

December 4, 2024

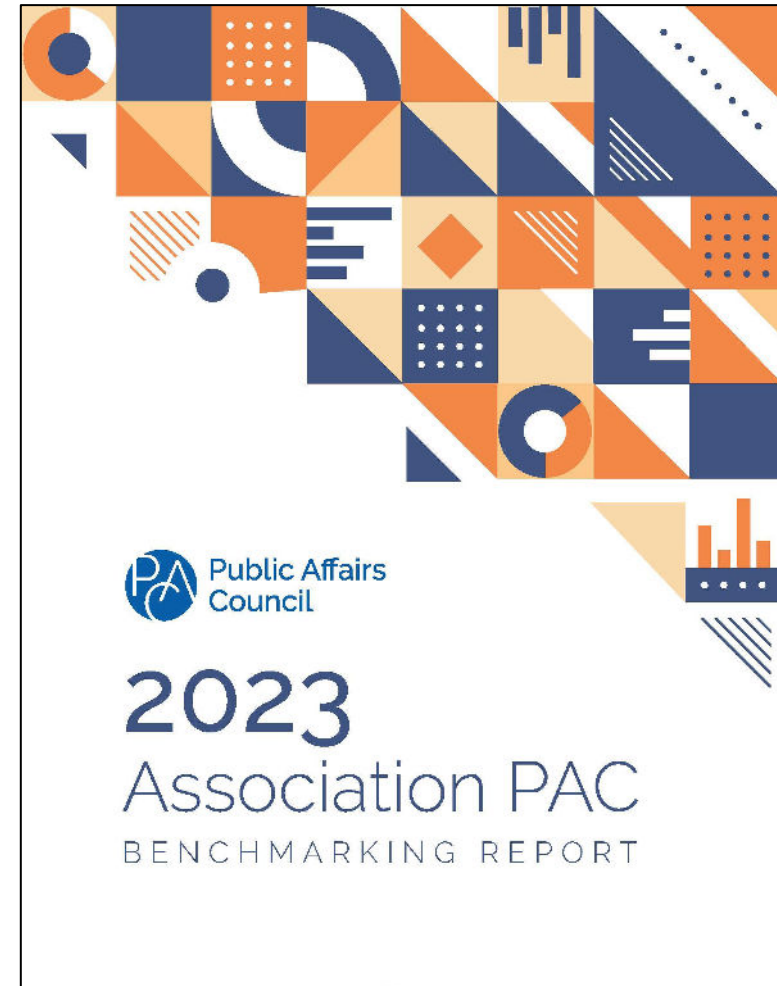


Public Affairs
Council

Association PAC Intensive

Solicitation Strategies

PAC Benchmarking: Solicitation Strategies

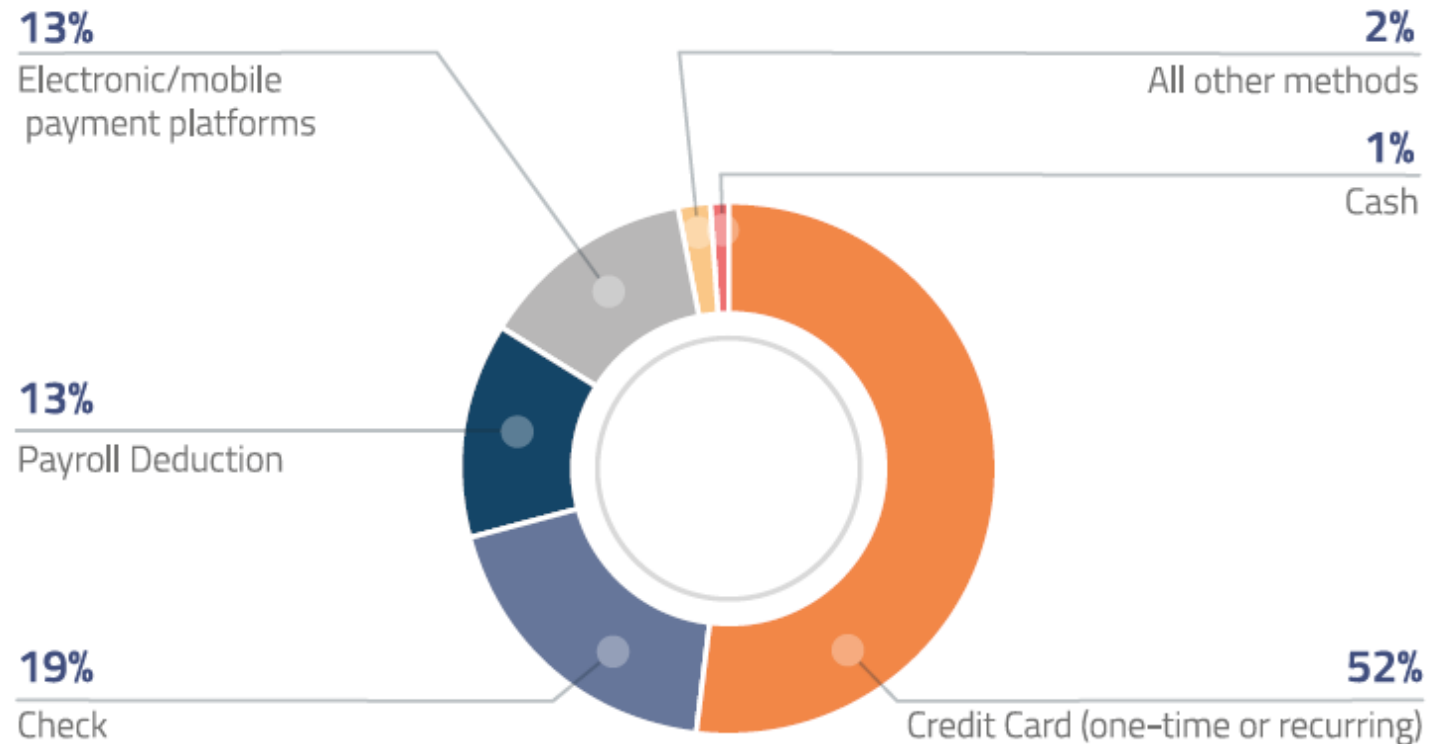


Receipts & Fundraising Benchmarks

- **\$600,000** median election cycle receipts
- **\$250 - \$500** average total contribution per individual last election cycle
- **10,000** median size of eligible class

Receipts & Fundraising Benchmarks

