

Measuring Your PAC Success: Metrics and Benchmarking to Show Your Value

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2017 National PAC Conference



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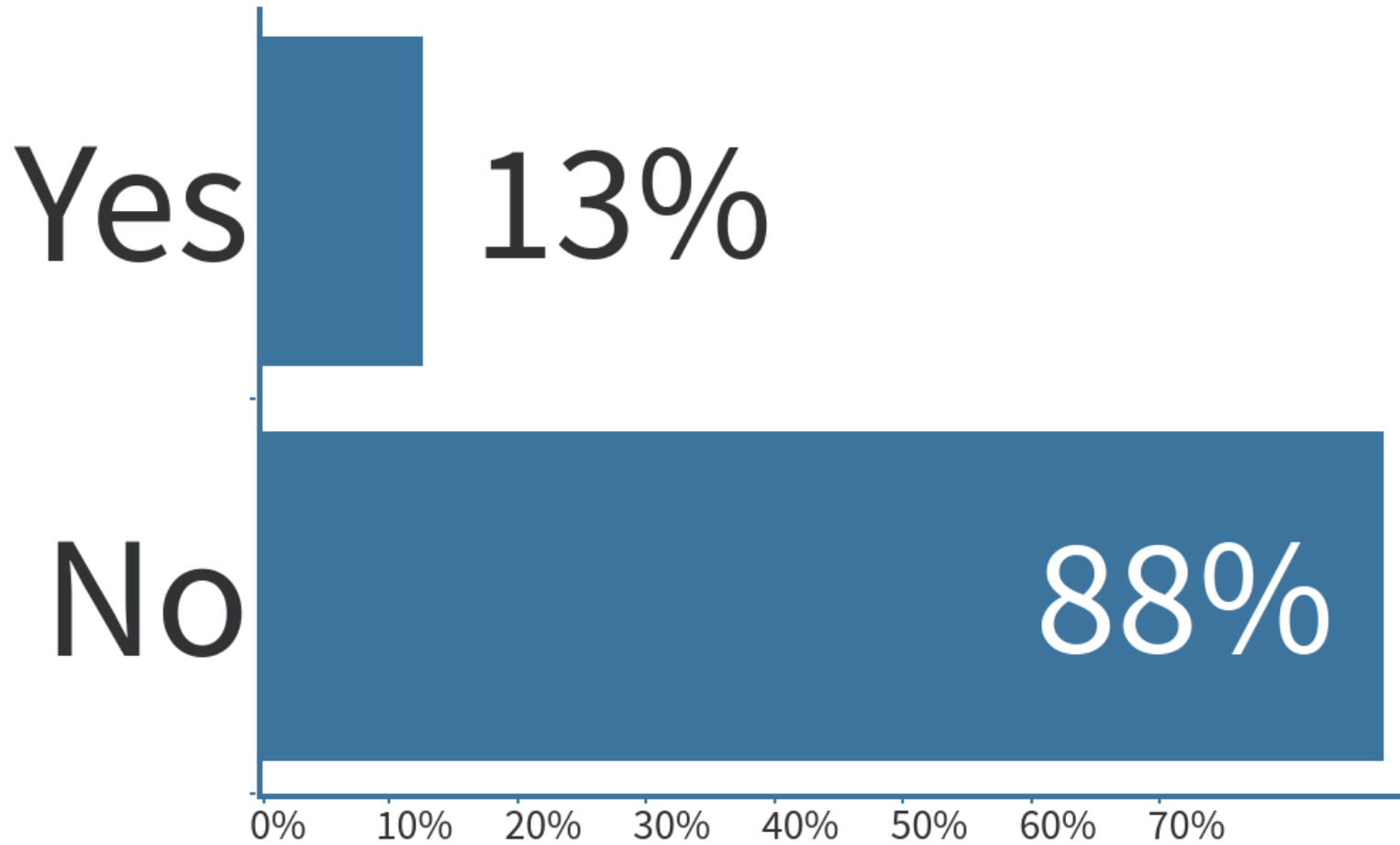
Is your compensation based on achieving your PAC goals?



