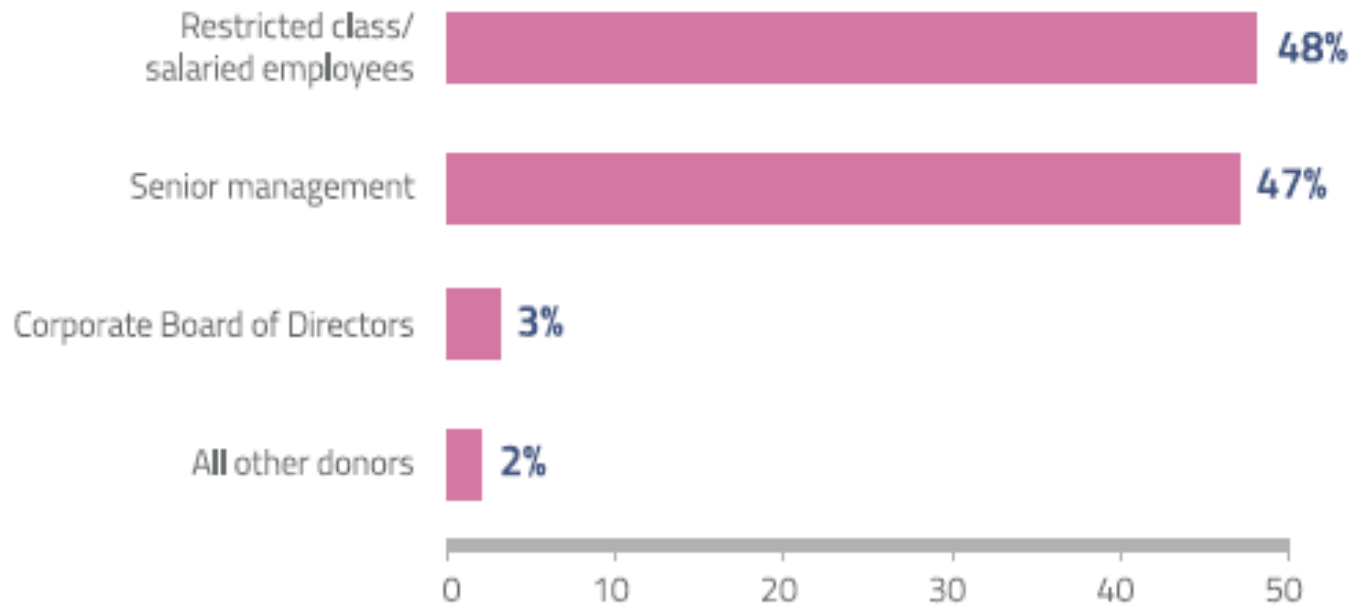
Corporate PAC Receipts and Fundraising

How frequently did your company's federal PAC solicit its eligible class during the 2021-2022 election cycle?



