

An aerial photograph of a large concrete dam situated in a deep, rugged canyon. The canyon walls are composed of layered, reddish-brown rock. A river flows through the canyon, curving around the dam. The sky is clear and blue. The text "SRP PIC Match" is overlaid in large white letters across the center of the image.

# SRP PIC Match

August 13, 2024

# Overview of PIC Growth Needs and Background

- PIC had grown both in membership and budget at its highest level after rebounding following the impacts of the global pandemic and unprecedented political discord
- PIC's participation rate among employees was at 19%, which is 6 points higher than PIC's peer benchmarking group according to Public Affairs Council's 2021 PAC Benchmarking Survey

# Update to PIC Funding Formula + PIC Match

- A new model was necessary
  - Rates have not been updated since 2012
- Must be responsive to our current political environment
- Goal was \$566,000 for two-year election cycle
  - PIC budget was at \$450,000 for two-year election cycle

# Median Salary of Title Model

Previous suggested contribution levels (last updated in 2012):

**President's Club:** \$520 per year/\$20 per pay period

**Sustaining:** \$234 per year/\$9 per pay period

## New Suggested Contribution Levels\*:

**Executive Staff:** \$2,600 annually/\$100 PPP

**Sr. Directors:** \$1,560 annually/\$60 PPP

**Directors:** \$1,014 annually/\$39 PPP

**Sr. Managers:** \$702 annually/\$27 PPP

**President's Club:** \$650 annually/\$25 PPP

**Sustaining:** \$286 annually/\$11 PPP

\*Max contribution is: \$5,000 annually/\$192.30 PPP

(PPP=Per Pay Period)

## Incentives: PIC Match and the '76 Club

- One-time charitable match with SRP administrative funds to match an individual's annual PIC contribution to a charitable entity
- Eligible charities model Dollars for Doers following specific guidelines and distinctly different from Boosters
- '76 Club for Early Adopters of the new model



# Internal Support and Approval for PIC Match

- Consistently presented and educated 11 member PIC Advisory Committee about need for increase contribution levels and PIC Match
- Gained support from executive staff-all supported PIC Match and moved to new member levels
- Director of Community Partnerships was pivotal in making sure PIC Match met the SRP culture. She also serves the PIC Advisory Committee

# Internal Support and Approval for PIC Match

- Before rolling out new members levels and PIC Match during two meetings (one for leadership and one for all members):
  - Presented to 62 PIC Members Employees included some senior leaders, former PIC Advisory Committee Members, PIC Treasury and Accounts Payable, PIC Legal Counsel, Internal Communications, leaders in Public Affairs, PIC Members featured on the PIC website

# Update to PIC Ambassador Program + PIC Match

- Ambassadors for peer-to-peer recruitment program had to be current members of '76 Club, meaning they joined the new suggested PIC membership levels
- 48 Ambassadors successfully recruited 34 new members in 30 business days
- PIC Ambassador won an educational trip to DC!





# PIC Match Metrics

- PIC election cycle budget has grown by 29%
- The estimated new PIC election cycle budget is \$644,000 based on the 336 PIC members who have moved to the new levels. Exceeded our goal so far by \$78,000
- 70% of the PIC employee membership are supporting the new member levels
- Of the 336 PIC members participating at the new levels, 48 are first-time PIC members (14%)
- Participation of these 336 PIC members in the PIC Match program equates to \$271,050 in charity match contributions
- Program ends in February 2025

## 5 Important Takeaways

- Build your PAC Match program around your company culture
- Administration of PAC Match program
- Budget over two fiscal years, if possible
- Don't take "no" for an answer
- Educate your biggest advocates about PAC Match

## Join SRP's Political Involvement Committee



**thank you!**