



2025 PAC Benchmarking Insights

Key Findings from the Public Affairs Council's PAC
Benchmarking Reports

What We'll Cover

- **Who Participated**

Details on the PACs that participated in the 2025 survey, including number, headquarters location, industry sectors, and company size ranges.

- **Key Findings**

Highlights of the key insights and trends uncovered in the 2025 PAC benchmarking survey.

- **PAC Receipts & Fundraising**

Metrics on PAC fundraising performance, including median total receipts, individual gift sizes, number of donors, and donation methods.

- **Motivating Participation**

Insights on which stakeholders are most effective at soliciting PAC contributions and the most successful outreach tactics.

- **Charitable Match & Disbursements**

Data on the use of charitable match programs and how PACs are allocating their political contributions.

- **Takeaways**

The key best practices and winning strategies for PACs based on the survey findings.





2025

Corporate PAC

BENCHMARKING REPORT

Who Participated in the 2025 Survey

The survey covered 123 corporate PACs, with 91% of them headquartered in the United States.

The largest industry sectors represented were Healthcare (24%), Financials (21%), and Industrial (14%).

The participating companies ranged widely in size, from less than \$1 billion to over \$100 billion in annual revenue.



2025

Association PAC

BENCHMARKING REPORT

Who Participated in the 2025 Survey

The survey covered 72 association PACs.

40% are trade associations with corporate members, followed by 38% individual membership associations or professional society and 19% trade associations with both corporate and individual members.

Association Highlights



PAC receipts grew in the 2023-2024 election cycle

PAC receipts grew from the 2021-2022 election cycle to the 2023-2024 cycle across all percentiles, with a median growth of \$115,608.



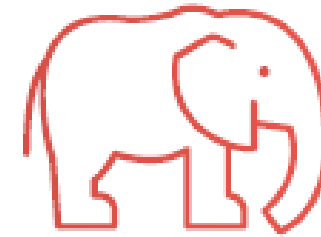
Prior approval remained a challenge for trade associations

58% of trade associations requiring prior approval reported less than 25% of their members granted prior authorization to solicit their members.

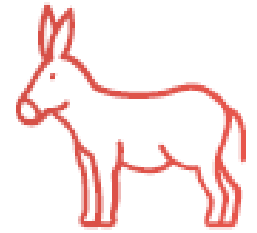


Event-based fundraising thrived

Over 70% of association PACs fundraised through trade shows, association and fundraising events.



51%



49%

Association PACs were bipartisan

The median contribution split was 51% disbursed to Republican candidates and 49% to Democrat candidates.

Corporate Highlights



PAC match remained a top benefit

PACs that offer PAC match as a benefit raised nearly twice as much as those that did not.



PACs ran lean operations

The average response for professional staff dedicating at least 50% of their time was 1 and 0.5 for administrative staff.



C-suite support was strong

67% reported that over 75% of their C-suite contributed to the PAC.



Party designation was uncommon

Only 11% of PACs offered party designation as a benefit.



Peer-to-peer solicitations signaled a stronger PAC

PACs using peer-to-peer solicitors raised more than those that didn't.



53%



46%

Corporate PACs were bipartisan

The median contribution split was 53% to Republican candidates and 46% to Democratic candidates.

Corporate

 Breakdown of the size of participating PACs, comparing 2022 and 2024 election cycle receipts:

	Mean	25 th percentile	50 th percentile (median)	75 th percentile
FEC 2022	\$973,327	\$244,354	\$509,136	\$1,150,351
FEC 2024	\$942,204	\$235,333	\$540,491	\$1,135,813
% change, 2022 to 2024	(3%)	(4%)	6%	(1%)



Corporate Fast Facts:

- **15%** grant prior authorization to a trade association PAC
- The median corporate PAC has **1** dedicated professional staff member
- Consultants are most often used for FEC reporting/compliance, check writing and maintaining a contributor database
- 24% report an annual PAC operating budget between **\$100,001 and \$200,000**
- **89%** of corporate PACs have a PAC board with a median of **9** board members



Association

 Breakdown of the size of responding PACs, comparing 2022 and 2024 election cycle receipts:

	25 th percentile	50 th percentile (median)	75 th percentile
FEC 2022	\$173,812	\$535,118	\$1,508,803
FEC 2024	\$214,571	\$650,726	\$1,681,013

22% increase from 2022 to 2024



Association Fast Facts:

- The median association PAC has **1.5** dedicated professional staff member
- Consultants are again most often used for FEC reporting/compliance, check writing and maintaining a contributor database
- 23% (similar to corporate PACs) report an annual PAC operating budget between **\$100,001 and \$200,000**
- **94%** of association PACs have a PAC board with a median of **12** board members. **68%** have term limits for board members with the most common term length being **2 years**.



