



SAGAC
PUBLIC AFFAIRS

PAC Solicitations Best Practices

Smarter Outreach, Stronger Engagement, Better Results

PAC Success Isn't Random.

High-performing PACs aren't lucky. They're intentional.



A strategy-driven solicitation program:



Sets Clear Goals



Aligns with Your Mission



Is Disciplined in Execution



Your PAC is Not a Side Program.

It's an extension of your organization's values and priorities



Tie solicitations directly to:



Business/industry priorities



Policy impacts they understand



Organizational wins they recognize

Every ask should answer:



1. *Why does this matter to our organization?*
2. *Why does this matter to me specifically?*

Misconception: People Give Just Because You Ask.

People act when it aligns with their **identity**, not just behavior



Reinforce who they believe they are:



Organizational Advocates



Internal Influencers



Industry Protectors



Shifting your mindset:

Instead of This:

- Please contribute
- We need your contribution today
- Can you increase your contribution this year?

Do This:

- Be part of the group shaping policies that impact your industry
- This is one of the most important moments to show up this year
- Your increased support helps us stay competitive where it counts most

AI is Just a Tool.

Strategy and human experience is your advantage



Strategy requires:



Research (AI)



Data (You + AI)



Understanding your audience (You)



AI is best used to:



Craft initial segment messaging.



Generate message variations, generate subject line options.



Validate data. Find things you missed.



Develop fun and creative PAC events.

Year-Round Engagement Drives Conversion.

Engage donors **continuously**, not just during campaigns



Build relationships with donors:

Before Solicitations:

- ✓ Educate
- ✓ Show impact

During Solicitations:

- ✓ Personalize
- ✓ Show Impact

After Solicitations:

- ✓ Show Appreciation
- ✓ Report Back



Create a visible identity:



Meaningful recognition programs.



Donor and leadership storytelling.



Visibility. Make your swag game strong.

Make it Easy to Say Yes.

Engagement increases when actions align with **existing behaviors**

Know your culture. If your eligible class:




Uses mobile → optimize mobile giving. Use text.



Engages digitally → lean into email + video. Use podcasts.



Is peer-driven → P2P



Avoid complexity → simplify forms and use dynamic donor forms with suggested giving levels.

Strategy Without Measurement is Just Hope.

The difference between average and exceptional PACs? They learn faster than everyone else.



Shift your mindset:

TRACK:

- Message performance.
- Conversion rates by segment.
- Engagement patterns.
- Year-over-year engagement ladders.

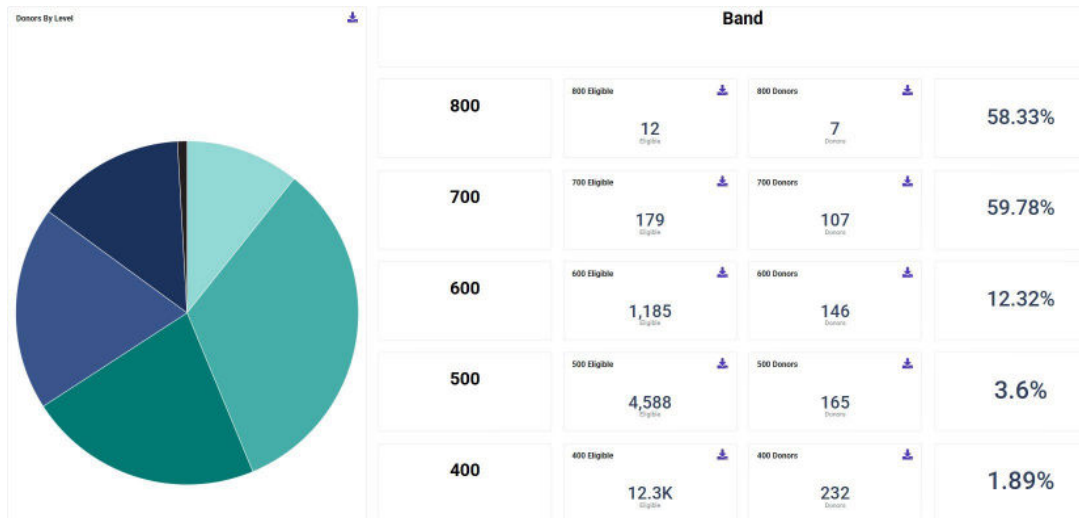
THEN DO THIS:

- Be nimble. Adjust quickly.
- Kill what's not working. Double down on what does.
- Which channels perform best for what segments?
- Know where your low-hanging fruit is.

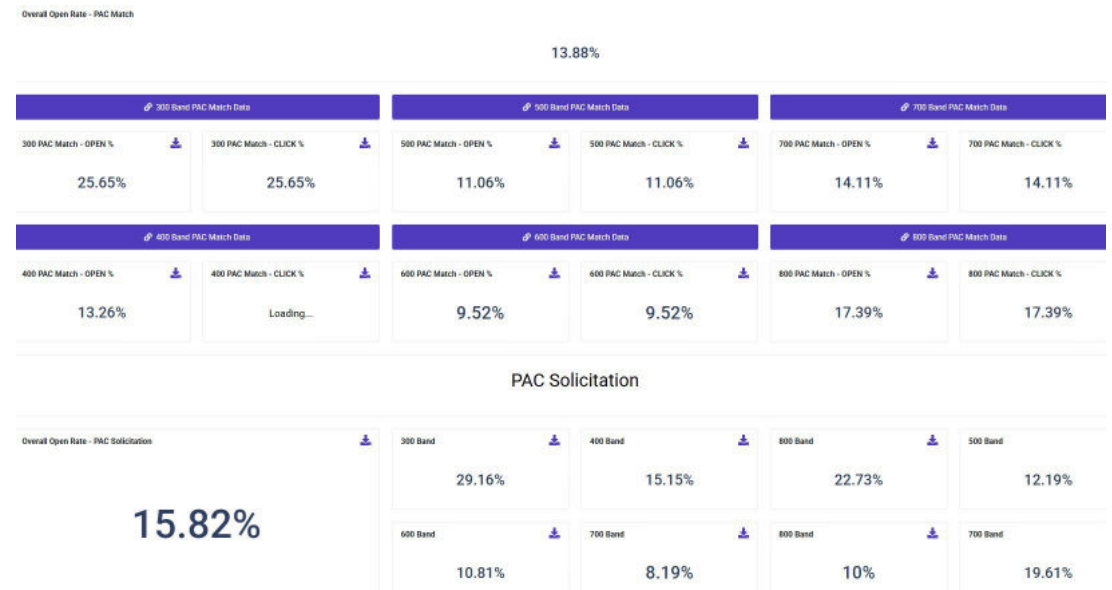


Data can drive everything:

By Division/Job Class



By Communication Type





If you only remember 3 things:



Engagement and buy-in is built long before the ask.



Identity drives giving more than obligation.



Strategy beats volume and repetition every time. AI is a tool, not a strategy.