

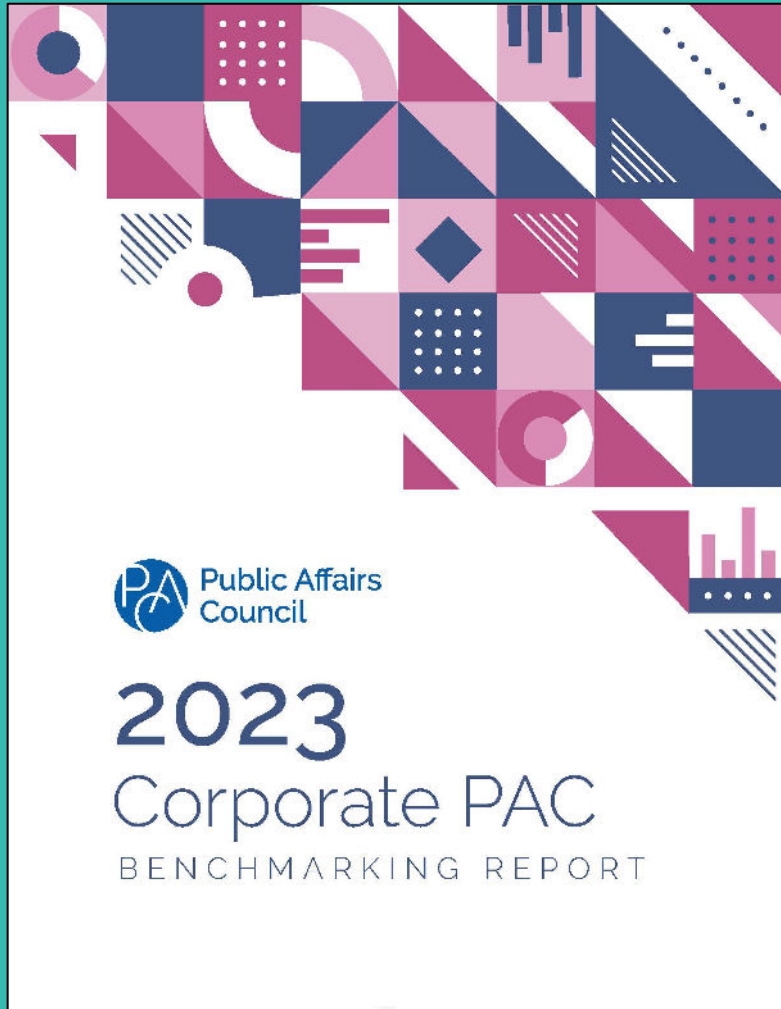
December 5, 2024



Public Affairs
Council

Corporate PAC Intensive

Solicitation Strategies



Education Campaigns: What to Include

Provide Context

PACs are the most popular and transparent form of campaign finance

Corporate PACs in 2024:

Fast Facts

2,875

connected PACs registered
with the FEC

(association, labor, cooperative or corporation)

56%

were corporate PACs

86%

of Fortune 100 companies
operate a PAC

Source: FEC.gov

A PAC is *power in numbers*



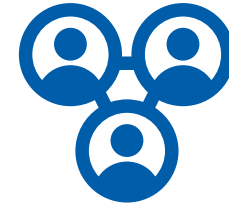
Legal means of political participation

Corporations and associations are prohibited from directly contributing to federal candidates – but they may operate a PAC.



