



2018 National PAC Conference

Association PAC Insight Sessions

This discussion group is based on your number of PAC eligibles. Alternatively, if you have corporate members, join a group to discuss prior approval based on your percentage of prior approval received. Use this time to connect with similarly-sized PACs and discuss the common challenges and roadblocks you face.

How It Works:

1. Join a group based on your approximate number of eligibles or approximate percentage of prior approval obtained:

Eligible class size:

- <10,000
- 10,000 – 30,000
- 30,001 – 50,000
- >50,000

Percentage of prior approval obtained:

- <20%
- 20-50%
- >50%

2. Introduce yourself to your group members – share your organization, your PAC size and top issues you are facing.
3. Select a note taker to compile notes. The note taker should return notes at the end of the hour to the Council staff member present or email them to kbrackemyre@pac.org.
4. Discussion groups should select a mix of the topics from the below list or use your own questions and challenges to start the conversation. NOTE: There are more topics than you will likely have time to address, so work as a group to pick those of most interest to everyone.
5. Spend about 15-20 minutes on each topic.

Possible Discussion Topics:

- Engaging Association Leadership: Association leaders (both staff and volunteer) tend to give at higher levels, and when they do, the PAC is stronger. Additionally, they can be a great supporter in executing your solicitation efforts. Do you have strong senior-level support? If so, what do these leaders do for the PAC? (Send solicitations on behalf of the PAC? Host PAC donor appreciation events? Identify PAC champions?) If not, what are some barriers to their engagement?
- Obtaining Prior Approval (if applicable): What communication tactics do you use to gain prior approval and how do you explain or approach it? Do you have supporting materials (brochures, FAQs, etc.) to answer common questions and increase awareness of this step in the process? What strategies have been most successful for you in obtaining prior approvals? What are your challenges in managing your prior approval system?
- Education Efforts: How are you educating your eligibles about what the PAC is and why it is important? [If an association with corporate members, what about prior approval?] What events, communications and tactics have you used to create a better understanding of the PAC and political process? Are these activities done as needed or are they ongoing efforts? Do you onboard new members in regards to the PAC?

More topics on the back→

- Solicitation Tactics: What tactic has been your most successful solicitation effort? Do you hold a short campaign each year or are your solicitations ongoing? Who is involved in your solicitation efforts? Senior leaders? Board members? Peer champions? Others in government affairs? What methods of soliciting do you use (think email, in-person pitches, events, etc.)?
- PAC Events: Do you hold PAC fundraising and/or recognition events and, if so, what type of events? What struggles do you face with making these successful? Who helps plan these events? What are key components that have helped make these events successful and what elements do you struggle with in execution?
- Peer-to-Peer Fundraising Strategies: Have you tried to use peer champions to grow your PAC? If so, how do you recruit those champions? What do you ask them to do and how do you train them to do it? How do you communicate with them? Have you faced any struggles getting your program off the ground? Do you provide any recognition or prizes for successful ambassadors?
- Donor Recognition & Incentives: Do you use incentive clubs? If so, how many and how much does an individual have to contribute to be eligible? What PAC benefits do you offer (e.g., high donor events, name recognition, special communications, gifts, lapel pins, etc.)? What's the biggest motivator for your PAC contributors? What has surprised you by not working as well?
- PAC Communications: Do you send out any special PAC communications like newsletters, annual reports or issue updates? If so, how often? Do they go to all eligibles, or only donors? Who compiles the communications, and who creates the content? Is there any content that can be repurposed from elsewhere? Is your current process well-received?

Please share your notes with Council staff. They will help us to create resources and tip sheets for conference attendees, as well as identify topics for future programs. You may share hand-written notes or send typed notes to Kristin Brackemyre at kbrackemyre@pac.org.