



# Options to Rebuild and Revitalize a PAC

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# Options to Rebuild and Revitalize a PAC

- Basin Electric Political Action Committee (BEPAC)
  - Very “small fish in the sea” compared to most PACs with Public Affairs Council
    - 2013 – 330 contributors\*
    - 2014 – 230 contributors
    - 2015 – 242 contributors (Online sign up/fresh look)
    - 2018 – 178 contributors\*\*
    - 2021 – 97 contributors\*\*\*
    - 2023 – 118 contributors
  - PAC membership significantly affected by
    - Major retirement tranche at EOY 2013\*
    - Reduction in force (RIF) implemented in 2018\*\*
    - COVID – and work from home\*\*\*
    - Retirements of the long-standing members

# Options to Rebuild and Revitalize a PAC

- Basin Electric Political Action Committee (BEPAC)
  - Government Relations staff handles the PAC
    - Staffing has been a challenge
    - Affiliated PAC ruling in 2007 reduced our contribution totals
    - Ended up on the back burner often
    - Hired a TPA for BEPAC compliance/administration – helped free up focus

# Options to Rebuild and Revitalize a PAC

- **REBUILD**

- Started with membership drives in 2022
- Replacing legacy member totals is still a challenge
  - New workforce/generation
  - Less familiar with PACs
  - If they are familiar, can be skeptical of PACs
- If contributors can't be replaced in numbers, total amount needed to increase



# 2022 Membership Drive

- Applied to both new and existing members
- Join BEPAC at the \$100 level
- Or increase your current level up to the \$100 level
- Received choice of BEPAC apparel – ¼ zip or golf shirt
- Additional benefit, if golfing in PAC scrambles and representing BEPAC



# 2023 Membership Drive

- Applied to both new and existing members
- Increase your current contribution level by \$50
- Join BEPAC at the \$100 level
- Hoodie or golf shirt

**Basin Electric**  
Political Action  
Committee

## 2023 MEMBERSHIP DRIVE

**Join at the \$100 level (\$3.85/pay period) or increase current membership by \$50 and receive exclusive BEPAC apparel!**

**SIMPLY VISIT THE BEPAC PAGE ON INSIDE BASIN AND CLICK ON THE BEPAC ENROLLMENT LINK ON THE LEFT SIDE OF THE PAGE. PAYMENT METHOD MUST BE CONTINUOUS DEDUCTION TO QUALIFY.**



**The BEPAC application will not activate the promotion selections unless an exact \$50 increase is added to your current level. For example, if you are at \$100.10 due to the rounding for payroll periods, you need to enter \$150.10 and it will ask you to select the rounded amount that will give you a \$50+ increase.**

# Options to Rebuild and Revitalize a PAC

- **REBUILD**

- Traditional levels
  - \$25
  - \$50
  - \$100
  - \$250
  - \$500
- Senior staff challenge to contribute up to \$1,000
- Brought forward by our Senior VP to Executive staff
  - Accepted the challenge

