

August 20, 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



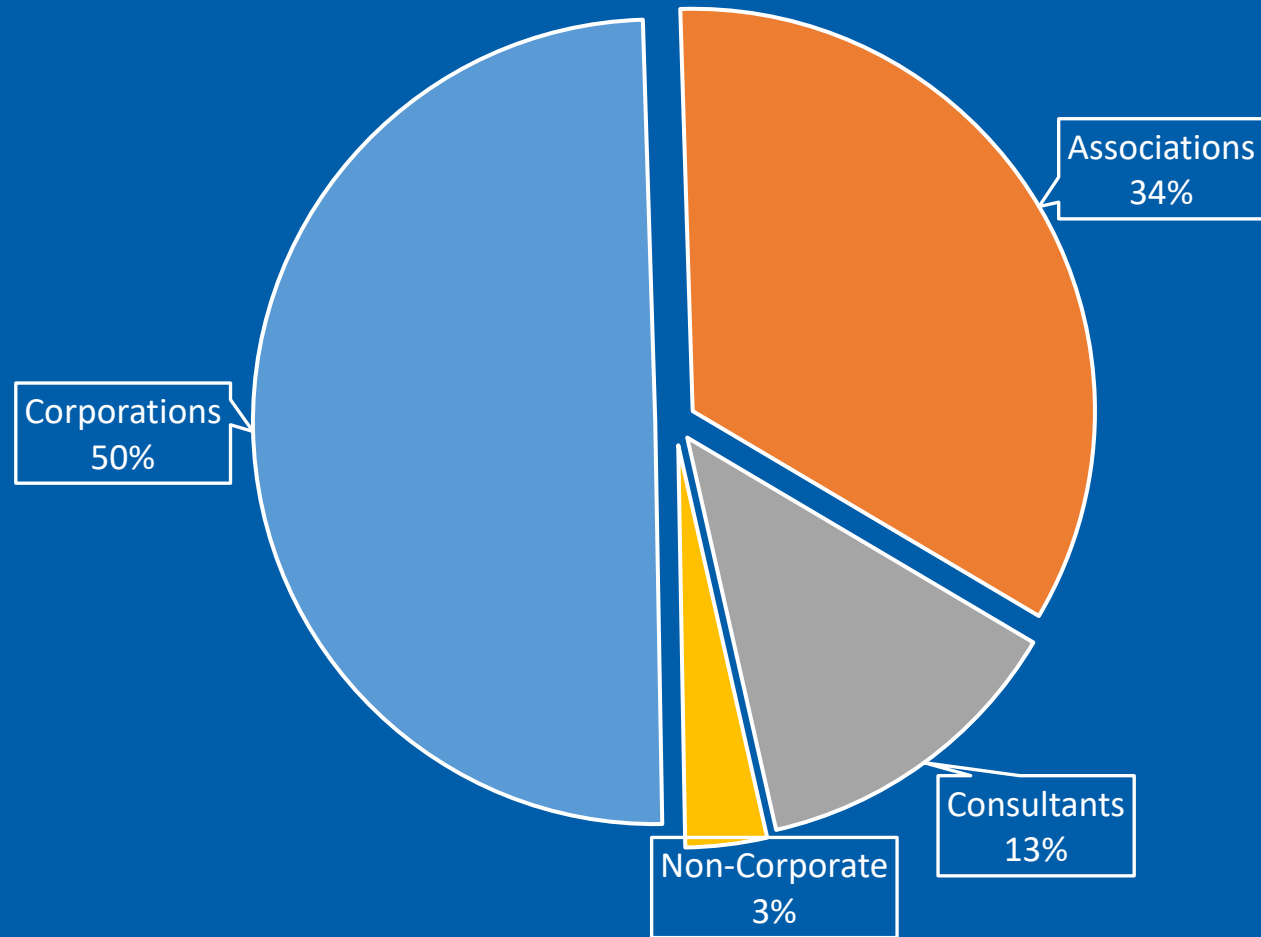
750+ MEMBER ORGANIZATIONS

13,000 PUBLIC AFFAIRS PROFESSIONALS

HEADQUARTERS IN **Washington & Brussels**

MEMBERS FROM MORE THAN **25 countries**

A Diverse Community



You're in Good Company

LVMH



BOYS & GIRLS CLUBS
OF AMERICA



The Nature
Conservancy
Protecting nature. Preserving life.



