
Communicating the PAC to Changing Workforces

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Aristotle Professional Services



Outsourcing & Compliance

Compliance management to assist PACs with preparing, filing, and reporting required federal and state disclosures, end-to-end contribution compliance, and disbursement activities, including check distribution and bank reconciliations.



Consulting

Our seasoned Consulting Services Team specializes in launching and managing PACs, offering tailored strategies that drive advocacy and growth. We provide comprehensive support in areas such as fundraising, marketing, event planning, budgeting, and website development, all designed to enhance political programs. With our expertise, we empower clients to make a lasting impact in the political arena and achieve goals with confidence.



Technology & Data Services

Our technology platform includes comprehensive tools and features to manage and elevate programs and campaigns. Each account manager provides dedicated technical support, unlimited software training, technology best practices, and on-demand, real-time product assistance to effectively utilize our software. We have robust data services to grow and enhance engagement.



Miranda Priestly, *The Devil Wears Prada*

Florals?

For spring?

Groundbreaking.



Nothing in PAC
management is
new... but
everything
about your
workforce is.

Workforce, Office Culture, & Communications are Changing



Remote/Hybrid and Return to Office Policies



Workforce Transformation and Generational Changes



Impact of AI on Corporate America

4 Ways to Reimagine PAC

Address Modern
Realities

Make Access
Seamless

Redesign PAC
Framework

Operationalize,
Measure, and
Adapt





The Workforce Has Changed Faster Than PAC Strategy

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Fragmented Attention



Declining institutional trust



Digital Saturation



Authentic Value-Based Identity



Limited Touch Points for Remote/Hybrid Workforces



Meet employees
where they
already are, not
where we wish
they were.



Redesign Your PAC Framework for Modern Realities



- Define the PAC's value proposition for the audience
- Build a tiered strategy
- Prioritize channels that match behavior, not tradition
- Create feedback opportunities