# Options to Rebuild and Revitalize a PAC

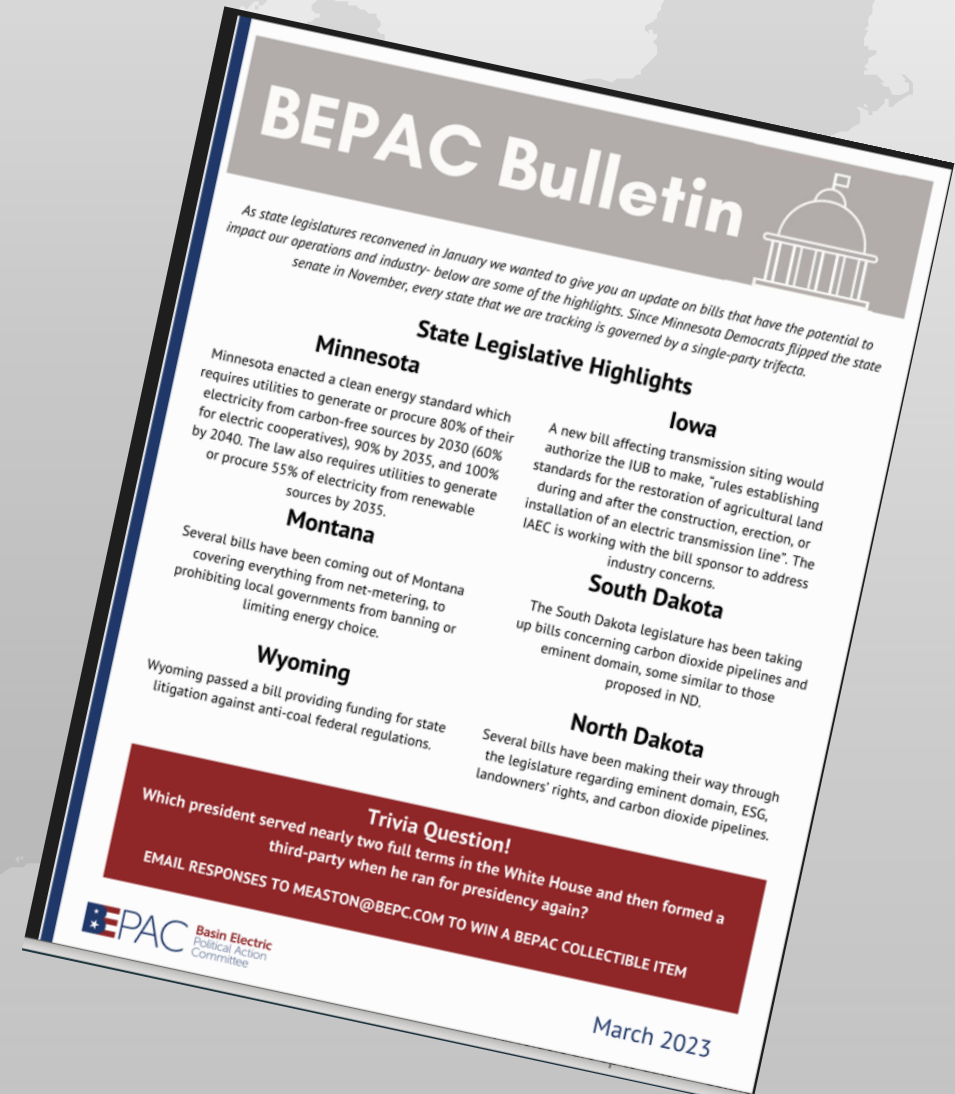
- **REVITALIZE**

- Picked up member engagement and contact in late 2022
- Going into an election allowed for more “meet the candidate” breakfast/lunch meet and greets
- Moved our Annual Golf Scramble to a different course
  - Added more games on course to increase scramble revenues
- Rebranded and restarted a BEPAC Newsletter



# Options to Rebuild and Revitalize a PAC

- Increasing member engagement through newsletters/updates
- Trivia Question for a prize
- 1 caveat ...



# Options to Rebuild and Revitalize a PAC

- **BBQ Event**

- Not a barn burner for funding but a GREAT promotion for the PAC
  - Tickets sold in advance for \$5/ticket
  - CEO purchased tickets for the Board and Bylaws committee
  - Senior Staff started to purchase tickets for their departments
  - Grew from about 60 attendees to 150 attendees
  - Held in parking lot with tents for seating - very visible and public
  - Lots of donated giveaways – laid out to see so people stayed



# On the horizon...

- Rib or Chili cook off – Fall 2023
- Next contribution increase promo – Early 2024
  - Changing it up, gift baskets of local products, meat basket, floral
- Corn Hole Tournament – TBD
  - Able to hire a vendor that manages and provides everything
  - Indoors in our open atrium area
  - Planned for 2023 but beaten to the punch by corporate plan

# Lessons learned

- Always have someone driving the bus
  - Activities and engagement won't happen unless someone manages it
  - Hire a TPA if you are bare bones staff and can afford it
    - Frees someone up to focus on promoting the PAC vs the administration
- Find the fine line of engagement with members
  - Too much vs not enough
- Profit may not be the end-result of an event
  - Don't negate the value of promotion
  - Maximize expenses covered under the corporate rules

# Questions?