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



Kristin Brackemyre



Tori Ellington



Anna Platt



João Sousa



Alex Donovan



Laura Brigandi



Milka Amanios



Inês Reis

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*

2024 Presidential Ratings

Democratic Electoral College Votes: 226

Republican Electoral College Votes: 235

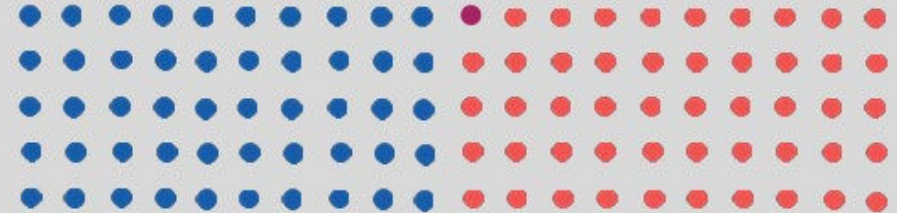
SOLID D	LIKELY D	LEAN D	TILT D	TOSS UP	TILT R	LEAN R	LIKELY R	SOLID R
California (54) Colorado (10) Connecticut (7) Delaware (3) DC (3) Hawaii (4) Illinois (19) Maine 1 st (1) Maryland (10) Massachusetts (11) New Jersey (14) New Mexico (5) New York (28) Oregon (8) Rhode Island (4) Vermont (3) Washington (12)	Maine (2) Virginia (13)	Minnesota (10) New Hampshire (4) Nebraska 2 nd (1)		Arizona (11) Georgia (14) Michigan (15) Nevada (4) Pennsylvania (19) Wisconsin (10)	North Carolina (14)	Florida (30) Maine 2 nd (1)	Iowa (4) 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 (1) Nebraska 3 rd (1) North Dakota (3) Oklahoma (7) South Carolina (9) South Dakota (3) Tennessee (11) Utah (4) West Virginia (4) Wyoming (3)

270 needed to win

Senate Balance of Power



50 Democrats, 49 Republicans
1 (Retiring) Sinema



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 Hires Milka Amanios to Lead Social Impact Practice

July 11, 2024

Article



Pinkham Addresses Public Affairs Leaders in Australia

July 1, 2024

Article



Foundation for Public Affairs

Meet the 2024-2025 Foundation for Public Affairs Announces 2024 Class of Hogans Fellows

