

Conducting a PAC Communications Audit

With



Today's Presenters



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What's on the agenda?

1. Why conduct a PAC audit?
2. What are the components of an effective audit?
3. What are next steps?
4. Q&A



“We’re going to need a bigger boat”



Email click
though rate

Email
open
rate

Participation
rate

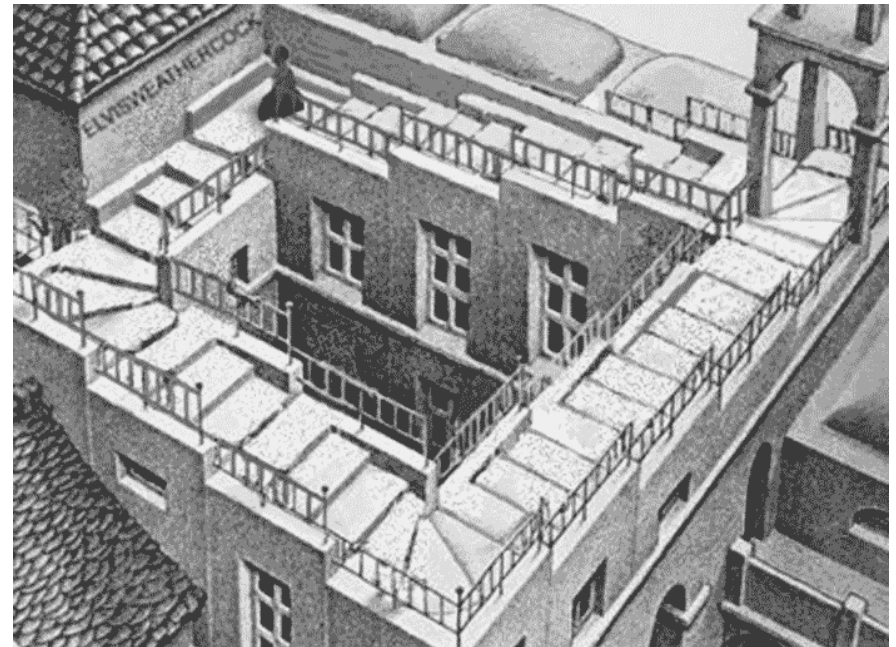
Senior leader
participation
rate

A PAC audit will help you:

- Uncover what is working and what is not working.
- Understand what resources you need to meet your goals.

“Destroying things is much easier than making them”

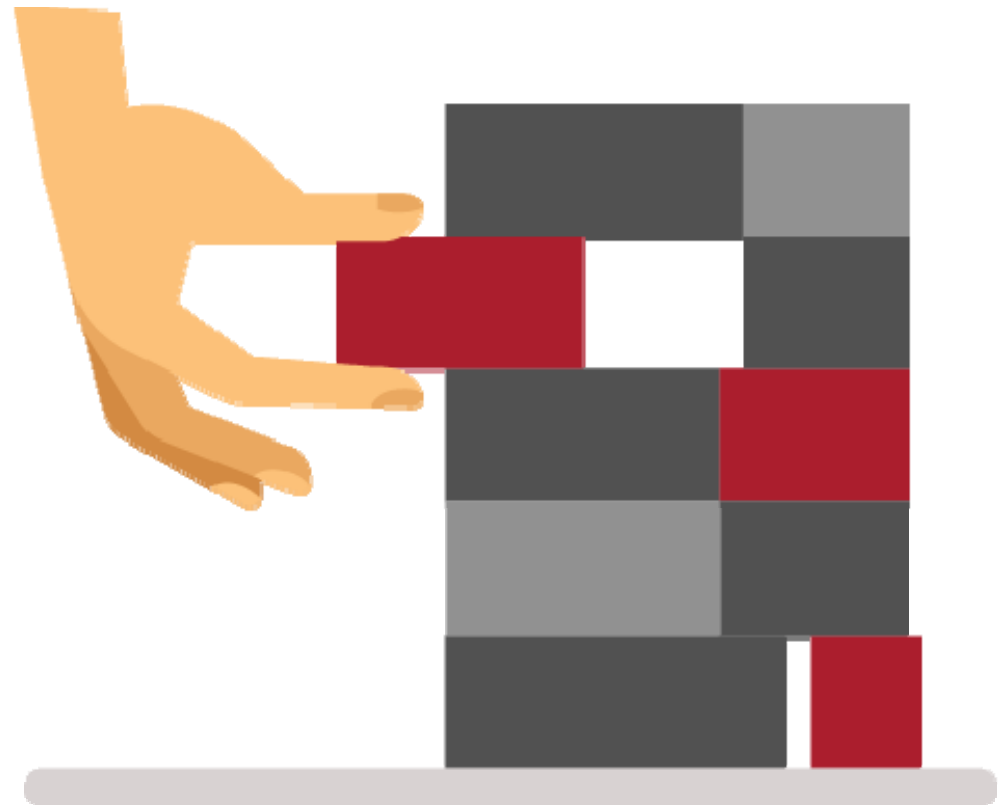
- Uncertain Political Landscape
- Evolving Business Climate
- Generational Shift