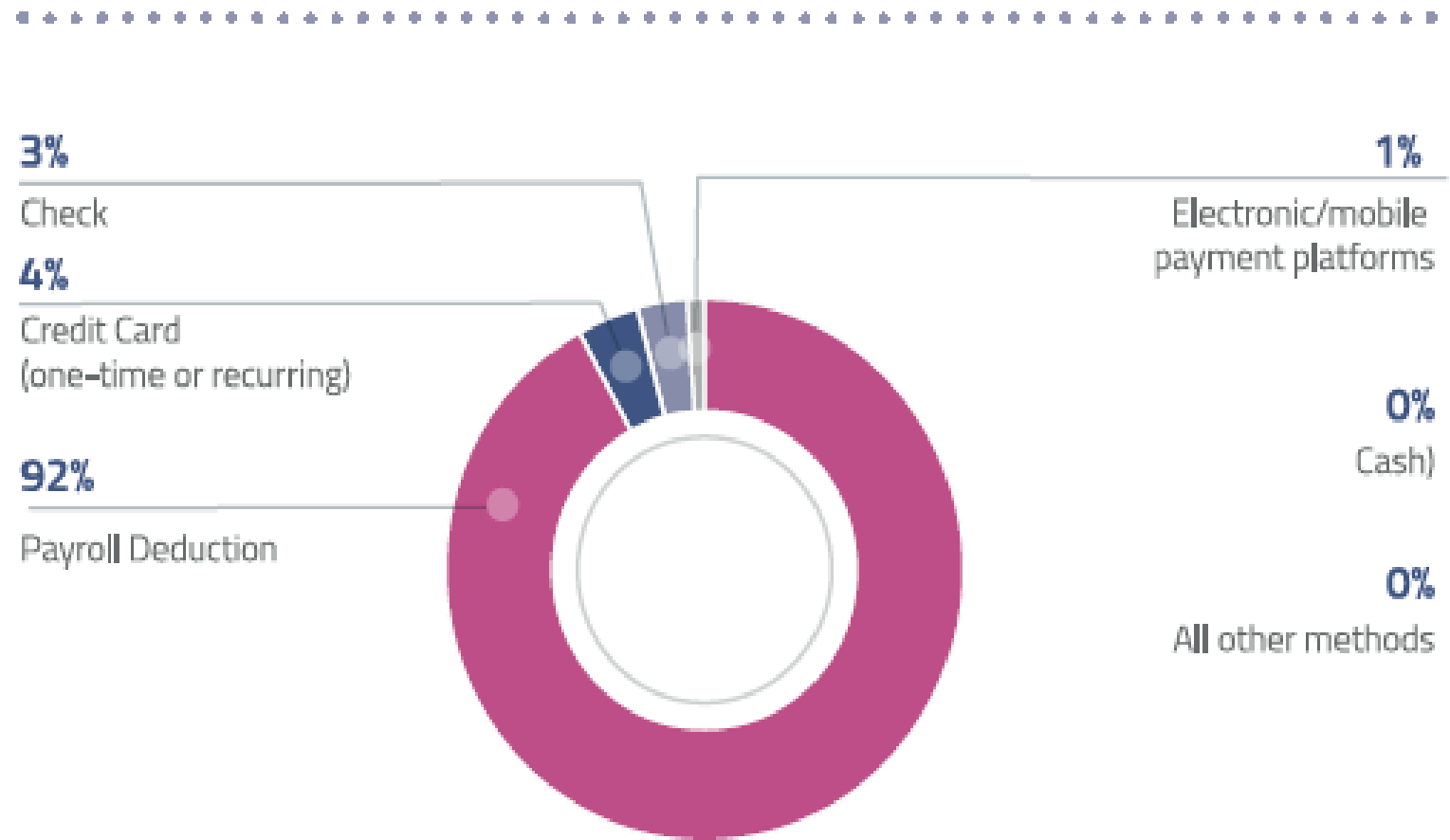
Corporate PAC Receipts and Fundraising

Please indicate the percentage of total PAC contributions for the 2021-2022 election cycle that are attributable to the following four groups:



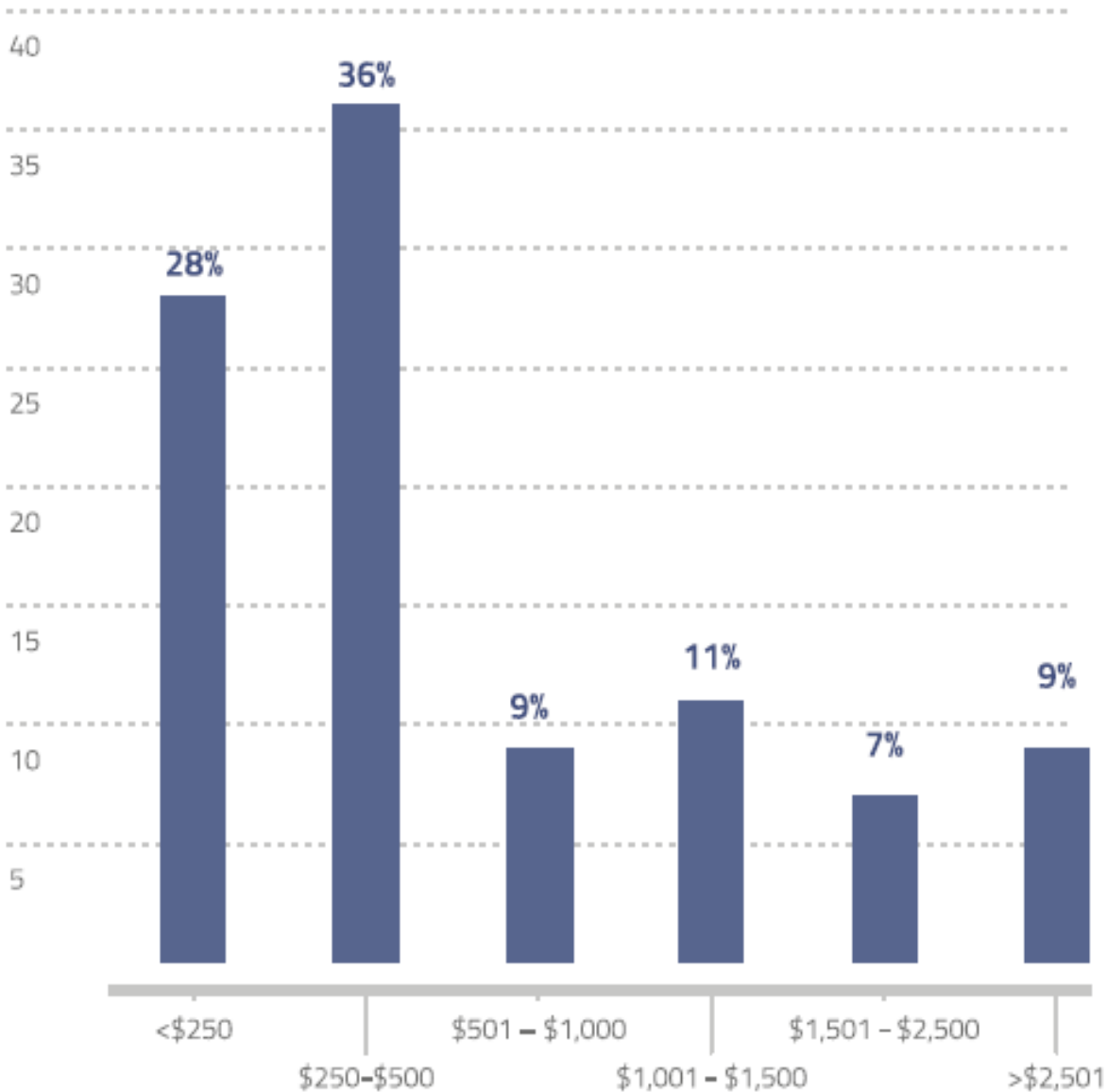
Corporate PAC Receipts and Fundraising

Please indicate the percentage of total contributions made to your company's federal PAC during the 2021-2022 election cycle via the following methods:
(Average responses shown)



Association PAC Receipts and Fundraising

What was the average or “typical” individual contribution dollar amount to your PAC for the 2021-2022 election cycle?



Association PAC Receipts and Fundraising



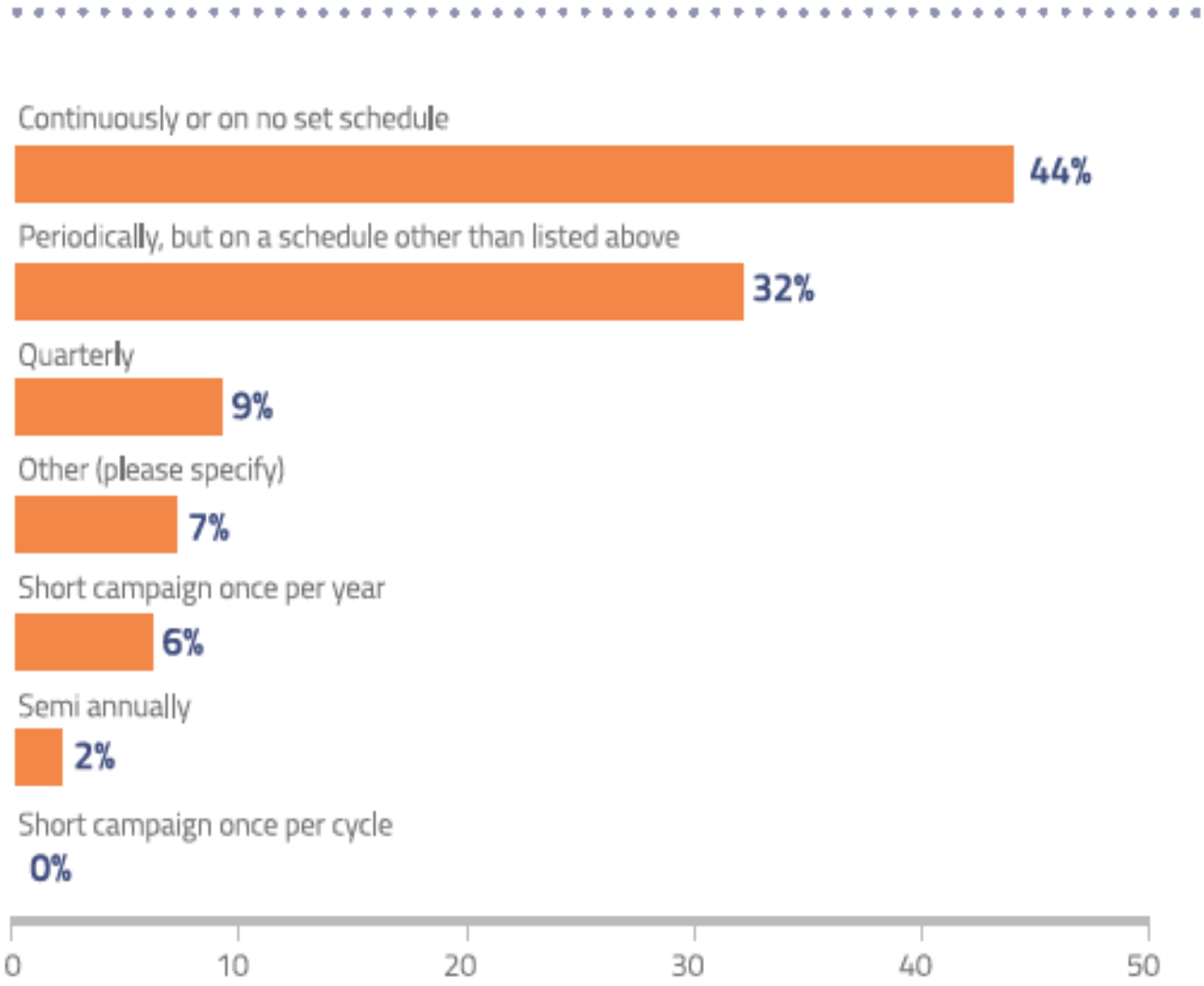
Overall ratios:

	10 th percentile	25 th percentile	50 th percentile (median)	75 th percentile	90 th percentile
Percentage of eligible individuals who were solicited	12%	50%	100%	100%	100%
Percentage of solicited individuals who contributed	2%	6%	21%	40%	63%



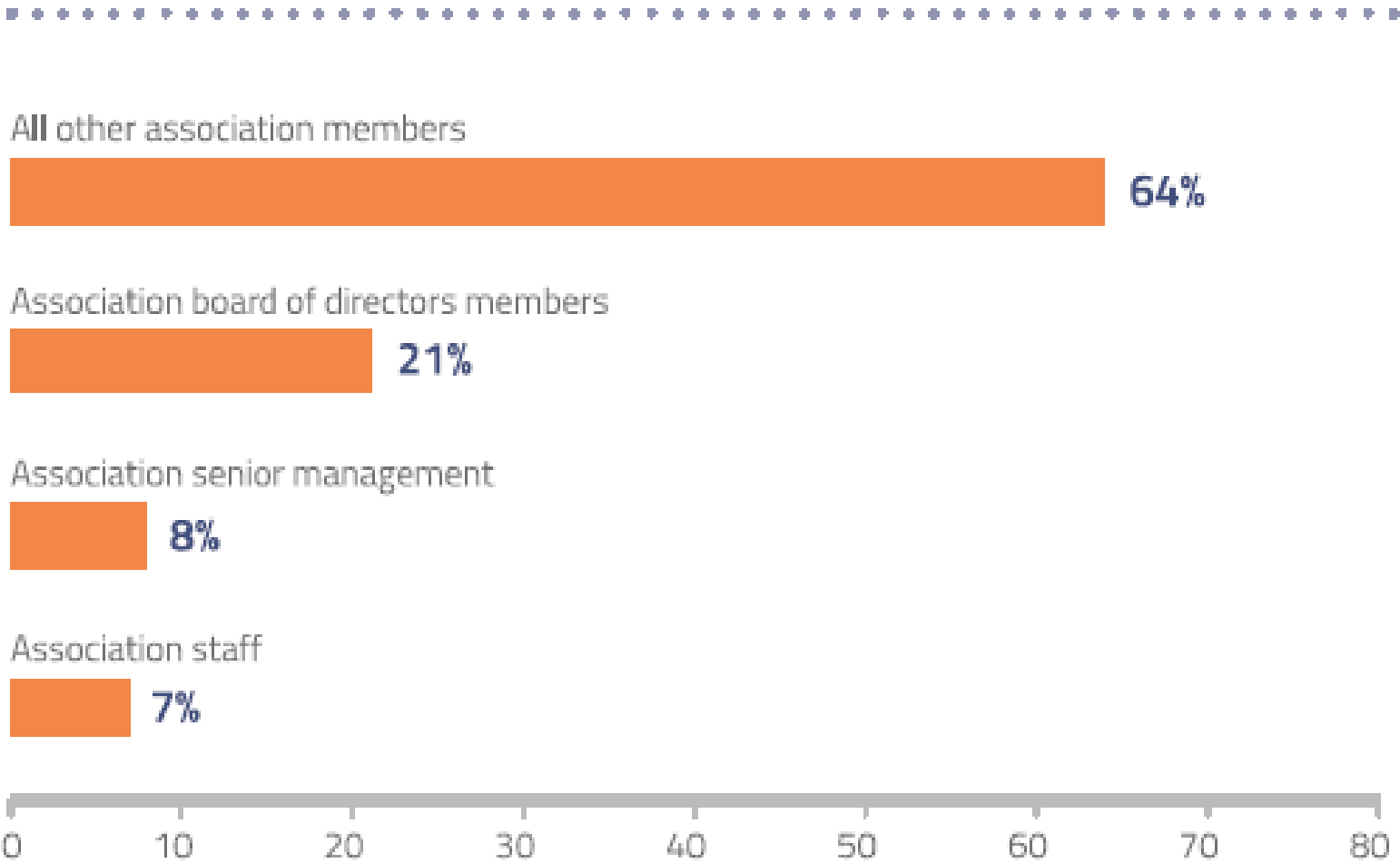
Association PAC Receipts and Fundraising

