

February 27, 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



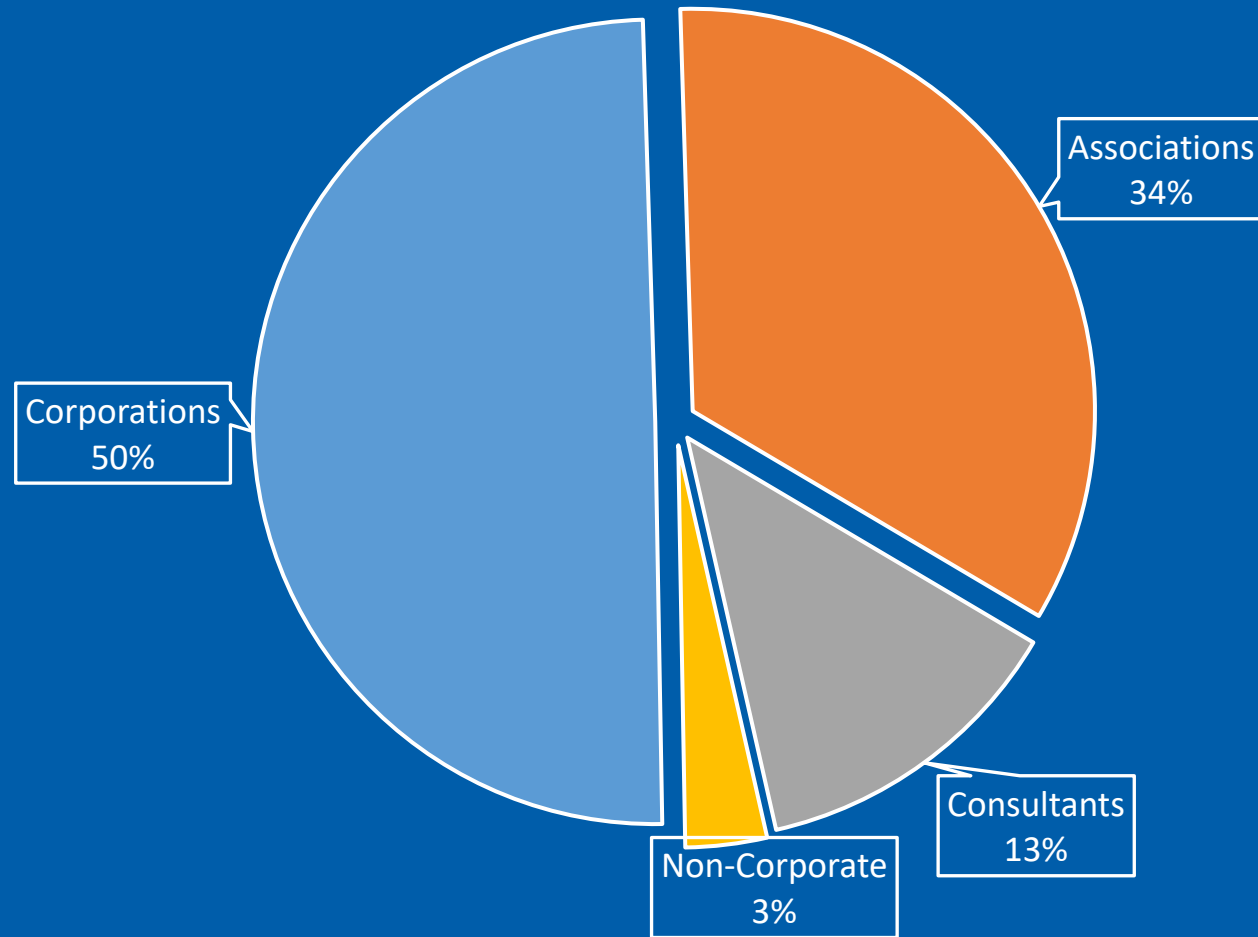
750+ MEMBER ORGANIZATIONS

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

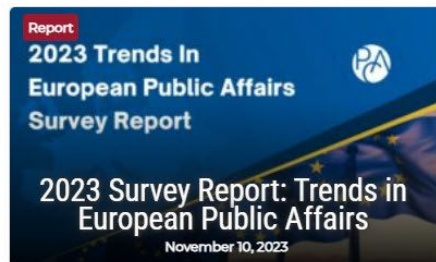
Upcoming Events



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:

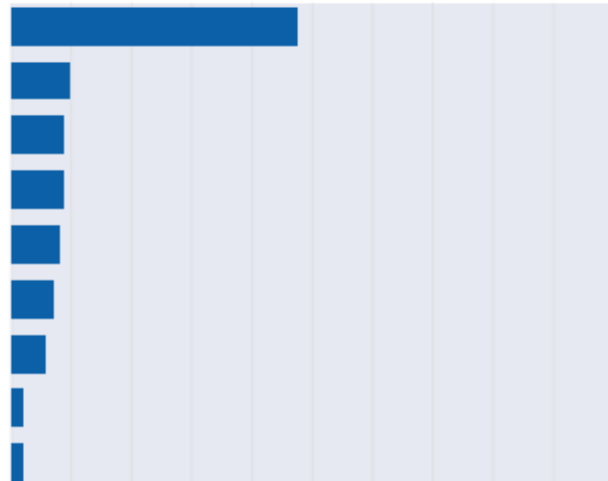
- PAC & campaign finance
- Lobbying registration (including grassroots)
- Ethics laws