When poll is active, respond at **PollEv.com/pacmiami**



Text **PACMIAMI** to **22333** once to join



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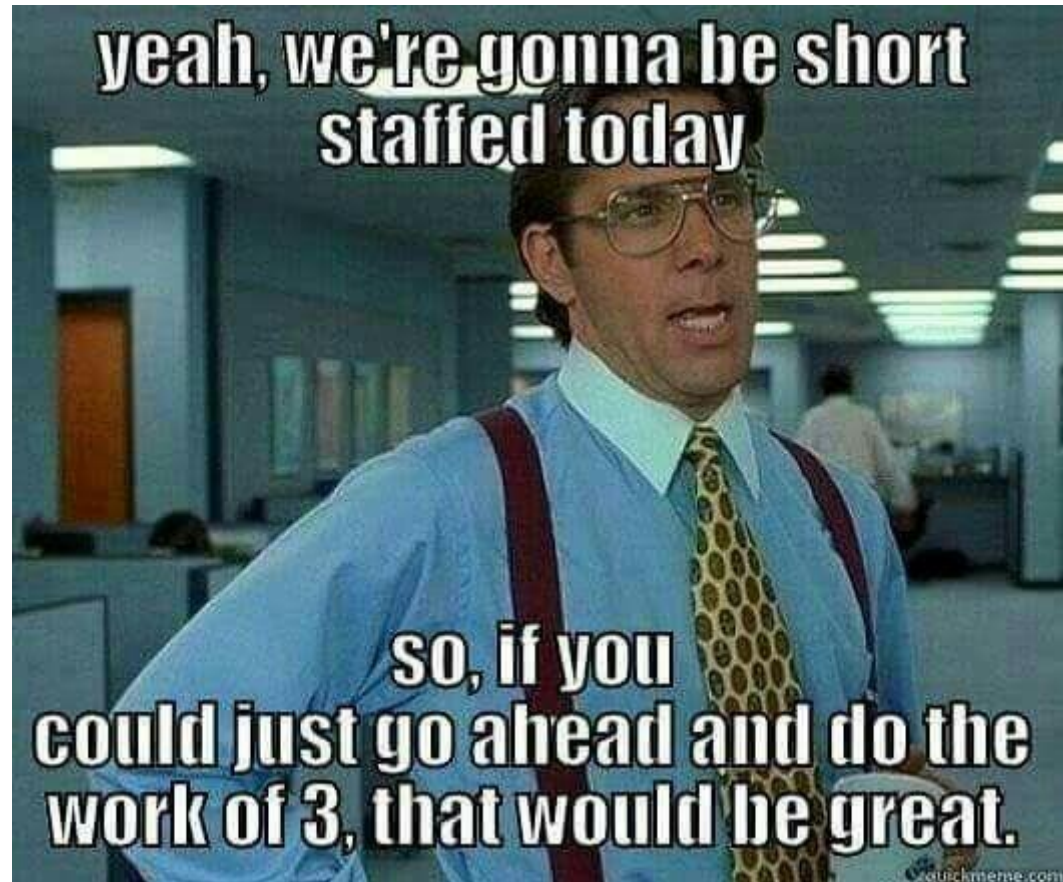
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Measuring Your PAC Success



Measuring Your PAC Success



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Measuring Your PAC Success: WHY?