How frequently did your association's federal PAC solicit its eligible class during the 2021-2022 election cycle?



Association PAC Receipts and Fundraising

Please indicate the percentage of total PAC contributions for the 2021-2022 election cycle that are attributable to the following groups:



Corporate PAC Top Solicitors

	ALL USED Percentage	THREE MOST EFFECTIVE Percentage
Senior management (not the CEO)	82%	63%
Head of government relations department	82%	34%
PAC manager	66%	32%
Government relations staff	61%	21%
PAC board members	53%	25%
CEO	45%	36%
Peer solicitors	35%	24%
Other (please specify)	3%	2%
Corporate board of directors	1%	1%
Consultants	0%	0%

Association PAC Top Solicitors

Three most effective	Percentage
PAC board members	54%
Association member leader (e.g., board chair)	37%
CEO/staff executive	37%
Peer solicitors (not on the PAC board)	35%
PAC manager	32%
Head of government relations department	19%
Government relations staff	13%
Association senior management (not the CEO)	7%
Association board of directors	7%
Member company executives (for trade associations only)	7%
Consultants	2%
Other	2%

Most Effective Corporate Solicitation Strategies

	ALL USED Percentage	MOST EFFECTIVE Percentage
Online solicitations (e.g., email)	96%	73%
Peer-to-peer solicitations	63%	50%
Small group meetings	54%	26%
Virtual events	45%	11%
New hire communication or orientation	41%	8%
Large organization event (e.g., leadership meeting or shareholder meeting)	40%	20%
Regular staff meetings	33%	6%
Large group meetings	27%	4%
PAC video	26%	3%
Fundraising events (e.g., dinner, reception, auction)	25%	13%
Phone calls	12%	3%
Interoffice mail	3%	0%
Mobile solicitations via text or app	2%	0%
Direct mail	1%	0%

Most Effective Association Solicitation Strategies

Three most effective	Percentage
Peer-to-peer solicitations	61%
Online solicitations (e.g., email)	54%
Association's annual meeting or trade show	43%
Fundraising events (e.g., dinner, reception, auction)	26%
Direct mail	22%
Events (e.g., fly-in)	20%
Association dues invoice	9%
Phone calls	9%
Association staff fundraising event	6%
Large group meetings	4%
Small group meetings	4%
Virtual events	2%
New hire communication or orientation	2%
PAC video	2%
Regular staff meetings	0%
Interoffice mail	0%
Mobile solicitations via text or app	0%

Fundraising: Corporate PAC Incentives

What ONE benefit is the most effective in your fundraising efforts?

	Percentage
PAC match	32%
Event with CEO and/or senior executives	19%
Annual gift	9%
Live events with politician, celebrity or other guest speaker	8%
Special communications (e.g., issue updates or newsletters)	7%
Virtual events with politician, celebrity, or guest speaker	7%
Exclusive election or policy updates	6%
Raffles, auctions or sweepstakes	5%
Lapel pin	3%
Other, as specified in last question	3%
Special name recognition	1%
Incentive club only events	0%
Upgraded services or special events at company meetings/events	0%
Ability to deliver PAC checks to candidates	0%
Opportunity to attend candidate fundraiser	0%

Fundraising: Association PAC Incentives

What ONE benefit is most effective at motivating individuals to support your federal PAC?

