



PAC Annual Reports

Many PACs choose to create an annual report to highlight successes, review decision-making processes and use this medium as one more way to get the PAC's name out to the masses.

If all information included in the report is statistical, factual or historical information and does not in any way solicit or show benefit of membership, the annual report could be given to anyone, regardless of eligibility.

Below are some ideas of topics to include in a PAC annual report:

- Letter from the PAC Chairman (use caution)
- PAC mission statement (use caution)
- Bylaws (use caution)
- Candidate contribution criteria
- Review of the year/cycle's financials
 - o Money raised
 - o Money spent
- List of candidates who received contributions
 - o Republican vs. Democrat
 - o Senate vs. House
 - o Federal vs. State vs. Local
 - o # in area where organization has a facility
 - o # who were recommended by PAC members
 - o # of PAC recipients who were elected
- List of contacts
 - o PAC Board members
 - o PAC Manager contact information
 - o Regional PAC contacts
- List of PAC Goals (only to eligible class)
- PAC growth over the years
(usually a bar chart showing each year's receipts)
- Overview of membership numbers
 - o New members vs. attrition
 - o Members per facility
- List of key issues of importance to organization
- Comparison of your PAC to peers, competitors, etc...
- Review of PAC-related events from the year (use caution – do not include verbiage of events being a benefit to involvement)
- FAQs (use caution)
- Photos (only to eligible class)
 - o Of PAC check recipients
 - o Of PAC members at events
- How to join (only to eligible class)