Gain resources



Increase buy-in



Goal setting & strategic planning



Demonstrate value



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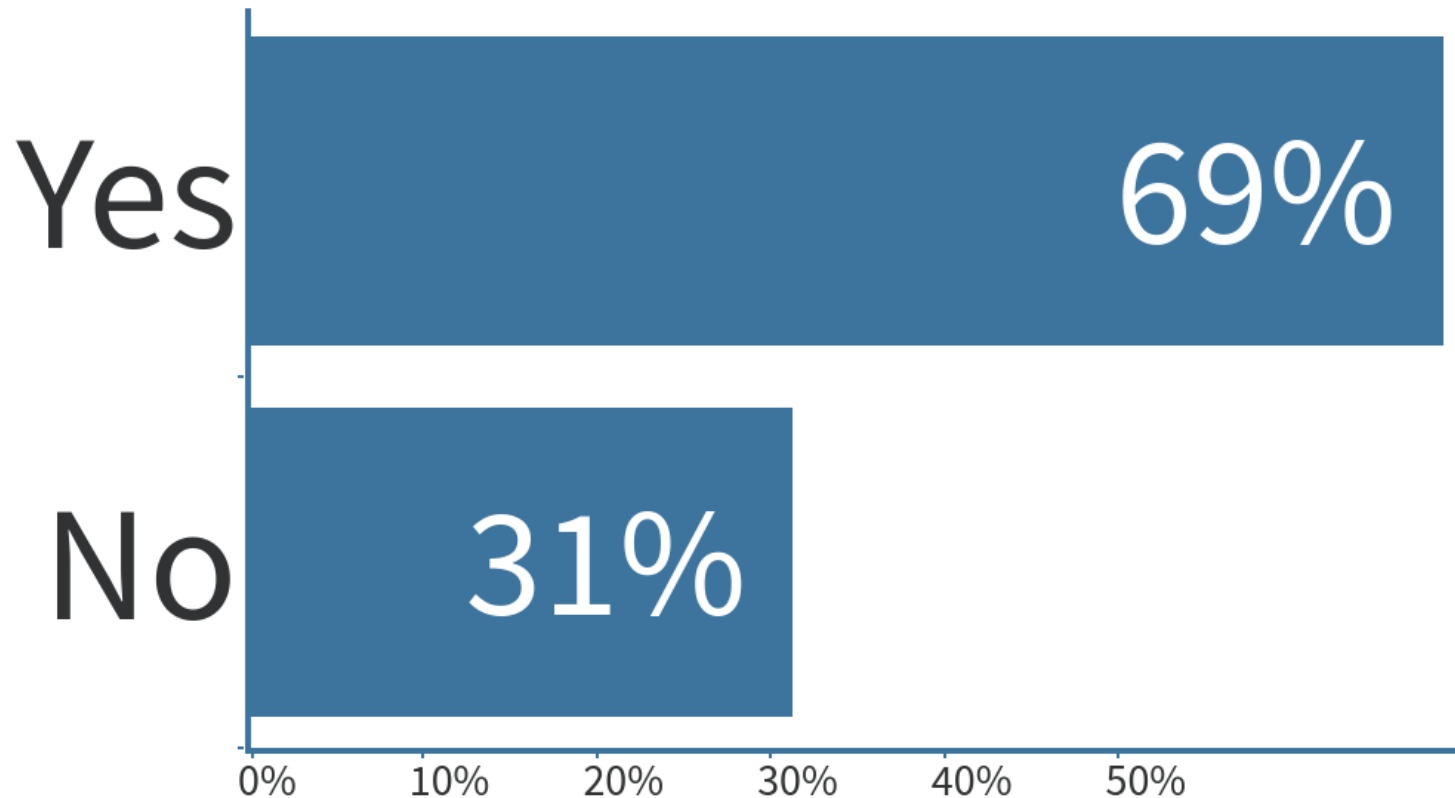
Do you measure more than your participation rate and total dollars raised?



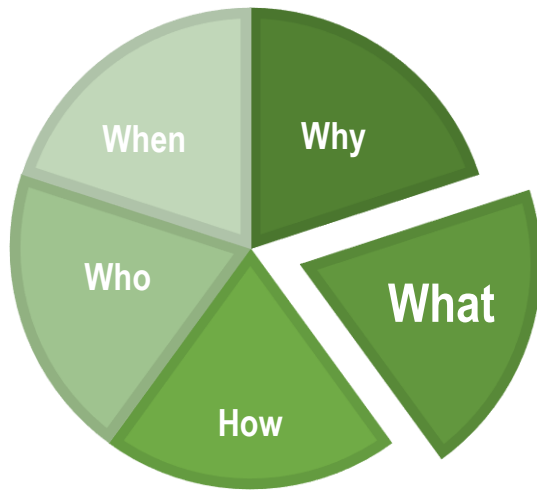
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Measuring Your PAC Success: WHAT?



What are your long-term goals?