**“Oh, yes, the past can hurt.
But you can either run
from it, or learn from it.”**

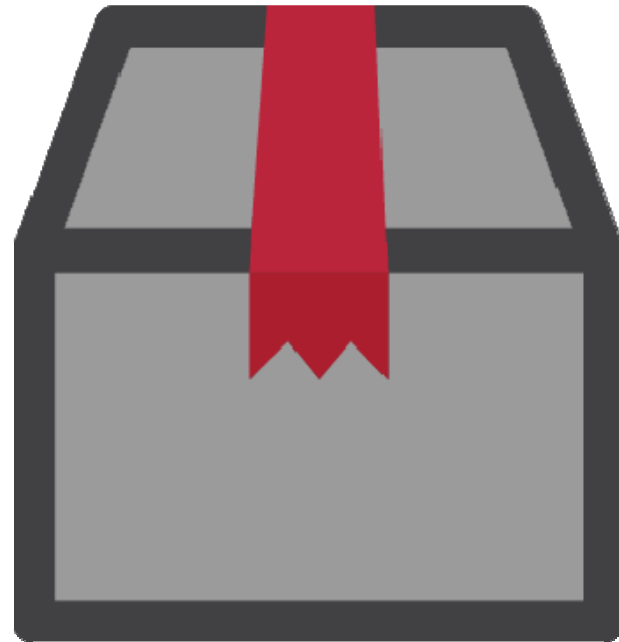
Many challenges facing PACs are caused by simply doing what was done in the past.

An audit allows us to take a hard look to see if those messages, practices and tools are still relevant or if new ones need to be built up.



“What’s in the box?”

1. Survey
2. A review of past messages
3. Data analysis
4. A review of all messaging vehicles
5. Benchmarking



“You listen more, you live longer”

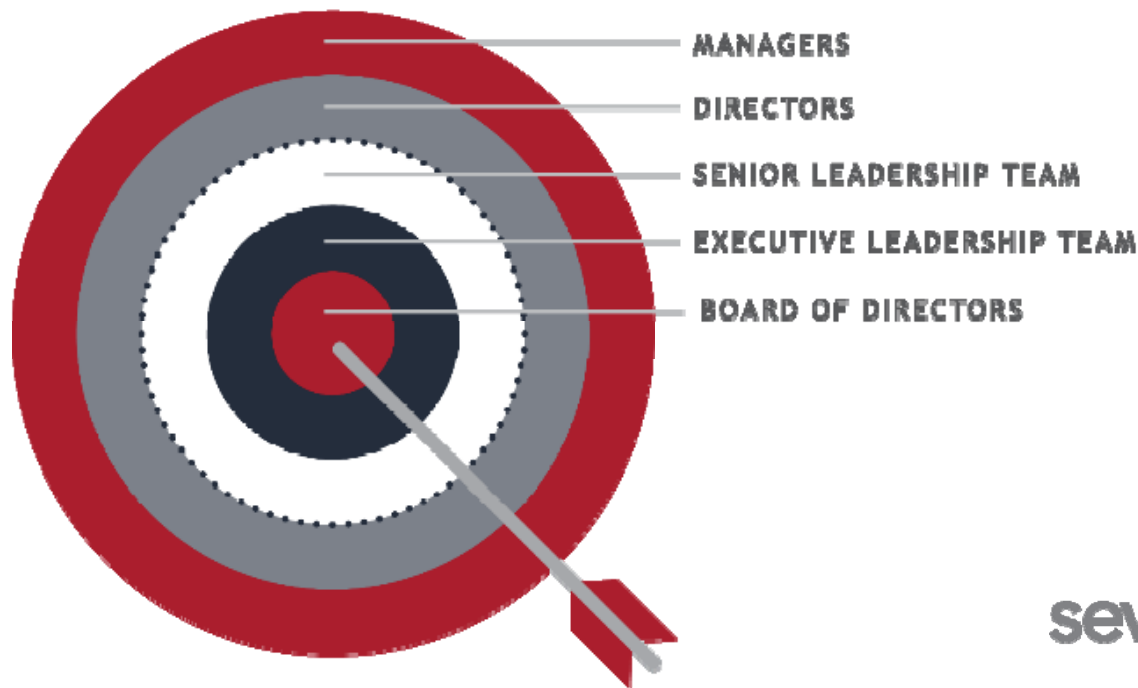
What do your PAC eligibles really think about the PAC?