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



Most Effective Solicitation Strategies

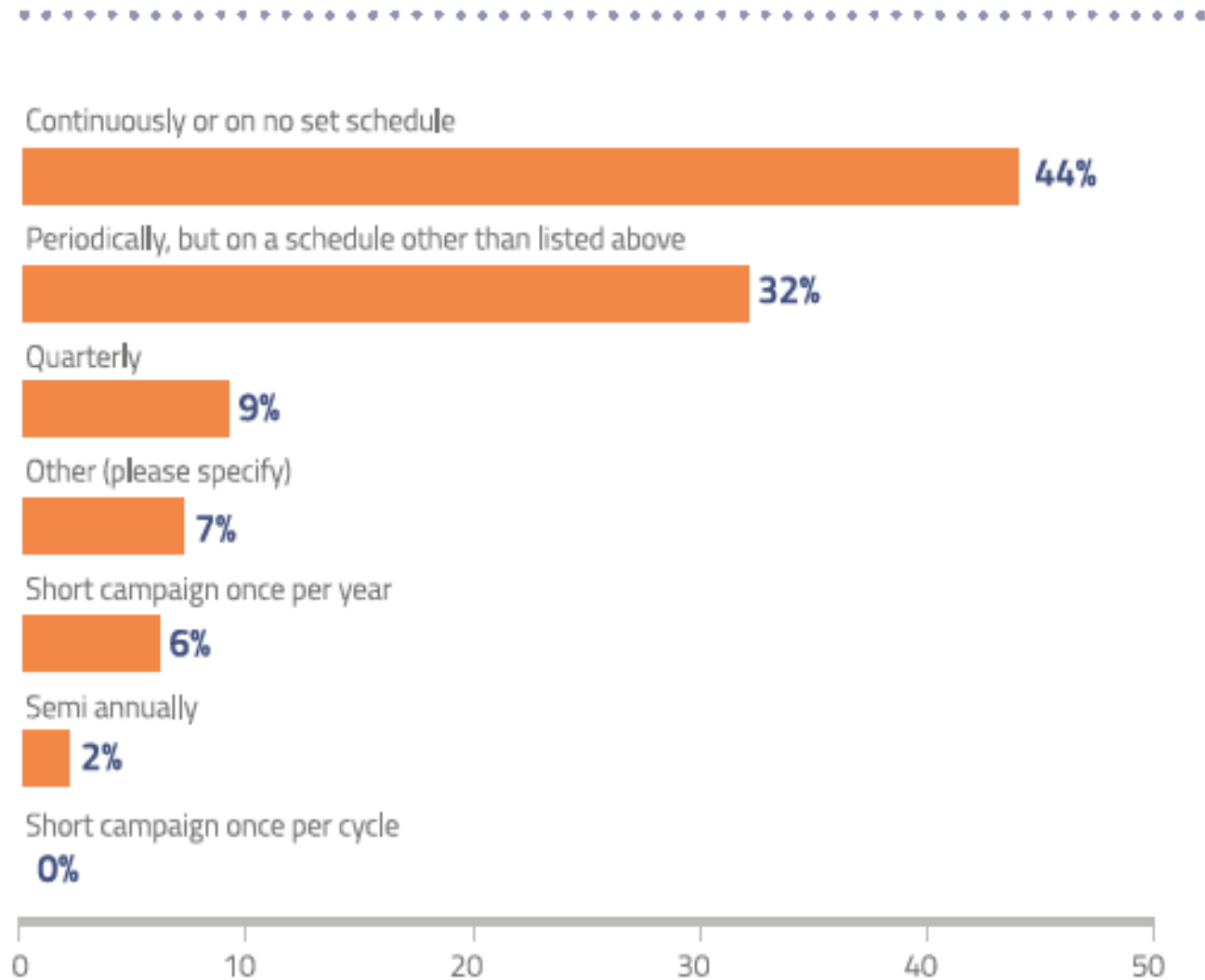
| Three most effective | Percentage |
|---|------------|
| Peer-to-peer solicitations | 61% |
| Online solicitations (e.g., email) | 54% |
| Association's annual meeting or trade show | 43% |
| Fundraising events (e.g., dinner, reception, auction) | 26% |
| Direct mail | 22% |
| Events (e.g., fly-in) | 20% |
| Association dues invoice | 9% |
| Phone calls | 9% |