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 st (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 nd (1)	Michigan (15) Nevada (6)	Arizona (11) Georgia (16) Pennsylvania (19) Wisconsin (10)	North Carolina (16)	Florida (30) Maine 2 nd (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 st (11) Nebraska 3 rd (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 for complete list

2022 Salary Survey



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



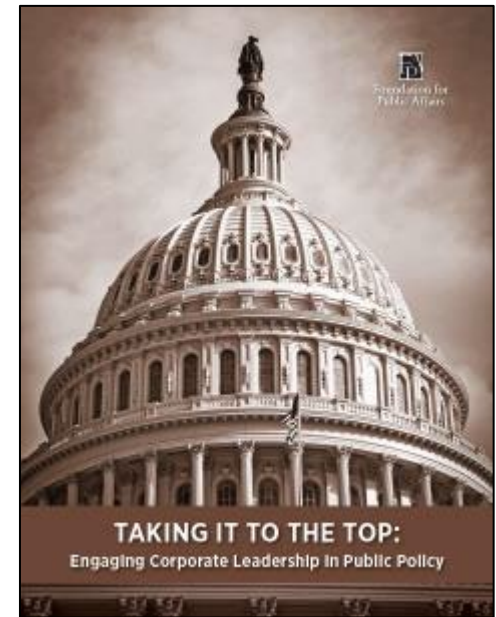
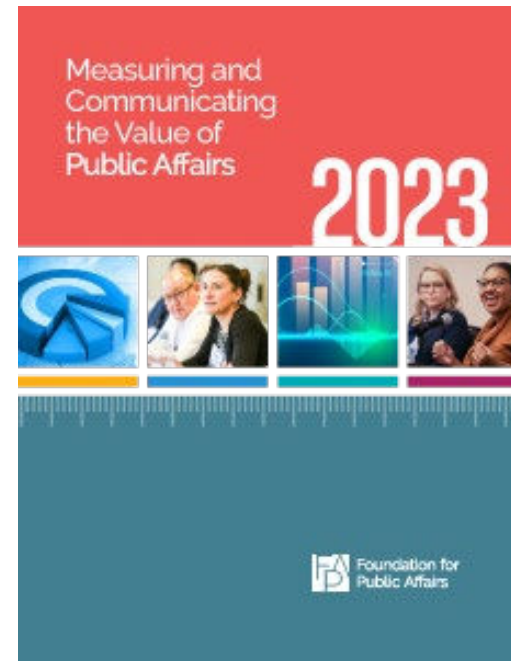
Politics and Society: Four Surprising Findings

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

	Length	Format	Recording?	Cost for Council Members
Webinars	1 Hour	Virtual only	Available indefinitely	Free
Workshops	2-3 Hours	In person (selected) & virtual	Available for 3 weeks	\$289-369 or Free with Membership Plus
Signature Events	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

ASSOCIATION NETWORK The home for best practices and resource-sharing among association public affairs professionals. last person joined yesterday	DISCUSSIONS 69	LIBRARIES 26	MEMBERS 385	JOIN
COMMUNICATIONS COMMUNITY Your home for best practices and resource-sharing related to digital and policy communications. last person joined 3 days ago	DISCUSSIONS 46	LIBRARIES 43	MEMBERS 133	JOIN
GOVERNMENT RELATIONS NETWORK Your home for best practices and resource-sharing related to state-level government relations. last person joined yesterday	DISCUSSIONS 136	LIBRARIES 89	MEMBERS 244	JOIN
HOME COMMUNITY Your home for all things public affairs. last person joined 6 days ago	DISCUSSIONS 128	LIBRARIES 172	MEMBERS 104	JOIN
INTERNATIONAL NETWORK Your home for best practices and resource-sharing related to international public affairs. last person joined yesterday	DISCUSSIONS 81	LIBRARIES 49	MEMBERS 449	JOIN
POLITICAL INVOLVEMENT NETWORK Your home for best practices and resource-sharing related to PACs, grassroots and political engagement. last person joined yesterday	DISCUSSIONS 423	LIBRARIES 245	MEMBERS 894	JOIN
PROFESSIONAL DEVELOPMENT NETWORK The home for best practices and networking among emerging leaders in the field of public affairs. last person joined yesterday	DISCUSSIONS 4	LIBRARIES 16	MEMBERS 424	JOIN
SOCIAL IMPACT NETWORK Your home for best practices and resource-sharing related to ESG, social impact and corporate social responsibility. last person joined yesterday	DISCUSSIONS 44	LIBRARIES 59	MEMBERS 305	JOIN

Professional Networks pac.org/community

- Political Involvement
- Government Relations
- International

LIBRARY ENTRIES CREATE ENTRY

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

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.

All Events ▾

	Event Name	Event Start Date
Eligible	2024 Webinar: Measuring & Communicating Digital Metrics	03/20/2024
	2024 Spring Board Meeting and Executive Conference	04/02/2024
	2024 Webinar: May Membership Orientation	05/20/2024
	2024 Webinar: Training Your Executive for Exceptional External Communications	06/05/2024
	2024 Webinar: Managing Employee Activism	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, members.pac.org and informz.net to your company's safe senders list.

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

Communication Preferences

Category : Email - General Hide		<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 Hide		<input type="checkbox"/> Opt Out of all Email - Newsletter
Subcategory		Opt Out
Impact Monthly (Electronic)		<input type="checkbox"/> Opt Out

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pac.org/login

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Jobs Page

pac.org/jobs

Council Jobs

- [Membership Manager, Business Development](#)

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



Get Involved Today

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

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