



# Educating and Communicating about the PAC

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# Background

- The American Institute of Architects
  - Founded in 1857
  - Globally AIA has:
    - 98,000+ architect members
    - 200+ Chapters

# AIA Membership

- Diversified background/experiences
- Professional career
  - Different stage in career (emerging professional, firm partner, retiring)
  - Large or small firm, or sole practitioner
- Design practice– Hospitals, schools, transportation hubs, government buildings, historic preservation, etc.

# ArchIPAC Fundraising Comparison

Cycle	Raised	Donors
2023-2024	\$299,541.86	2,999
2021-2022	\$198,551.55	2,557
2019-2020	\$303,508.14	2,506

# Missing The Mark

- Members were making assumptions about the PAC based on news or social media.
- Negative comments about the PAC on AIA's social media.
- Inconsistent language being used in our messaging.
- We were not communicating enough.

# Rethink How We Communicate

- How can we build a consistent message?
- How can we communicate to the different groups that is more targeted?
- What communication vehicles can we use to get our message to members?

# StoryBrand Brandscript

- A framework businesses use to clearly define their brand's message by structuring it as a story.
  - 1) Character
  - 2) Problem
  - 3) Introduce a guide
  - 4) Give a plan
  - 5) Call to action
  - 6) Solve the problem

*The member or employee is the hero, not the PAC.*

# StoryBrand Brandscript - Sample

- 1) **Character**– You want to be informed, educated and relevant when it comes to changing policies that affect your business.
- 2) **Problem** – A divided government has contributed to a regulatory maze too difficult to comprehend, making you feel helpless and uncertain about how to keep your job safe and firm successful. AIA believes you should have the right to a stable business environment.
- 3) **Introduce a guide** – That is why AIA has ArchiPAC ArchiPAC's mission is to contribute to federal campaigns to help elect candidates who understand your needs as an architect and can craft policies that work with you, not against you.



# StoryBrand Brandscript

4) **Give a plan**— ArchiPAC supports AIA’s bipartisan policy platform by focusing on candidates who are moving the needle on policies that matter to architects. ArchiPAC helps elect candidates, so architects have champions in Congress. That is where ArchiPAC has the greatest agency and influence on advancing AIA’s policy platform. ArchiPAC contributes to candidates who support the profession’s priorities around resilience, climate, infrastructure, school safety design, taxes, student debt, housing, and historic preservation.

5) **Call to action** – Contribute.

# StoryBrand Brandscript

6) **Solve the problem** - You don't have to feel irrelevant and uninformed. Instead, invest in the process. Become an advocate who is aware and involved in shaping a business-friendly regulatory environment you need to be prosperous.

# How To Use The Brandscript

- Brandscript is our guide on how to effectively communicate about ArchiPAC.
  - Talking Points (Presentations/ In-person/ Call time)
  - Website
  - Email issue campaigns

# Email Issue Campaign

## Sample 1



Mrs. Wendy Perez Young,

Every day, you work to make a difference in your community through the spaces that you design. You deserve that opportunity. Yet some lawmakers disagree and have introduced legislation that would [mandate a preferred design style on most federal buildings](#).

That is why you have [ArchiPAC](#). ArchiPAC contributes to campaigns of federal candidates who understand your needs as an architect and can craft policies that work with you, not against you.

By contributing \$25 you are informing lawmakers of your position on design mandates. Visit [www.archipac.org](http://www.archipac.org) to [contribute now](#).

Building relationships with candidates gives you the power to uplift candidates who do value architects' expertise. Sixty-seven of the candidates ArchiPAC supported in the last election are sitting on 19 key committees that have influence on policies that directly affect the profession. [LINK: Check out [AIA's policy platform](#)]. Because of ArchiPAC, AIA and the profession are better positioned to identify allies and reinforce architects' message to lawmakers.

Your opinion on design is relevant. [Contribute now](#) to support candidates who understand that.

Thank you,



# Email Issue Campaign

## Sample 2



Through the power of design, you have the ability to improve the health, safety, and welfare of your community. It is critical your voice is heard on policies that could impact that work.

Now that the 2024 election is over, the American Institute of Architects is steadfastly focused on advancing the [top seven federal policy priorities](#) that architects care about to the new Administration and Congress – Housing, Climate Action, Resiliency, Taxes, Contract Parity and Local Design Freedom for Federal Buildings, Student Loans, and Historic Preservation. Your support is needed in building momentum behind our platform.