CORPORATE
ENGAGEMENT & FUNDRAISING



CEO Engagement

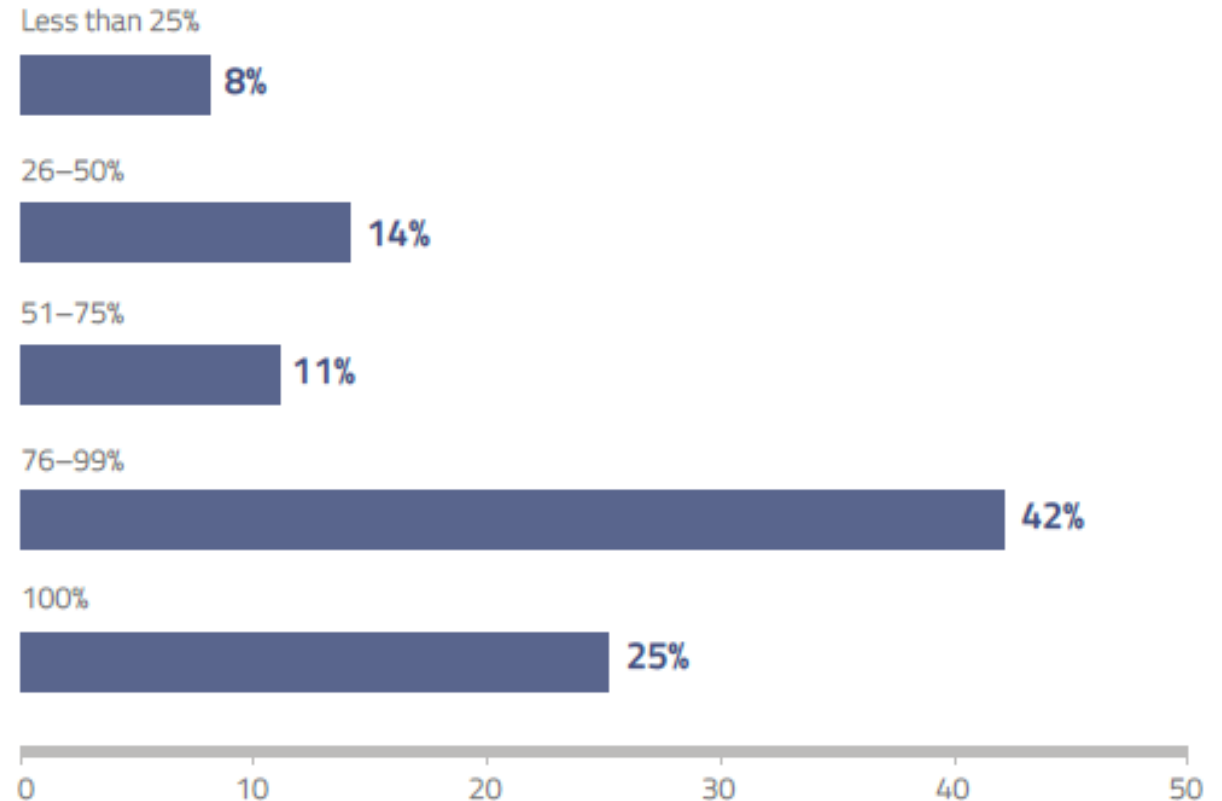
 How is your company's CEO involved in the federal PAC?

CEO LEVEL OF INVOLVEMENT	Percentage
Contributes the maximum amount allowed	76%
Formally endorses the PAC	56%
Signs or sends solicitation letters and emails	52%
Attends PAC events	37%
Makes presentations at or opens solicitation meetings	25%
Hosts PAC donor appreciation events	25%
Appears in a PAC video	21%
Sends communications on behalf of the PAC	16%
N/A - the CEO is NOT involved in the federal PAC	11%



Senior Leadership Engagement

What percentage of senior leadership or C-suite members contributed to your federal PAC in the 2023-2024 election cycle?



n = 120



PAC Receipts & Fundraising Performance

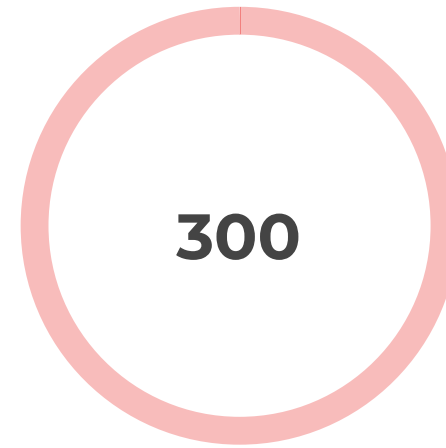
- Median corporate PAC participation rate: 9%
- 40% reported achieving between 81-100% of their annual/cycle fundraising goal.



