



Leadership In Action: Strategies For PAC Growth & Engagement

Leah Shimp Vass
American Clean Power Association

DISCLAIMER IF NEEDED

The Basics

- **The PAC must be able to be discussed openly**
- Education is Key
- Leaders must understand the purpose of the association's PAC
- Regular PAC Updates to Leaders

PAC Board/Committee

- **Identify PAC Champions for the Board/Committee**
- **They must be PAC contributors**
- **On-boarding/training—not just a toolkit**
- **Provide target lists and talking points**
- **Give PAC Board Members Responsibilities**
 - **Raising PAC Money**
 - **Approve Contribution Criteria**
 - **Approve Disbursement Budget**

Structuring Your PAC Board

- **Governance**
- **Company Reps**
- **State/Regional Reps**

Motivation & Inspiration

- Tie the PAC to association successes
- Provide information on supported candidates
- Comparisons to Other Industry PACs
- Introduce Leaders to MOCs You Support

Motivation & Inspiration

- **Make It a Competition**
- **Recognition of Donors and Fundraisers**
- **Lean Into Your Association Culture**

Best Practices For Engaging Leaders

- Continuing Education
- Board Chair Buy-In
- Top Association Executives Max-Out
- Members of advocacy-focused committees give
- Facilitate Political Engagement
 - Site Visits
 - Speakers
 - Attending Fundraisers/Check Drops

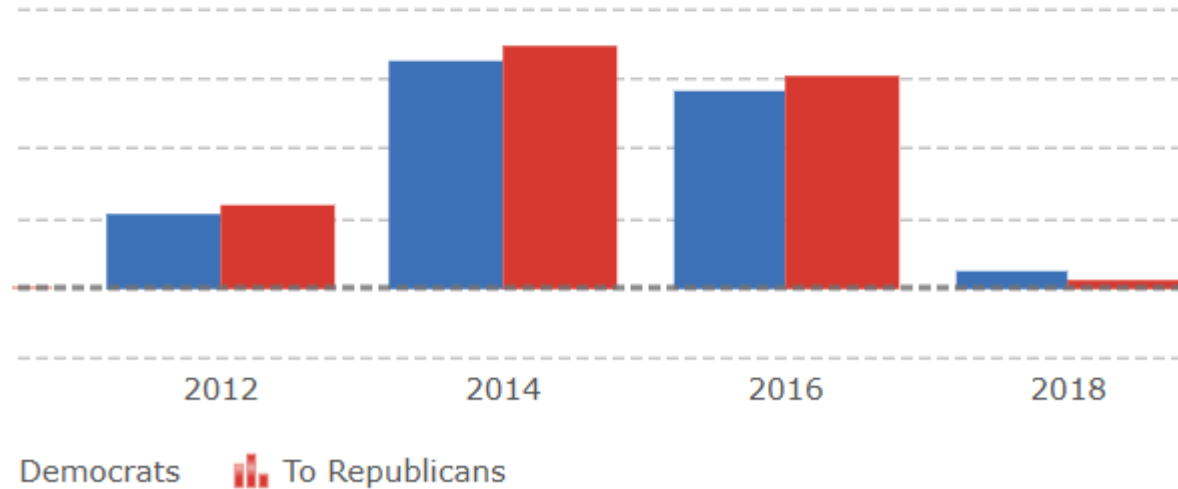
A Tale of Four PACs

Leadership Engagement Success Stories

Success Stories: CIT PAC

CIT Group, Inc. PAC

- Championed by CEO
- Exec Team Contributors
- Peer-to-Peer Program



Success Stories: FranPAC

International Franchise Association's Franchising PAC

- Board Chair Prioritized the PAC
- Board Members on PAC Committee
- PAC Chairs as Main Fundraisers
- Strong Culture of PAC Giving
 - Past Chair PAC participation
 - Supplier Board



Success Stories: TIPAC

American Land Title Association's Title Industry Political Action Committ

- Board Chair Annual Priority
- Culture of Competition
 - Company Campaigns
 - State Campaigns
 - Member Section Competition



Success Stories: TIPAC

- **TIPAC's Minnesota PAC Trustee**
 - Solicited at MLTA Annual Meeting
 - Raised \$10,000
 - Trustee Jumped in a Lake
- **TIPAC's New York PAC Trustees**
 - Solicited at NYSLTA PAC Event (Joint event)
 - Raised between \$8,500 and \$10,000
- **PAC Committee Participation In Fundraising**



Success Story: CLEANPOWER PAC



- **Dan Shugar, ACP Board Member**
- **ACP Convention in Houston**



Measuring Leadership Impact

- Money Raised
- Board giving
- Company employee giving



Questions?