**Donate  
Now**

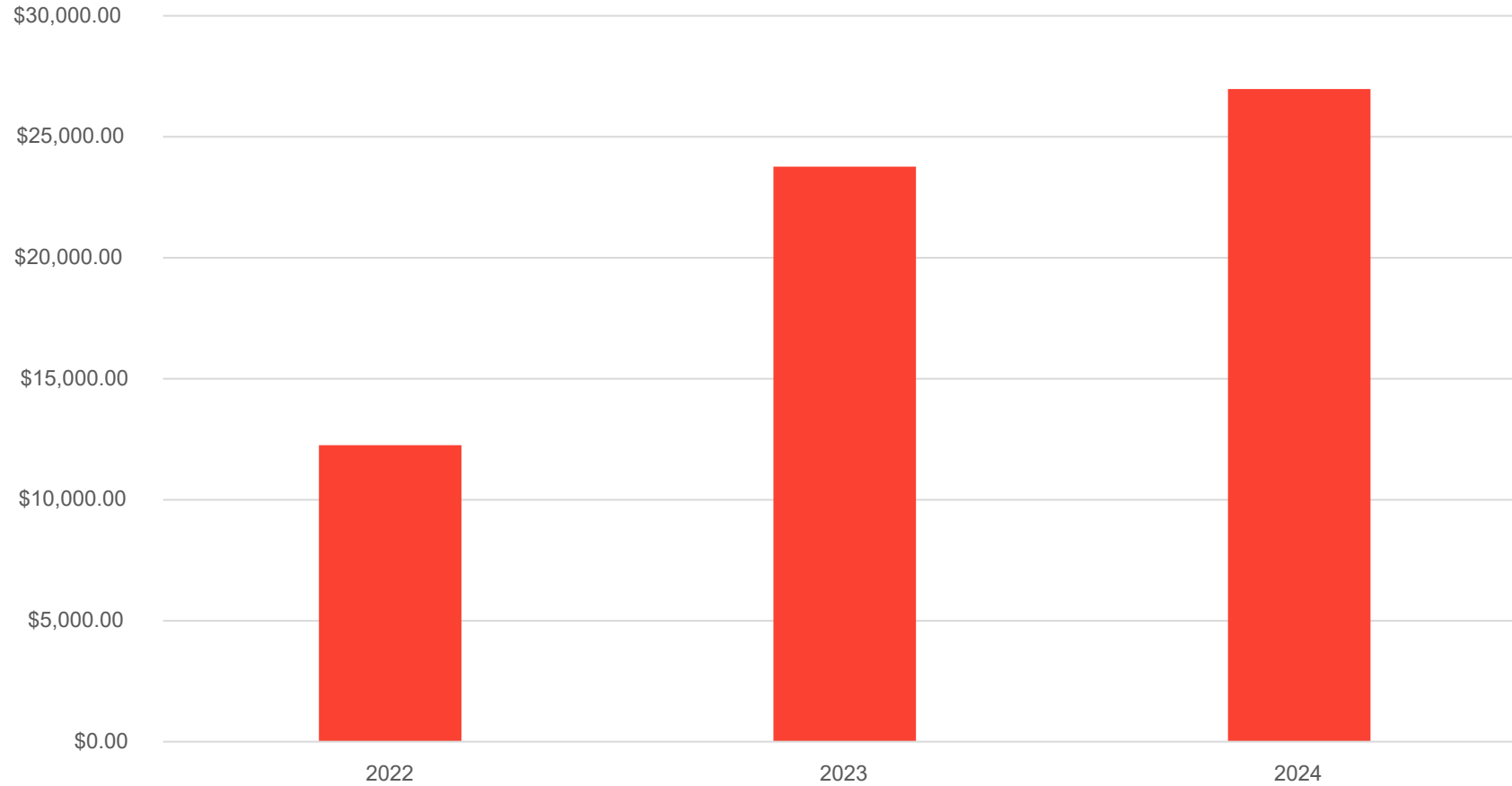
**ArchiPAC met its fundraising goal last month and has set a new goal of \$10,000! With your support, we will get there. [Can ArchiPAC count on you for a minimum \\$25 non-corporate contribution?](#) You may also contribute directly at [www.archipac.org](http://www.archipac.org).**

Your contribution will help supply ArchiPAC with the necessary resources to support and get architects in front of candidates who are championing our issues. It is vital that we show up for our champions when the opportunity arises. These opportunities will begin as soon as December!

Help us build power behind our collective voice. [Support ArchiPAC today!](#)

Thank you,

# Raised Through Emails



# Helpful Tips

- Do not start the conversation or message about the PAC.
- Remember to use “you”, not “us” or “our”. Your audience is the hero.
- Don’t try to recreate the wheel. Formulate your language using the brandscript.
- Use the brandscript as a guide on creating messaging for different groups.
- Share at least one piece of information.
  - For example: What has the PAC done? An advocacy success? Repurpose an article? Or reshare something as simple as your policy platform.
- Communicate often.
- Create a partnership with your communications department.

Thank you.