April 24, 2024

Article



Outstanding Campaigns Honored at the National PAC Conference

March 7, 2024

Impact Articles

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

Article



Impact

Impact - July/August 2024

July 31, 2024

Article



Election Impact: Finding Perspective after Election Season Whiplash

July 31, 2024

Article



When Building a Strong Coalition, Think Beyond the Usual Suspects

July 31, 2024

Article

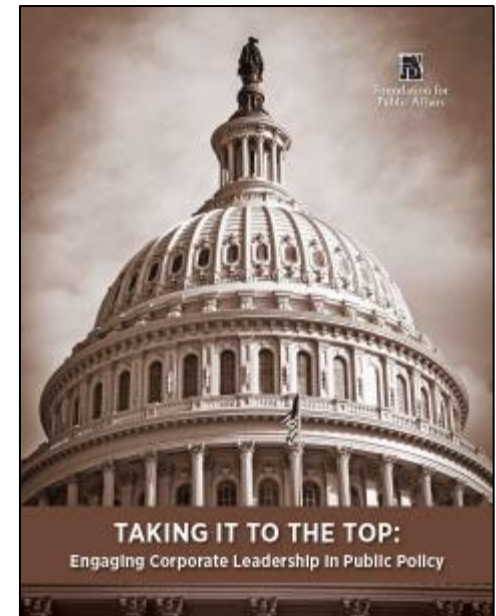
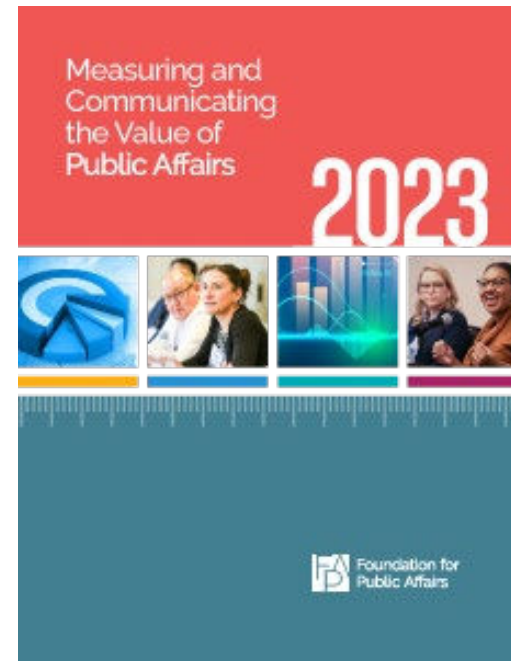


Public Affairs in a Post-Election EU – Advice for Global Teams

July 31, 2024

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
- Political Compliance
- STRIDE: Social Impact

Other Events

- Spring Executive Meeting
- Washington, D.C. Study Tour
- Public Affairs Institute
- Masterclass Series

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

LATEST DISCUSSIONS



RE: ALLOWING PARTY-DESIGNATED CONTRIBUTIONS

BY: [VICTORIA ELLINGTON](#), 3 DAYS AGO

POSTED IN: [POLITICAL INVOLVEMENT NETWORK](#)

Hi Jessica, Our last Corporate PAC Benchmarking Report found that 11% of corporate PACs offered party designation as an option. Those that offered it, reported that an average of 20% of PAC members took advantage of this option. If possible, consider ...



RE: GOVERNMENT, CIVICS AND PAC 101 - HELPING OUR PARTNERS ...

BY: [VICTORIA ELLINGTON](#), 3 DAYS AGO

POSTED IN: [HOME COMMUNITY](#)

Hi Danielle, Below, I am linking some PAC education campaign resources from the Political Involvement Network Library . PAC infographic examples PAC education presentation Importance of Corporate PACs Please let me know if you need ...

KB

ELECTION YEAR PAC SOLICITATION

BY: [KRISTIN BUTTERFIELD](#), 4 DAYS AGO

POSTED IN: [POLITICAL INVOLVEMENT NETWORK](#)

Hi everyone. Apologies if this topic has been discussed - I'm new here. :) I am working on an early October campaign to our association members and struggling with crafting compelling language around why PAC giving is important in an election year - ...

AI USE IN PUBLIC AFFAIRS - SURVEY RESULTS
Posted By [Laura Brigandi](#)
08-13-2024 10:56

49 👤 39 ⬇️

TEMPLATE CONGRESSIONAL LETTER
Posted By [Katherine Zillmer](#)
08-08-2024 13:05

7 👤 4 ⬇️

NEW CASE STUDY: BUILDING A STRATEGIC...
Posted By [Alex Donovan](#)
08-07-2024 12:12

30 👤 15 ⬇️

PAC CONTRIBUTION LIMITS & DEFINITIONS
Posted By [Victoria Ellington](#)
08-01-2024 16:06

15 👤 11 ⬇️

IT'S THE AUGUST RECESS - CONNECT WITH MEMBER...
Posted By [Katherine Zillmer](#)
08-01-2024 10:06

6 👤 5 ⬇️

IT'S THE AUGUST RECESS - CONNECT WITH MEMBER...
Posted By [Katherine Zillmer](#)
08-01-2024 10:06

10 👤 2 ⬇️



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

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

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Jobs Page

pac.org/jobs

Council Jobs

- [Membership Manager, Business Development](#)

Search Jobs

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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/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 community

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