	Percentage
Special name recognition	30%
Live events with politician, celebrity or guest speaker	16%
Lapel pin	16%
Upgraded services or special events at association annual meeting/other events	8%
Other	8%
Annual gift	4%
Incentive-club-only events	4%
Raffles, auctions or sweepstakes	4%
Special communications (e.g., issue updates or newsletters)	2%
Virtual events with politician, celebrity or guest speaker	2%
Event with staff executive and/or board leadership	2%
Opportunity to attend candidate fundraiser	2%
Exclusive election or policy updates	2%

Corporate PAC Communication Strategies

	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 Communication Strategies

	PAC DONORS ONLY Percentage	ALL PAC ELIGIBLES 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%

Disbursements: Corporate Contribution Criteria Factors

	ALL USED	THREE MOST IMPORTANT
Leadership position	84%	44%
Membership on key legislative committees	84%	70%
Organization has facilities or locations in the candidate's district	76%	54%
Alignment with key values	58%	24%
Voting record consistent with your organization's goals	55%	37%
Candidate's political alignment with customers, employees or other stakeholders	43%	19%
Character, ethics, reputation	43%	15%
Incumbent status	31%	10%
Likelihood of being reelected	27%	5%
Industry peers are supporting candidate/event	18%	3%
Support for democratic institutions and/or voting rights	17%	2%
Financial need	9%	0%
Candidate's position on social issues (e.g., racial equity, environmental sustainability, etc.)	9%	3%
Other (please specify)	8%	3%
Recommendation of a PAC member	7%	1%
Party affiliation	5%	0%
CEO, senior management or Board preference for candidate	1%	0%
N/A - my company does not have formal candidate contribution criteria	4%	4%

Disbursements: Association Contribution Criteria Factors

THREE MOST IMPORTANT

Percentage

Voting record consistent with your organization's goals	66%
Membership on key legislative committees	57%
Leadership position	40%
Alignment with key values	21%
Incumbent status	19%
Candidate's political alignment with association membership	11%
Organization has member company facilities or high concentration of membership in the candidate's district	11%
N/A – my association does not have formal candidate contribution criteria	9%
Recommendation of a PAC member	9%
Recommendation of a member company or association chapter	8%
Industry peers are supporting candidate/event	8%
Likelihood of being reelected	6%
Other	6%
Character, ethics, reputation	4%
Support for democratic institutions and/or voting rights	2%
Party affiliation	0%
Financial need	0%
President, chair, CEO or board preference for candidate	0%
Candidate's position on social issues (e.g., racial equity, environmental sustainability, etc.)	0%

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 2021-2022 election cycle:

	25 th percentile	50 th percentile (median)	75 th percentile	Mean
Congressional Candidates	43%	60%	80%	60%
Presidential Candidates	0%	0%	0%	0%
State and Local Candidates	0%	10%	30%	18%
Party Committees (e.g., NRCC, DCCC)	0%	0%	10%	6%
Leadership PAC's	0%	10%	20%	12%
Association PAC's	0%	0%	5%	3%
Super PAC's	0%	0%	0%	0%
Other	0%	0%	0%	1%

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.

	25 th percentile	50 th percentile (median)	75 th percentile	Mean
Congressional candidates	66%	80%	93%	76%
Presidential candidates	0%	0%	0%	0%
State and Local candidates	0%	0%	0%	2%
Party committees (e.g., NRCC, DCCC)	0%	4%	10%	6%
Leadership PAC's	0%	10%	15%	10%
Super PAC's	0%	0%	0%	2%
Independent expenditures	0%	0%	0%	2%
Other	0%	0%	0%	2%

Contributions at the State Level

■ Please indicate how your company manages contributions at the state level:

	Percentage
My company makes contributions at the state level from the same account as the federal PAC, where legal and feasible	66%
My company makes corporate political contributions at the state level, where legal and feasible	53%
My company has separate state-level PAC(s)	28%
N/A - my company does not make contributions at the state level	13%
Other (please specify)	0%

Contributions at the State Level

■ Please indicate how your association manages contributions at the state level:

	Percentage
N/A - my association does not make contributions at the state level	74%
My association has separate state-level PAC(s) managed by state chapters	15%
My association makes contributions at the state level from the same account as the federal PAC, where legal and feasible	7%
My association has separate state-level PAC(s) managed by the national association	4%

Thank you for participating!



Thank You!

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