You cannot understand your audience until you ask them for feedback.



“I see [numbers] ... All the time. They’re everywhere”

By analyzing data by **division**, **business unit**, **salary band**, **job titles** and **boards of director**, you can better understand donor behavior





-The Boy Who Lived -

Mr. and Mrs. Dursley, of number four, Privet Drive, were proud to say that they were perfectly normal, thank you very much. They were the last people you'd expect to be involved in anything strange or mysterious, because they just didn't hold with such nonsense.

Mr. Dursley was the director of a firm called Grunnings, which made drills. He was a big, beefy man with hardly any neck, although he did have a very large mustache. And he gave to DrillPAC every pay period.

“Where does he get those wonderful toys?”



ACT for
NOVO NORDISK
achieving change together



Take Action

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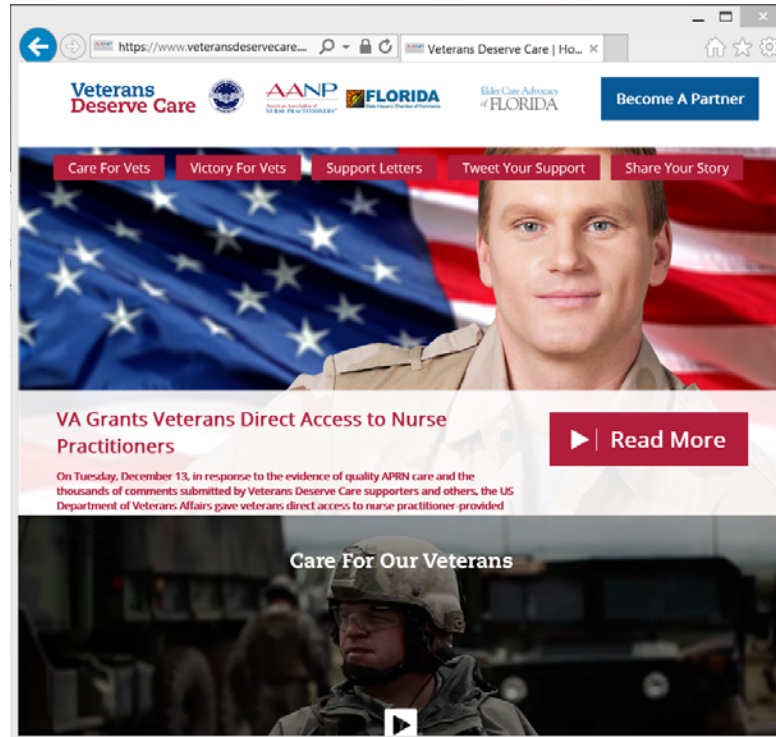
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Washington, DC 20001

Take Action

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The screenshot shows the homepage of the Veterans Deserve Care website. The header includes the organization's name and logos for AANP, Florida, and the Elder Care Advocacy of Florida. A navigation bar contains links for Care For Vets, Victory For Vets, Support Letters, Tweet Your Support, and Share Your Story. The main content area features a large image of a man in a military uniform with an American flag background, followed by a headline about VA Grants and a 'Read More' button. Below this is a video player titled 'Care For Our Veterans'.

