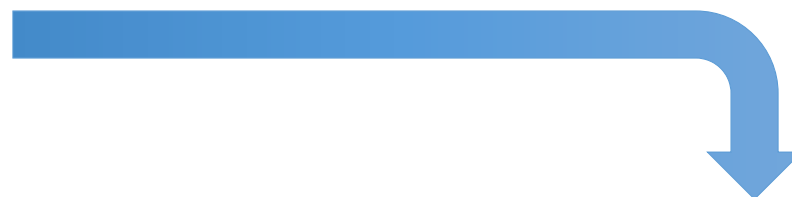


# Been there, done that: lessons learned



## Internal drivers of a PAC audit:

- Stagnant receipts
- Lack of information and/or incomplete records
- Resource constraints
- Forecasted legislative challenges
- New tactic
- **Question: when is the right time?**



## Outcome and Effects:

- Detailed donor analysis
- Actionable recommendations
- More defined history
- Streamlined communication strategy
- Stronger argument for more resources
- Cut “fat”
- More effective PAC in every way
  - Receipts
  - Number of donors

## Overall Impression:

- Short-term and long-term goals grew out of the audit
  - Work in progress a year later
- Well worth the outside perspective
  - Great opportunity to learn what is out there, recent innovations
- Various avenues for follow-up
- Displays conscientious PAC management
- Led to a better use of resources
- Well worth the time to research vendors and determine who will best suit your needs