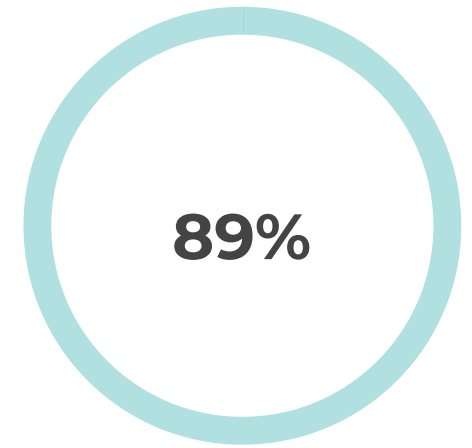
Median total
receipts



Median individual
gift



Median donors

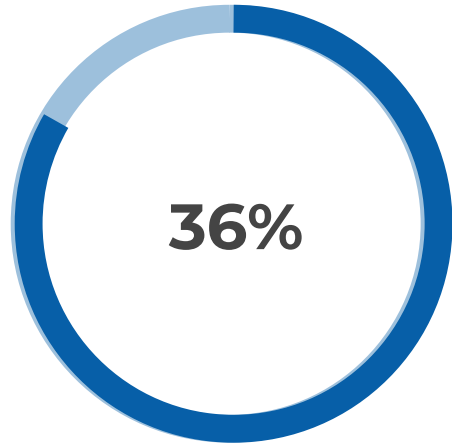


Donations by
payroll deductions

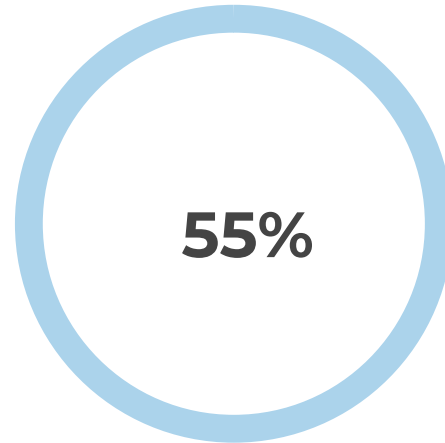


PAC Receipts & Fundraising Performance

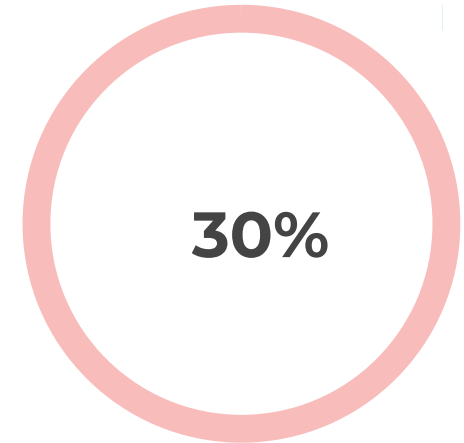
Median corporate PAC participation rate: 9%