PACs are strictly regulated

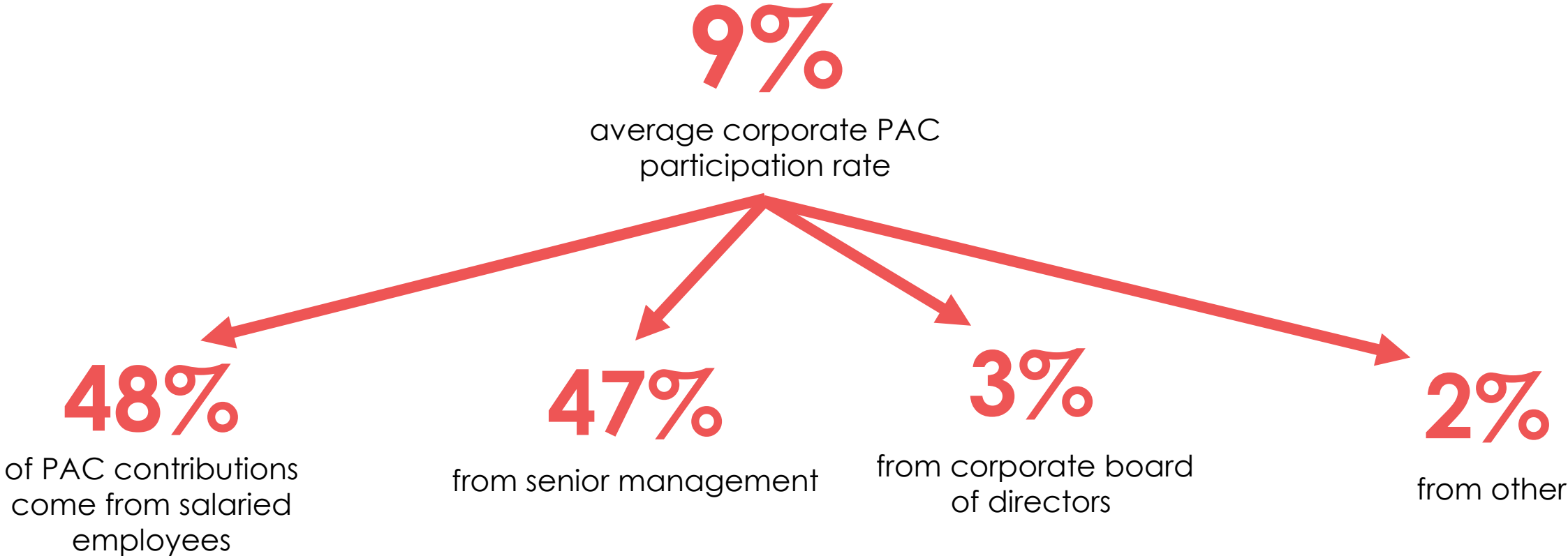
A PAC is regulated by the FEC and only allows for voluntary, individual contributions under stringent guidelines for participation.



PACs are legal, transparent and federally monitored

PACs allow businesses to express united interests with one powerful voice.

Corporate PACs are voluntary and give a voice to employees



Debunk myths: super PACs vs. traditional PACs

A corporate PAC is not a super PAC

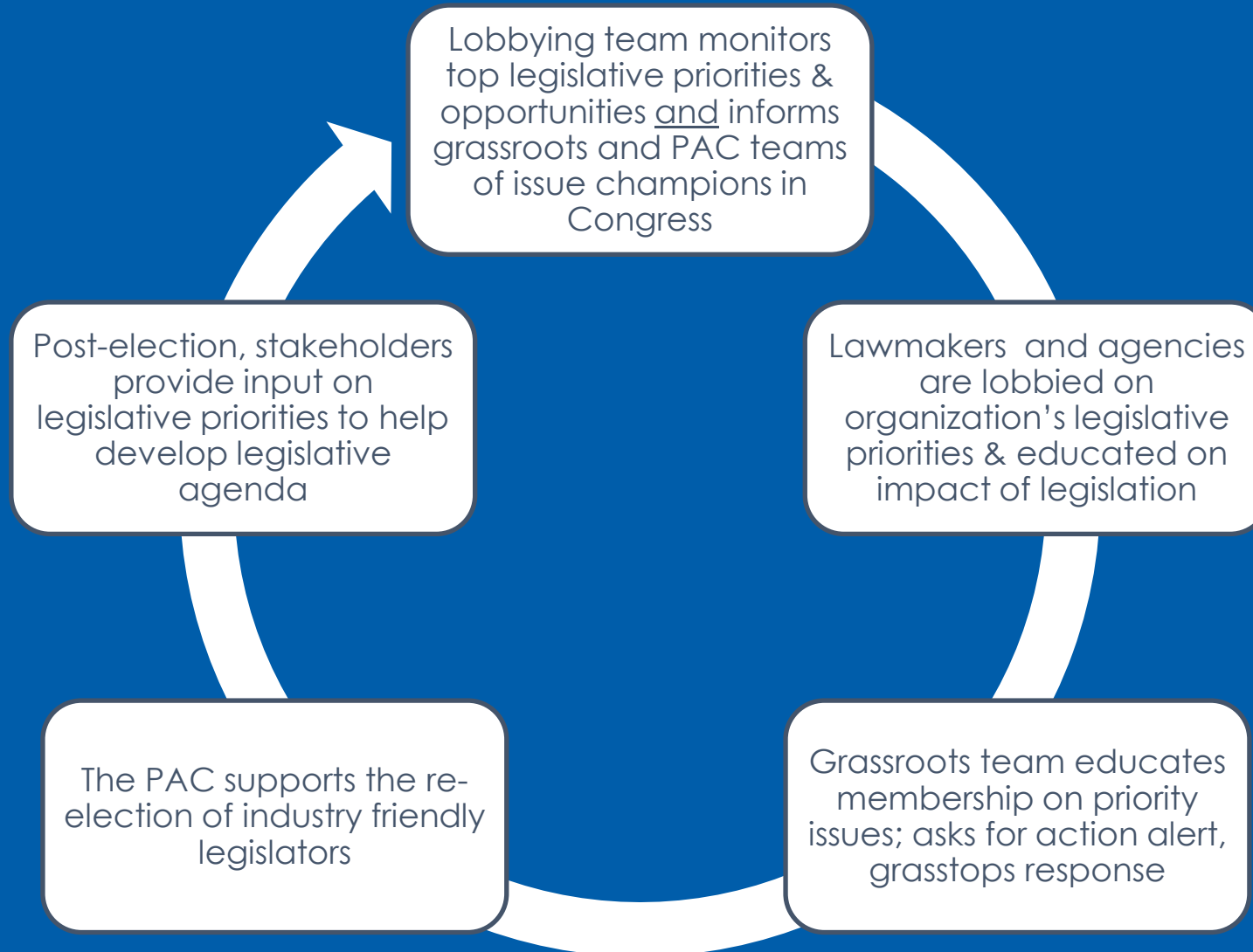
Super PACs:

- Individual and corporate money spent on uncoordinated ads and communications
- Money is not contributed directly to candidates

Traditional PACs:

- Other than individuals, traditional PACs are the only entities that can give to candidates
- Corporate PACs avoid Super PAC involvement. Only 4% contributed to Super PACs in the 2021-2022 election cycle according to the 2023 Corporate PAC Benchmarking Report

Where does the PAC fit?



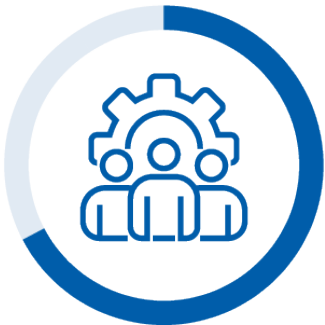
Corporate PACs are inclusive

86%



Government Affairs

67%



Business Unit Management

PAC board participation spans multiple departments

64%



Legal

61%



Finance

37%



Sales/Marketing

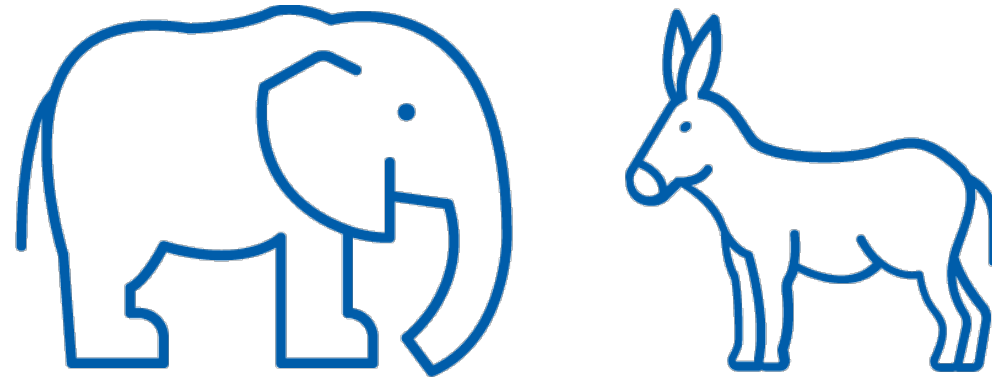
30%



Human Resources



PACs are bipartisan



On average, in the 2021-2022 election cycle,
corporate PACs contributed:

46% to Democrats

53% to Republicans

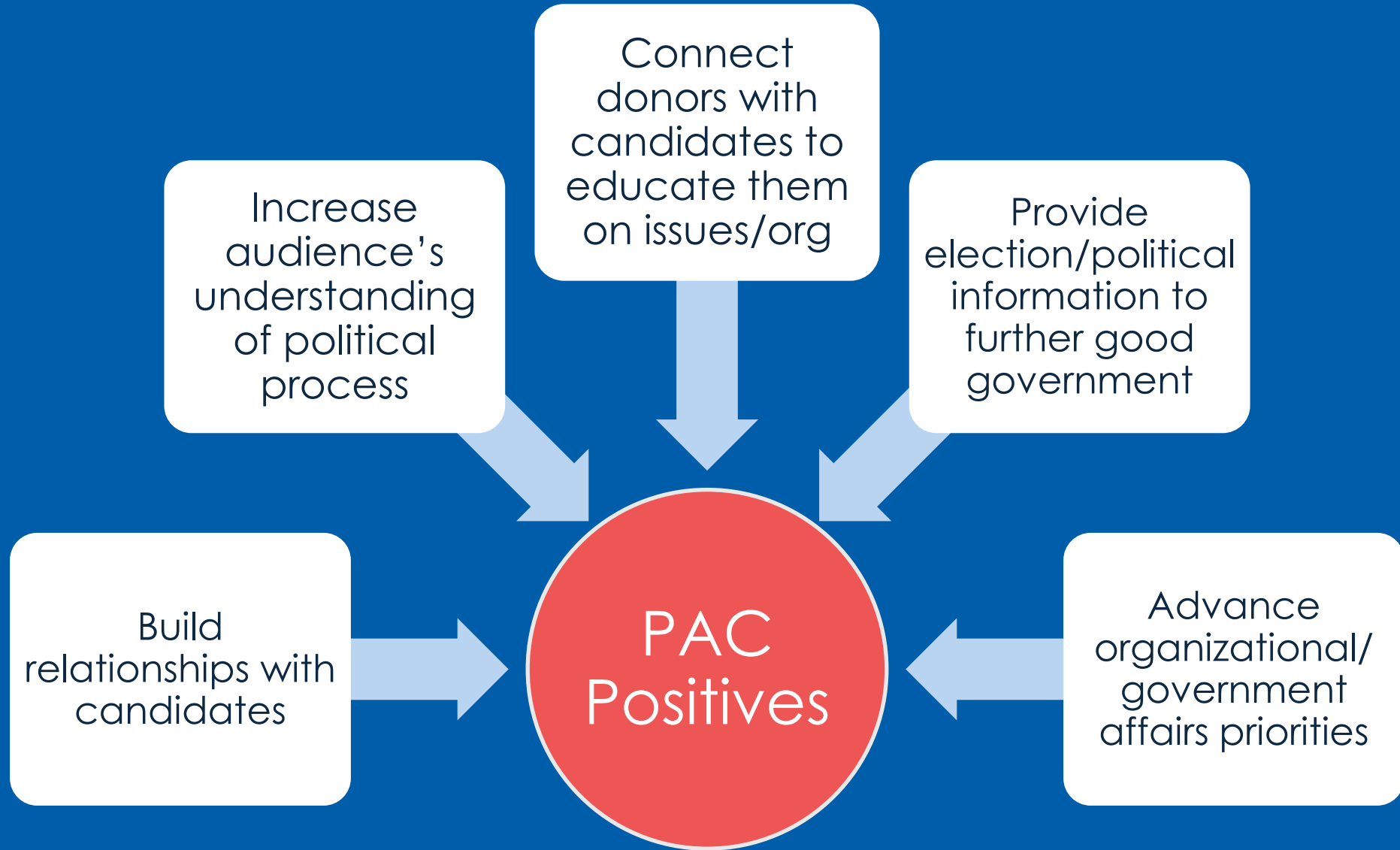
1% to Independents

Business priorities drive support choices



Leadership and committee membership are key contribution factors

Eighty-four percent (84%) of PACs consider leadership position and membership on key legislative committees as factors in their contribution criteria.



Corporate PAC Communication Strategies

	PAC DONORS ONLY Percentage	ALL PAC ELIGIBLES Percentage
PAC newsletter	58%	17%
Virtual events, webinars or teleconferences on issues or featuring guest speaker	49%	33%
In-person events (e.g., PAC education, issue overviews, and meet and greets)	45%	25%
PAC annual report	44%	30%
Issue updates via email and/or web	38%	38%
Non-political communications (i.e. fun holiday reminders, recipes, wellness content, etc.)	14%	13%
PAC-specific social media activities	12%	5%
PAC advertising/awareness campaign	9%	49%
Get-out-the-vote education	7%	60%
Podcasts	5%	5%



Communications Best Practices

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

- ✓ Communicating often
- ✓ 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

New Best Practices

- **Public-facing disclosures**
 - Publicly available websites with corporate political involvement policies, lobbying reports, political contribution disclosures, or links to FEC reports
- **Engaging employee resource groups**
 - Have ongoing dialogue
 - Make sure there are no surprises
 - Give well-supported reasoning for contribution decisions but understand they might still disagree
 - Look for other, more meaningful ways the GR department can support their goals
- **Strive for alignment when possible and reevaluate frequently**
- **Remember the purpose of the PAC!**
 - To advance business interests; can't respond to every social issue
 - Contributions are voluntary

Post questions in the chat!

Contact Information

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