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Tried and True Metrics

- Typically, quantitative
- **Database** is a big resource
- Track percentage *growth*, not just whole numbers

Examples:

- Total dollars raised*
 - Participation rates*
 - # new PAC members*
 - Average contribution*
 - # Donors giving at rec. level*
 - Donor retention rate
 - Disbursement success rate
 - Split in partisan giving
- *Overall or by segment

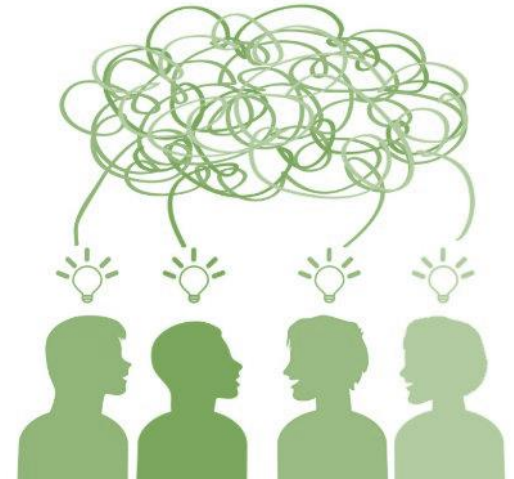
Dig Deeper

- # new vs. returning PAC members
- # who increased contribution level
- # who jumped to a higher incentive club
- Cost to fundraise: \$ spent vs. \$ raised
- Average contribution/PAC member
- C-suite/leadership engaged in PAC events/solicitations
- Change in bipartisanship



Dig Deeper: Donor Engagement

- PAC communications sent
- # PAC peer-to-peer champions or ambassadors
 - New recruits
 - # peer solicitor presentations/solicitations
- # donor recognition opportunities offered
- Average time for contribution thank you to go out
- # eligibles who participate in teleconference/briefing



Measuring Your PAC Success: HOW?



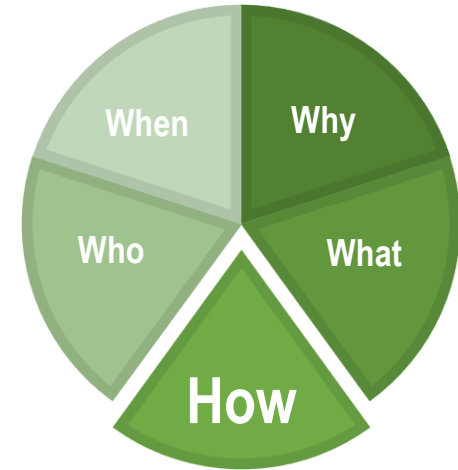
Environmental scan of industry:
Best-in-class



Deep dive into analytics



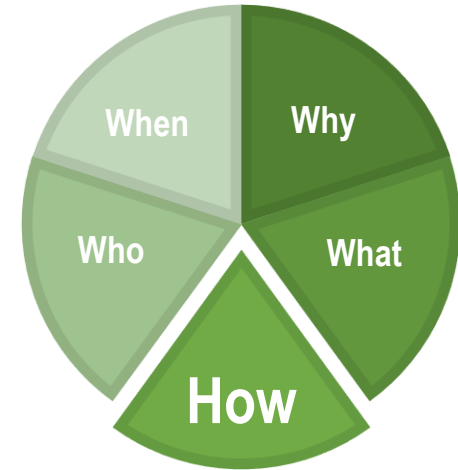
Benchmarking with peers, within industry



Best-in-Class PACs

Corporate PACs >\$1M in 2014 Cycle:

- 71% have incentive clubs
- CEOs:
 - 94% max out
 - 67% sign/send solicitation letters
 - 41% host donor events



Association PACs >\$1M in 2014 Cycle:

- Member leaders:
 - 79% sign/send solicitation letters
 - 73% solicit association board
 - 52% host donor events



Best-in-Class PACs

Peer-to-peer:

43% of corporate PACs use peer-to-peer

– 71% of PACs >\$1 million

44% of association PACs use peer-to-peer

	CORPORATE		ASSOCIATION	
PARTICIPATION RATES	Senior Management	Other Employees	Association Board	All Other Member
When peer-to-peer meetings are used	72%	19%	94%	21%
When peer-to-peer meetings are not used	52%	9%	78%	10%



Best-in-Class PACs

- **93%** of corporate PACs have recommended giving levels
 - **65%** are tied to salary, title or pay grade
- **45%** of corporate PACs have incentive clubs with defined benefits (60%: 3 or more clubs)
- **66%** of associations have incentive clubs (90%: 3 or more clubs)

	Corporations – ALL	Corporations (\$1M+/cycle)	Associations
Minimum for lowest level	\$240 (or 0.5% of salary)	\$181	\$100
Minimum for highest level	\$3,000 (or 1% of salary)	\$5,000	\$2,500



Benchmarking: Association PACs

PAC Contributors by Major Segment, 2014

Contributor segment	Median participation rate	Median annual contribution amount
Board of directors	92%	\$1,078
Association senior management staff	80%	\$1,000
Association staff (non-senior management)	50%	\$306
All other members (non-board of directors)	20%	\$332

Source: 2015 Association PAC Benchmarking Report, Public Affairs Council.