**Median receipts
reported as coming
from corporation's
senior management**



**Median total receipts
reported coming
from restricted
class/salaried
employees**



**Solicit their corporate
Board of Directors**

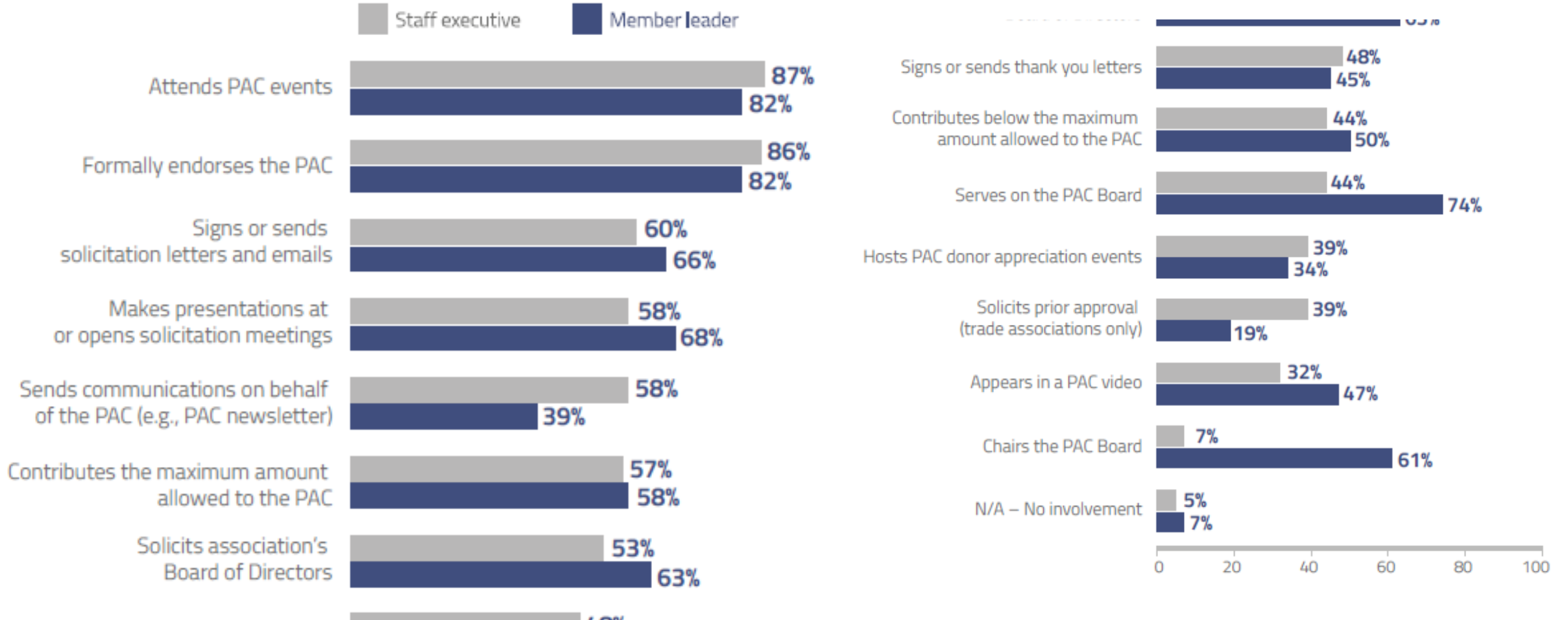


ASSOCIATION

ENGAGEMENT & FUNDRAISING



Leadership Engagement



PAC Receipts & Fundraising Performance

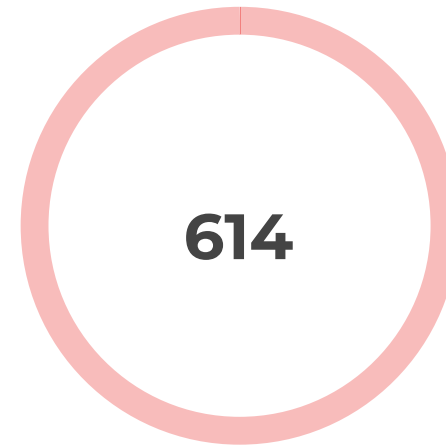
- Median association PAC participation rate: 17%
- 40% said less than 25% of member companies granted prior approval and 33% said somewhere between 25-50% of member companies did.



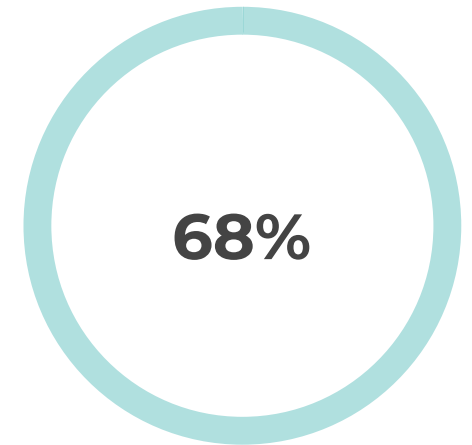
Median total
receipts



Typical individual
contribution
amount

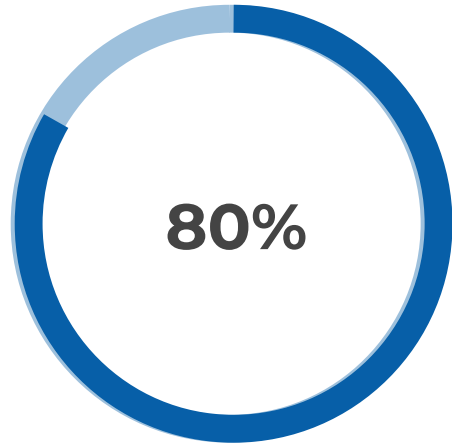


Median donors

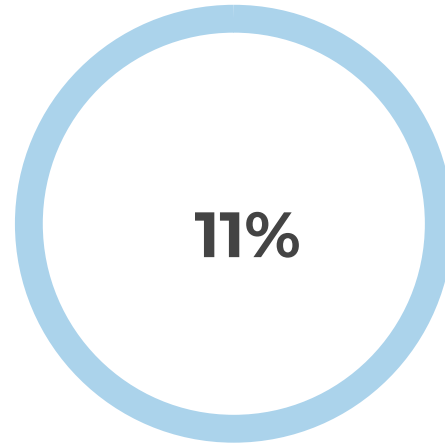


Donations by
credit card

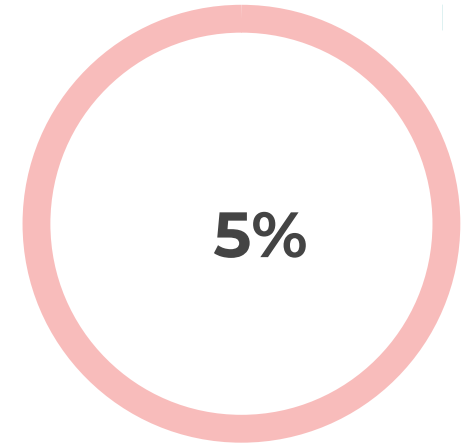
PAC Receipts & Fundraising Performance



**Receipts attributed
to general
Association members**



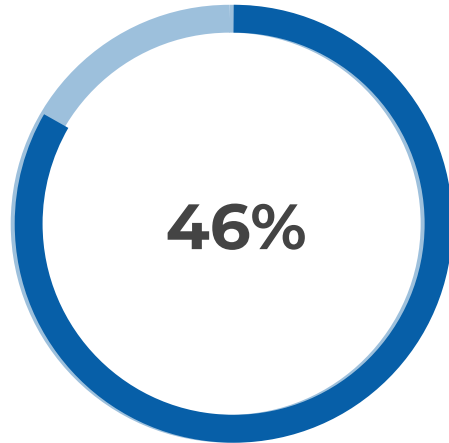
**Receipts attributed
to Board of Directors**