Most Effective Solicitors

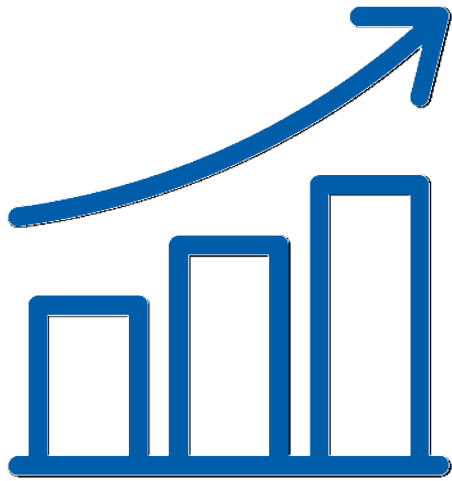
| Three most effective | Percentage |
|---|------------|
| PAC board members | 54% |
| Association member leader (e.g., board chair) | 37% |
| CEO/staff executive | 37% |
| Peer solicitors (not on the PAC board) | 35% |
| PAC manager | 32% |
| Head of government relations department | 19% |
| Government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

Solicitation Frequency

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



Association PAC Key Findings



Improved participation rates

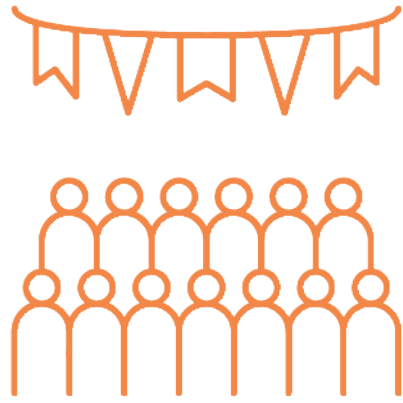
The median participation rate increased from 17% in the 2019-2020 election cycle to 21% in the 2021-2022 cycle.



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.

Association PAC Key Findings



Event-based fundraising has returned

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



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.

Solicitations Best Practices

Whether you have one annual campaign or ongoing solicitations make sure you are...

- ✓ Creating a culture of advocacy
- ✓ Seen as a source of political and legislative information
- ✓ Diversifying your messages and communication channels
- ✓ Segmenting your outreach when possible
- ✓ Regularly evaluating what motivates your contributors/eligible audience
- ✓ Taking advantage of existing events and communications
- ✓ Incentivizing

Post questions in the chat!

Contact Information

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