Operationalize, Measure, and Adapt



Message
Resonance
Testing



Attrition & Drop-
Off Analysis

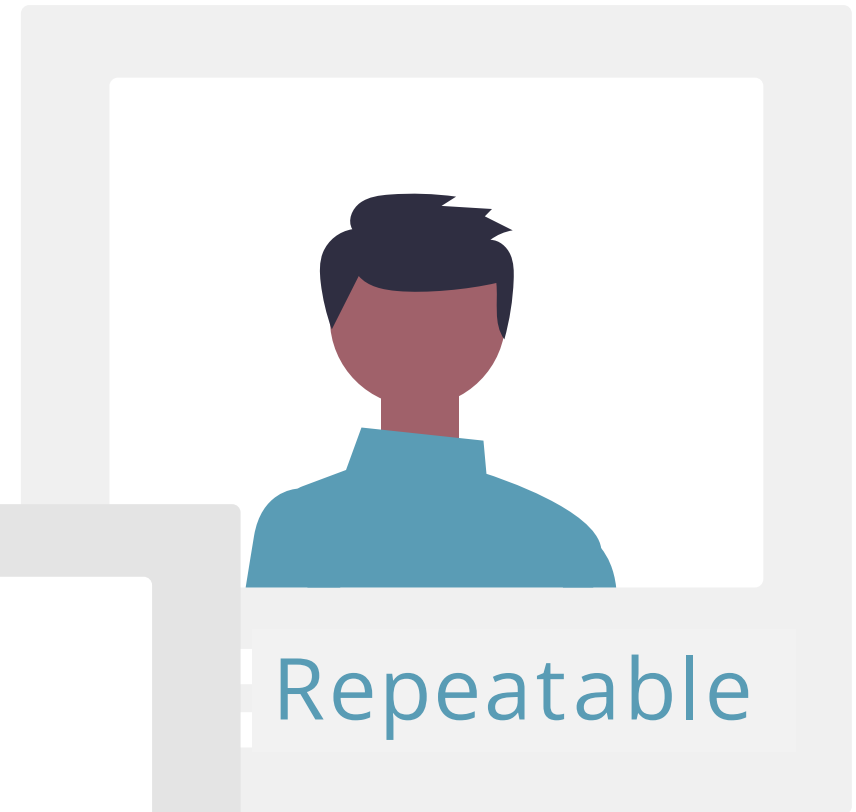


Micro-
Conversion



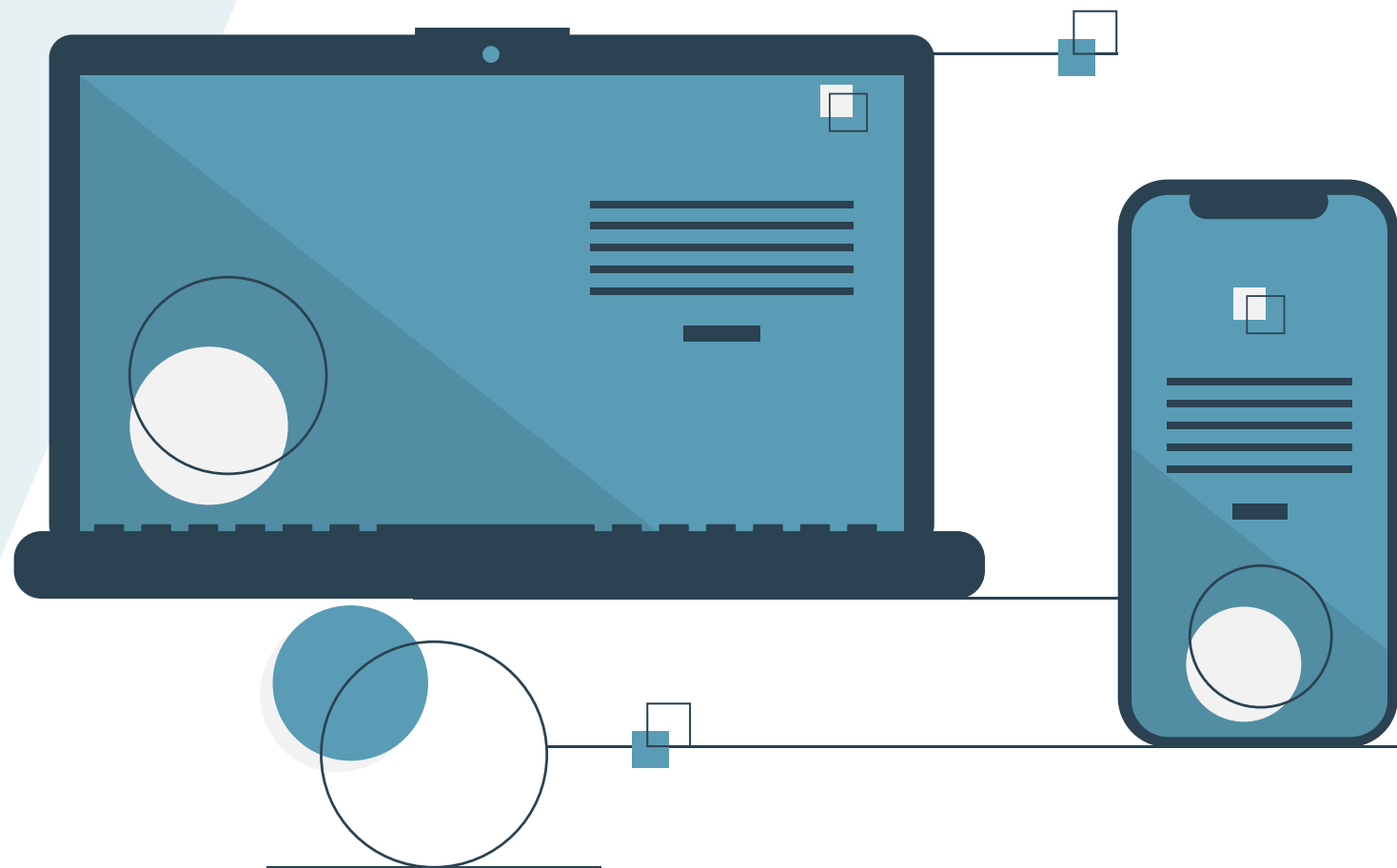
Segment-Level
Behavior

3R's for Messaging & Content



Make PAC Access Seamless

- Design for digital behavior
- Use direct links & automations
- Ensure mobile-ready content
- Remove friction at every step
- Convenience equals engagement



4 Ways to Reimagine PAC

Address Modern
Realities
Shifting Workforce

Make Access
Seamless
Iterate Relentlessly

Redesign PAC
Framework
Diagnose the Disconnect

Operationalize,
Measure, and
Adapt
Rethink the Playbook



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Now You Know™



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