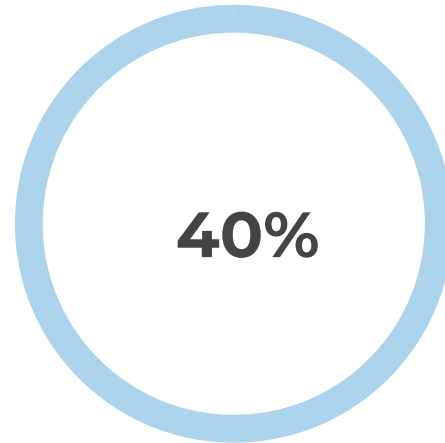
**Receipts attributed to
Association senior
management**

Corporate: Motivating PAC Participation

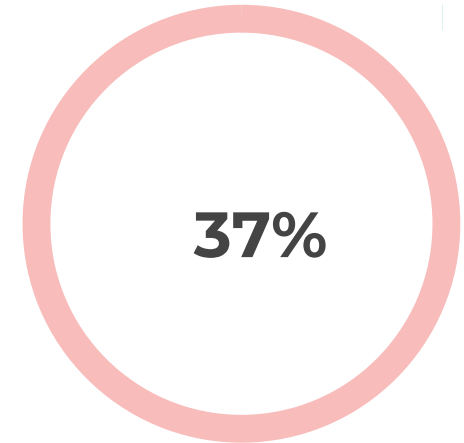
Which three categories of PAC solicitors are most effective?



**Senior management
(not the CEO)**



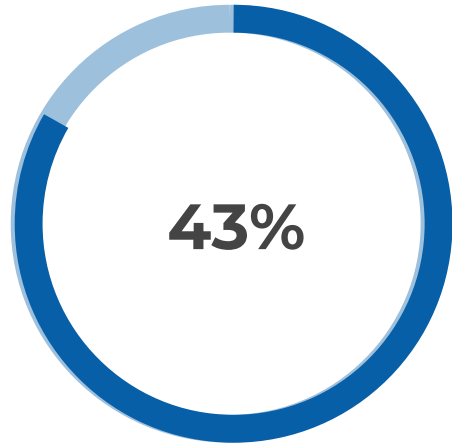
PAC manager



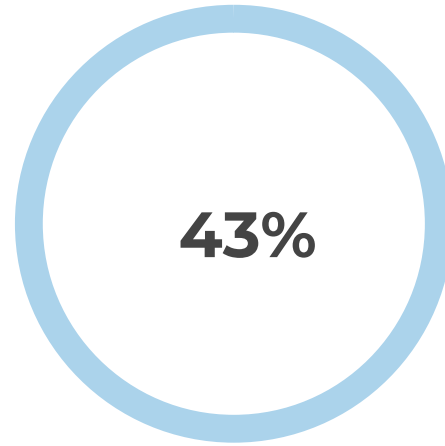
**Head of government
relations**

Association: Motivating PAC Participation

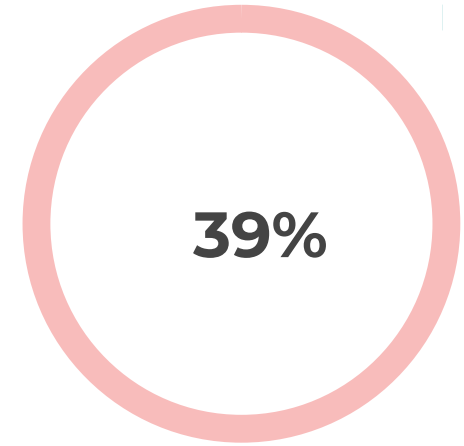
Which three categories of PAC solicitors are most effective?



PAC Board Members



**Association Member
Leader**



CEO / Staff Executive

33% - PAC manager



Corporate Fast Facts:

- **38%** of corporate PACs conduct one short solicitation campaign a year
- **78%** have giving guidelines that list a suggested level of giving (dollar or percentage) based on pay grade/title followed by 16% that suggest a percentage of base pay
- **45%** have PAC incentive clubs based on contribution amounts
- **25%** say hosting incentive club only events is the most effective benefit in their fundraising efforts followed by PAC match



Corporate Solicitation Approaches

	ALL USED Percentage	MOST EFFECTIVE Percentage
Online solicitations (e.g., email)	93%	70%
Peer-to-peer solicitations	68%	50%
Large organization event (e.g., leadership meeting or shareholder meeting)	49%	20%
Virtual events	48%	15%
Small group meetings	46%	20%
New hire communication or orientation	41%	9%
Large group meetings	33%	5%
Fundraising events (e.g., dinner, reception, auction)	29%	11%
Regular staff meetings	28%	8%
PAC video	27%	4%



Association Fast Facts:

- **46%** of association PACs solicit their eligible class “continuously or on no set schedule”
- **85%** (double corporate) have PAC incentive clubs based on contribution amounts
- **50%** have 5 or more incentive club levels, followed by **38%** with 4. Median minimum club level contribution is **\$250** and median contribution for the highest incentive club level is **\$5,000**.
- **35%** say hosting incentive club-only events is the most effective benefit in their fundraising efforts followed by special name recognition at 27%.



