



Effective PAC Board & Governance

Tuesday, March 25, 2025

Agenda

- Board Buy-In
 - 23 in '23 Campaign
 - Communicating Governance
- Challenges
 - Board Reconfigurations
 - Prior Approvals
- Forward Looking
 - Lessons Learned
 - Fundraising Momentum

23 in '23 Campaign



23 in '23 Campaign was geared around reaching Multicandidate PAC Status.



➤ Leveraged peer-to-peer contacts



➤ Board education



➤ First two PAC-to-PAC contributions



Communicating Governance

- PAC Website Revamp
 - ✓ Fast 5 Contribution Guidelines
 - ✓ Prior Approval Form



Thank you for signing the ACI PAC Prior Authorization Form.

Please follow the link [here](#) to access the ACI PAC Contribution Form page. We appreciate your support!

Questions? Contact ACI PAC Treasurer, contact Douglas Troutman at (202) 662-2508 or DTroutman@CleaningInstitute.org.

ACI PAC'S CONTRIBUTION GUIDELINES ✓





Five fast things to know about ACI PAC Contribution Guidelines

As ACI PAC is a bipartisan, bicameral organization, we work to ensure that ACI PAC contributions also reflect that. Above all, prior to contribution, we prioritize candidate alignment with several factors to ensure maximum impact. These are the top 5 leading factors ACI PAC considers when it comes to making a federal contribution:

- Alignment on industry-specific and ACI-supported interests.
- Committee or subcommittee assignment relevance.
 - Emphasis on committee leadership.
- Represent congressional districts or states with strong constituent ties to ACI.
- Demonstrated support for ACI or manufacturing interests generally.
- A strong likelihood of electoral success or plans of political advancement.

Communicating Governance

- New platform: Axios
 - ✓ ACI PAC Year-In-Review Newsletter
 - ✓ Prior Approval Mailing (Email)

Word count	Total opens	Open rate	Click through	Thumbs up
360	 296	 62%	 6%	 1

ACI PAC Year in Review

Smart Brevity® count: 1.5 mins...451 words

ACI PAC has had a busy year... find out what we've been up to.

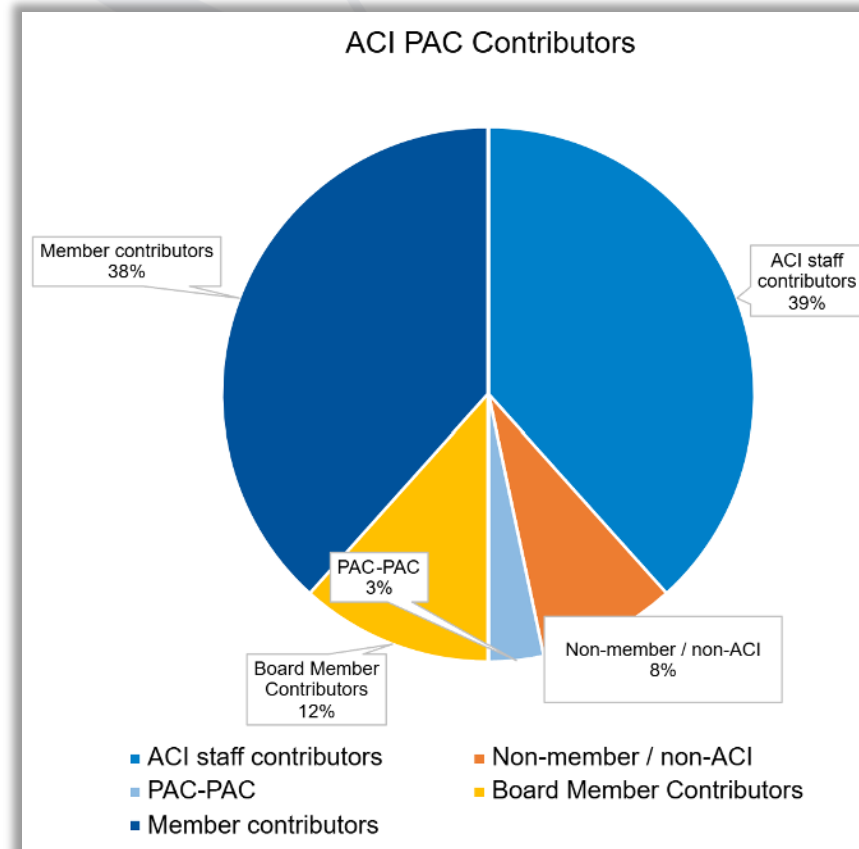


But first, here's a little more about us...

- **ACI** is the cleaning product supply chain's leading advocate for legislation that helps our member companies continue to grow and innovate.
- **ACI PAC** was founded in 2018 but took off in 2022. With the help of our staff and our members, it's been on a path of growth ever since.
- **The PAC's Purpose** is to raise ACI's profile and create relationships with key federal policymakers in Congress. Most importantly, our PAC is focused on supporting federal lawmakers who are aligned with our mission and committed to supporting the cleaning products industry.

Communicating Governance

- PAC Management Committee Support
 - Chair → Board
- Staff Buy-In



100%

Of ACI Executive Team are contributors

200%

Increase of events attended in 2024

238%

Increase in contributions in 2024

Challenges

➤ Board Reconfiguration



- Constant shuffle = repeat contributions decrease
- Eligibility of Board fluctuates
- Re-Education opportunities
 - *Without being redundant for returning board members*

➤ Prior Approval Mailings



- Almost 0% return rate for physical mailings
- Prior Approval via Axios increase signing by 3%
- Member hesitancy – even those not at board level

Lessons Learned



- The power of peer-to-peer fundraising
 - ✓ Board Members and other members
 - ✓ ACI Staff
 - ✓ Less challenges related to prior authorization



- Continued Board-Level attention



- Expanding introductory outreach to all ACI member company PACs

Fundraising Momentum



- 2024 was ACI's best year in terms of political engagements
 - ✓ Increasing awareness
 - ✓ Growing importance and relevance of federal engagement
 - ✓ Leveraging new ideas
 - ✓ Learning and leveraging success stories from others