Benchmarking: Corporate PACs

	Median participation rate – All	Median participation rate - \$1 million+ PACs	Median contribution amount – All	Median contribution amount - \$1 million+ PACs
Board of directors	79%	75%	\$3,875	\$4,875
Senior Management	67%	81%	\$1,309	\$1,755
Restricted class/salaried employees	14%	16%	\$400	\$358
All other donors	30%	36%	\$540	\$340

Source: 2015 Corporate PAC Benchmarking Report, Public Affairs Council.

Benchmarking: Making Connections

Delivering checks in the district

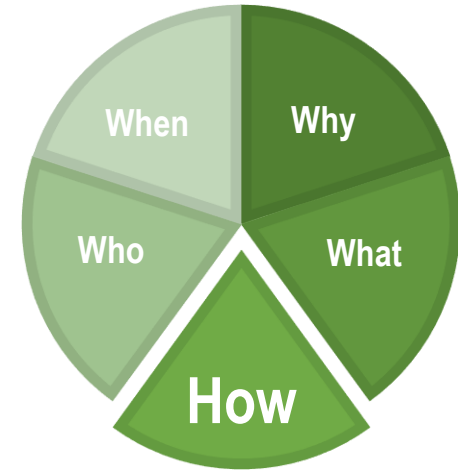
- 20% of corporate PACs
- 57% of association PACs

Delivering checks at small group meeting with candidate

- 27% of corporate PACs
- 47% of association PACs

Hosting candidate fundraisers

- 75% of corporate PACs
- 84% of association PACs



Dig Deeper: Analytics

Campaign/solicitation engagement

- Senders (make the case for someone sending)
- Subject lines
- Content/brevity
- Incentives
- Visuals



Measuring Your PAC Success: WHO?

Get buy-in on your process:

- Leadership
- Board
- Donors
- Government affairs colleagues
- PAC board



Who is your biggest stakeholder?



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Measuring Your PAC Success: WHO?

- Dedicated reporting to key stakeholders
- Mimic other functions' reporting mechanisms
- Status reports on website/newsletters
- Talking points for leadership



Division	\$ Goal	Total Raised to Date	% of Goal	Participation Goal	# Participants	% of Goal
Division A	\$52,000	\$37,000	71%	105	78	74%
Division B	\$28,000	\$8,000	29%	49	13	26%
Division C	\$63,000	\$35,000	56%	118	72	61%



Measuring Your PAC Success: WHEN?

Example:



Creative

- Weekly creative meetings to discuss goals and objective and plan editorial calendar

Manager

- Weekly meetings to review events, financial updates

PAC Board

- Summary of quarterly events, comms & solicitations
- Assignment or “ask” of the Board each quarter
- Measuring their progress and supporting their needs

PAC annual report

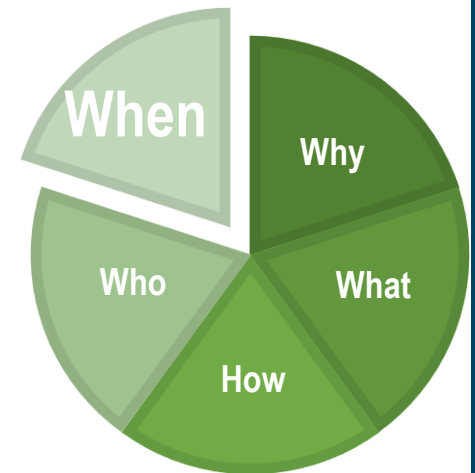
- Annual summary of PAC activity and financial information

CSR

- Portion on political engagement.