Association Solicitation Approaches

Three most effective	Percentage
Peer-to-peer solicitations	64%
Online solicitations (e.g., email)	48%
Association's annual meeting or trade show	40%
Fundraising events (e.g., dinner, reception, auction)	39%
Events (e.g., fly-in)	29%
Phone calls	17%
Direct mail	17%
Association dues invoice	8%
Virtual events	6%
Small group meetings	6%
New hire communications or orientation	4%
Association staff fundraising event	2%



Corporate Incentive Club Benefits

 What benefits are offered only to incentive club members?

Incentive Club Benefits	Percentage
Annual gift	62%
Event with CEO and/or senior executives	62%
Special communications (e.g., issue updates or newsletters)	49%
Live events with politician, celebrity or other guest speaker	47%
Virtual events with politician, celebrity or other guest speaker	40%
Exclusive election or policy updates	40%
PAC match	33%
Social events	29%
Special name recognition	29%
Opportunity to attend candidate fundraiser	24%

Association Incentive Club Benefits

	Benefits only for incentive club members	Benefits for general donors
	Percentage	Percentage
Special name recognition	91%	48%
Lapel pin	79%	44%
Special communications (e.g., issue updates or newsletters)	63%	54%
Annual gift	61%	8%
Opportunity to attend candidate fundraiser	51%	25%
Exclusive election or policy updates	44%	25%
Live events with a politician, celebrity or other guest speaker	42%	10%
Upgraded services or special events at association annual meeting/other events	42%	13%
Social events	35%	33%
Ability to deliver PAC checks to candidates	35%	21%
Virtual events with a politician, celebrity or other guest speaker	35%	23%
Event with staff executives and/or Board leadership	23%	13%
Raffles	16%	13%
PAC match	2%	0%



PAC Match

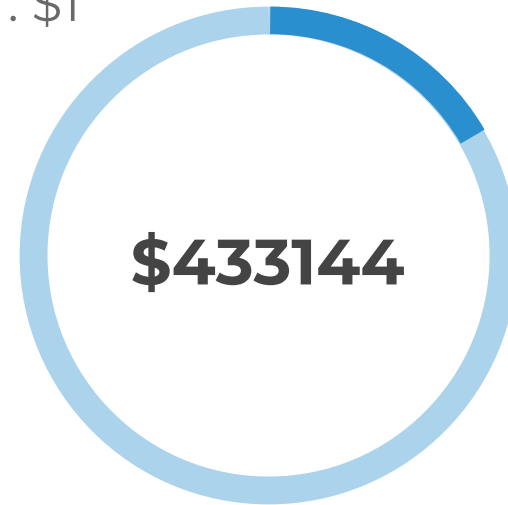
With PAC match: Median \$839,889, Without PAC match: Median \$433,144

37% of corporate PACs and 10% of association PACs offer PAC match

59% match \$1 : \$1



With PAC match



Without PAC match

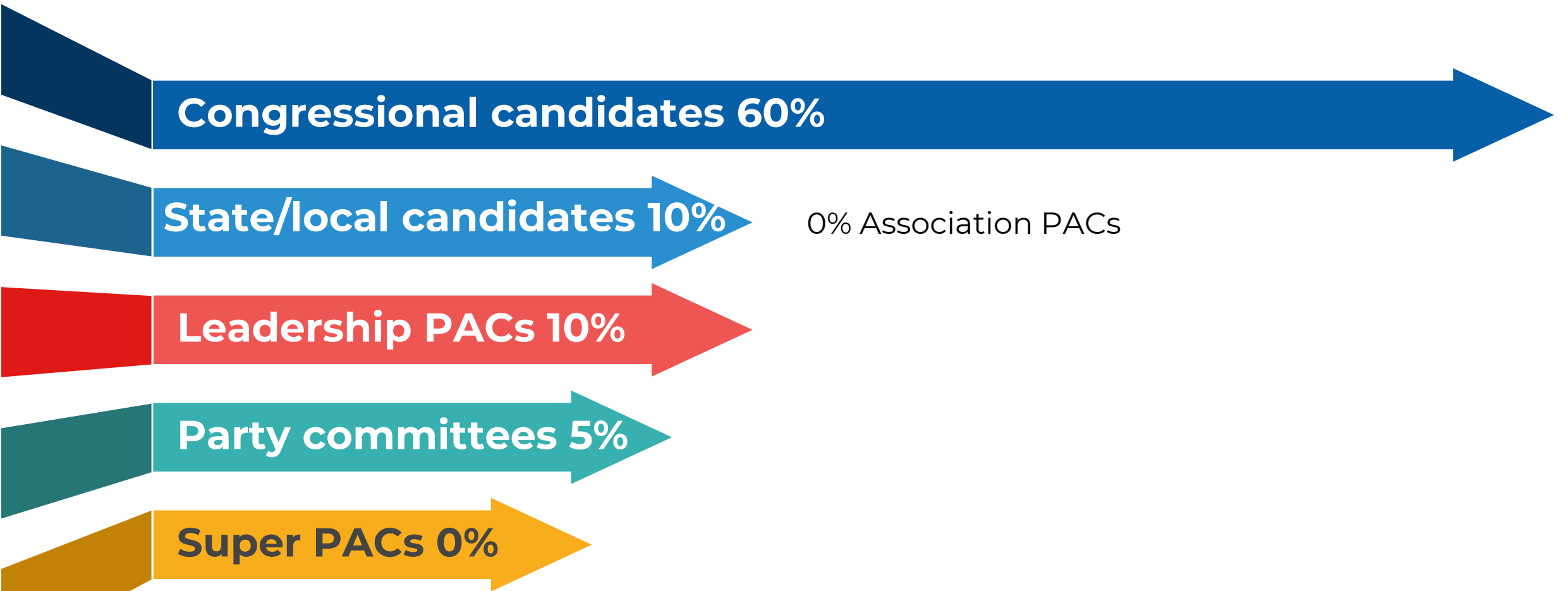


Communication/Education Methods

- PAC Newsletter
- Live Events (meet & greets, issue overviews, PAC education)
- Virtual Events, webinars, or teleconferences on issues or featuring special guests
- Non-political communications (fun holiday reminders, recipes, work from home tips)
- PAC Annual Report
- Podcasts
- PAC Advertising / Awareness campaign
- Get-Out-The Vote education

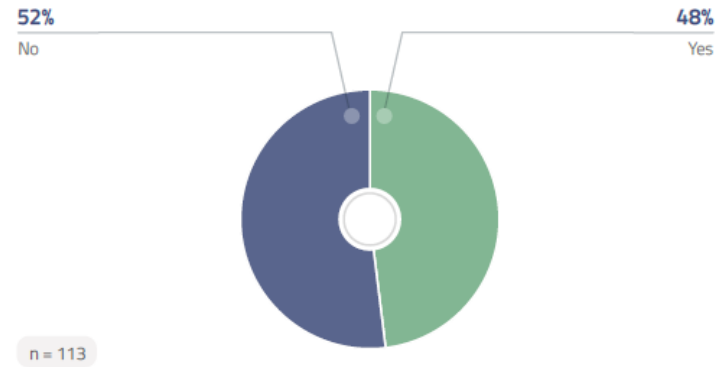


Where PAC Dollars Go

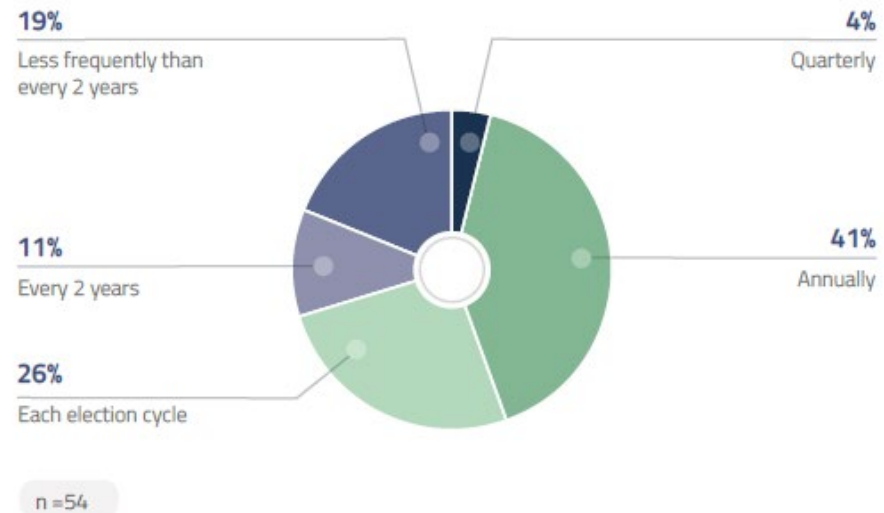


Corporate Contribution Criteria

Is there a formal process in place for reevaluating and potentially updating your PAC giving criteria?