Cycle

- Keeping track of trends
- Election outcomes



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Reporting Out

2013 - 2014 Political Disbursements / Election Review

American Association of Orthopaedic Surgeons

Thanks to the generous support of PAC donors, the Orthopaedic PAC enjoyed tremendous success on election night. The PAC was involved in over 230 congressional races this election by supporting pro-physician incumbents, challengers and candidates in open seats.

In House races, the PAC enjoyed an 88 percent success rate in 213 races. Similarly, in the upper chamber, out of 22 races, 20 of those were won by incumbent members or candidates supported by the Orthopaedic PAC. In total, the PAC disbursed just over \$2.2 million across 22 Senate races and 213 House races.

Senate Totals:

Races:	22*
Open seats:	5
Challengers:	5
Democrats:	6
Republicans:	20
Primary Losses:	3
General Losses:	2
Total Losses in 2014 Cycle:	5
Losses in Races Rated Tossup (on November 4):	1
Wins in Races Rated Tossup (on November 4):	7
Total Senate Wins:	20

House Totals:

Races:	213
Open seats:	22
Challengers:	7
Democrats:	80
Republicans:	133
Primary Losses:	10
General Losses:	13
Total Losses in 2014 Cycle:	21
Losses in Races Rated Tossup (on November 4):	7
Wins in Races Rated Tossup (on November 4):	4
Total House Wins:	189

*Multiple candidates were supported in some races

U.S. House of Representatives:

STATE/DISTRICT	MEMBER/CANDIDATE SUPPORTED BY PAC	ELECTION OUTCOME
ALABAMA		
AL-02	Martha Roby-R	Elected
AL-03	Mike Rogers-R	Elected
AL-06	Chad Mathis, MD-R (Candidate)	Defeated in Primary
ARIZONA		
AZ-02	Ron Barber-D	Defeated via recount

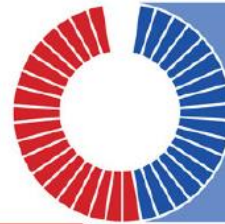


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RPAC

the #1 trade association political action committee in the nation

NAR advocates for policy initiatives that result in the continued creation of a fundamentally sound and dynamic U.S. real estate market



36 out of 38
President's Circle-
targeted races
were victorious for
the 2012 cycle



54% of RPAC disbursements
went to **Republicans**



while 46% went to
Democrats



RPAC disbursed
\$4.6 million

in direct contributions to federal candidates, leadership PACs and national political party committees, making RPAC the top PAC in candidate contributions in the 2012 cycle

RPAC raised
\$8,111,081
in 2013
a 11% increase over 2012



RPAC had
5,504
MAJOR INVESTORS
\$1,000 and up
14%
from last year

Average trade
association PAC
participation is 13%
RPAC has more
than **DOUBLE** that

Participation in RPAC
rose 4% nationwide
from 2012 to 2013
to a whopping
26%



49%
—more than quadruple
the national average—
of NAR staff
participated in
RPAC in 2013