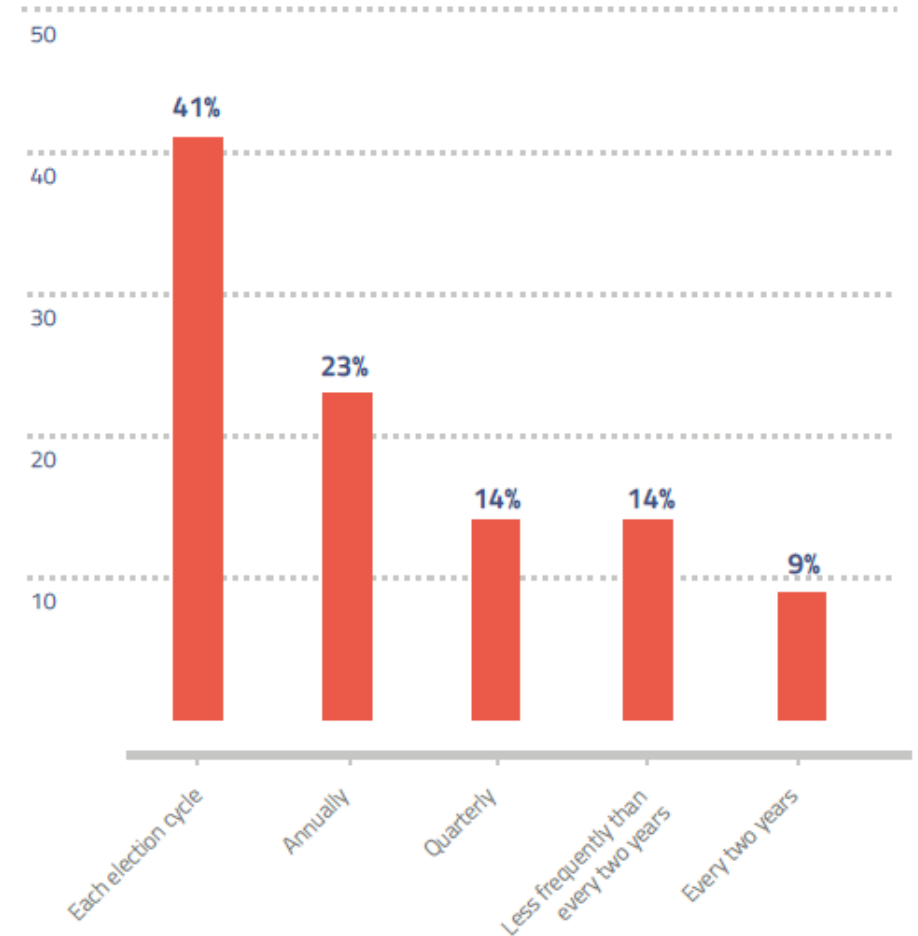
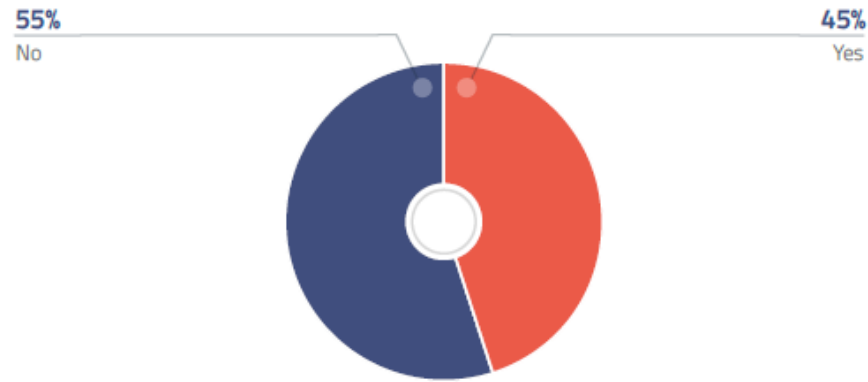


How frequently do you reevaluate your PAC giving criteria?



Association Contribution Criteria

Is there a formal process in place for reevaluating and potentially updating your contribution criteria?



Most Important PAC Disbursement Criteria

- Membership on key legislative committees
- Voting record consistent with organization's goals
- Leadership position
- Organization has facilities/operations or high concentration of membership in the candidate's district/state
- Alignment with key values
- Incumbent status
- Likelihood of getting reelected
- Recommendation of a PAC member



Best-in-Class PAC Strategies

- **Leadership engagement drives culture**

Ensure C-suite/association leadership actively participate and advocate for the PAC to foster a strong culture of giving.

- **Peer-to-peer + online outreach grows receipts**

Leverage employee/member advocates and digital channels to maximize participation and fundraising.

- **Incentives & PAC match double effectiveness**

Offer benefits like exclusive events, gifts, and charitable match programs to motivate and reward contributors.

- **Transparency builds trust**

Establish and communicate transparent guidelines for PAC contributions to build credibility and avoid conflicts.

- **Regular evaluate/review your program**

Continuously review and adjust PAC strategy, policies, and procedures to keep pace



Signature Events



The Advocacy Conference

January 26-29, 2026

Gila River Resorts

Wild Horse Pass, Phoenix, AZ

pac.org/tac



National PAC Conference

March 2-5, 2026

Grand Hyatt Tampa Bay

Tampa, FL

pac.org/pacconference





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