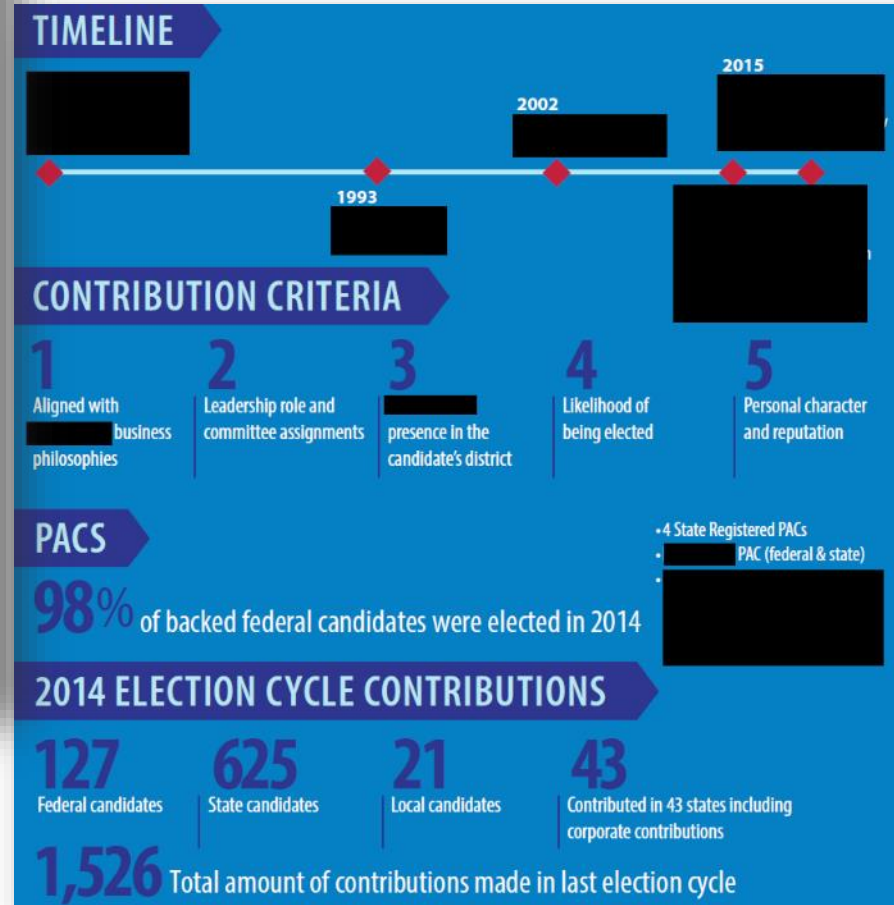
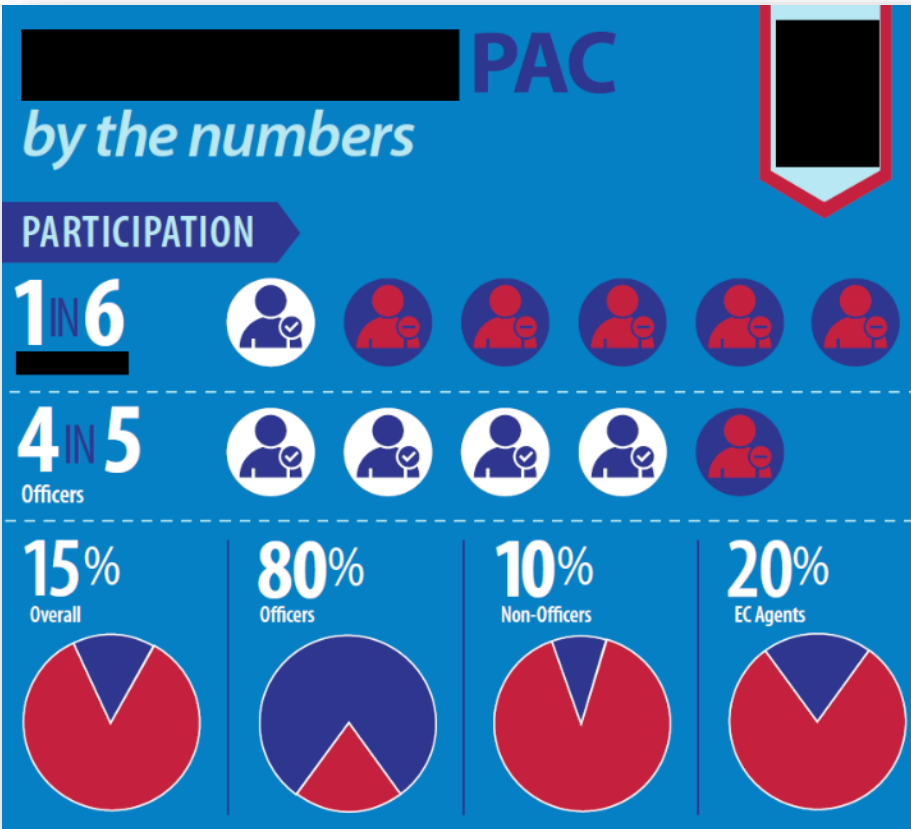
IF YOU HAVE QUESTIONS OR WANT TO LEARN MORE ABOUT RPAC,
PLEASE CONTACT LAURA CAMP AT LCAMP@REALTORS.ORG OR 202-383-7531



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Reporting Out



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Questions?

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2017 National PAC Conference



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Have a few minutes?

Please fill out these surveys, available in your mobile app under “Surveys:”

2017 PAC Match Survey

PAC Professional Profile
(Salary and Responsibilities Survey)

2017 National PAC Conference



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