What do we do?



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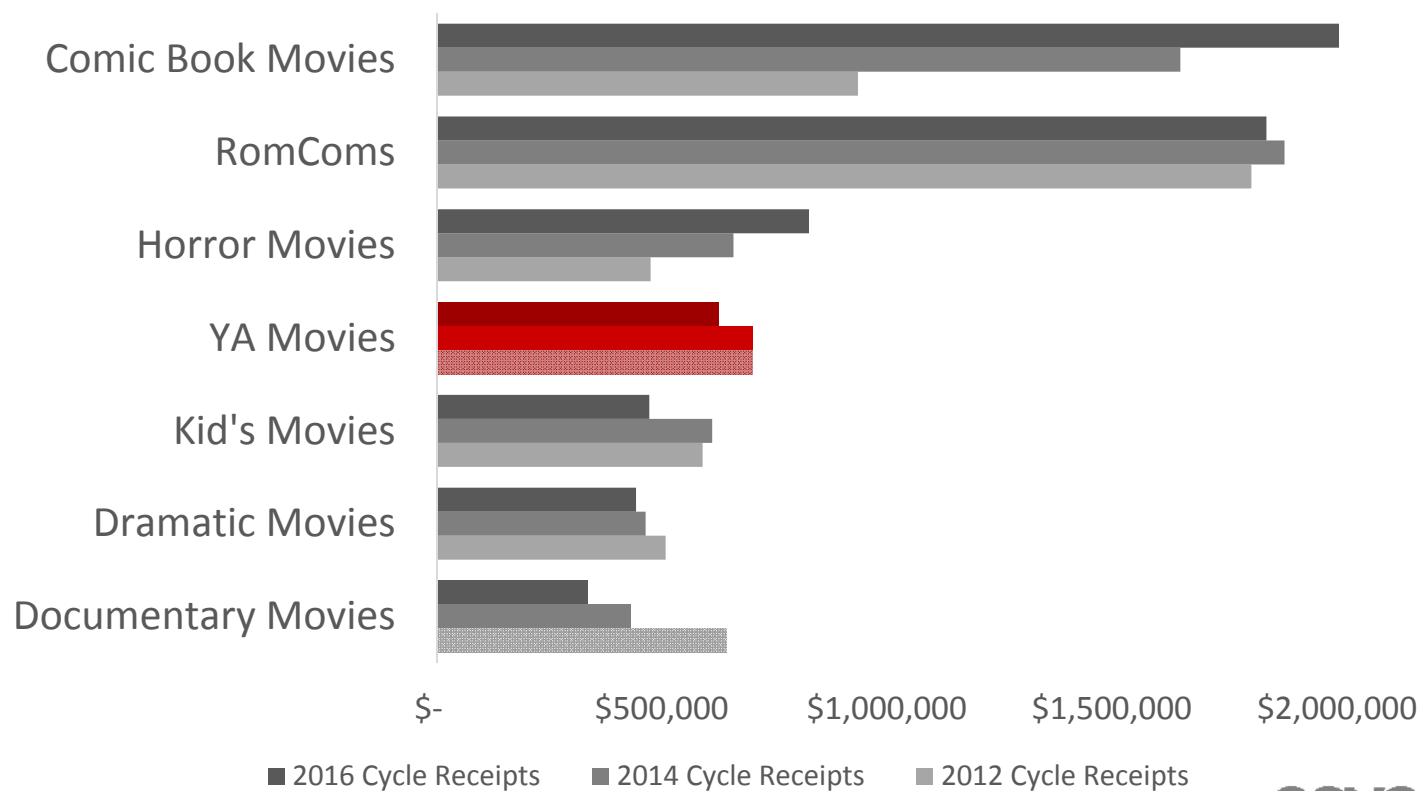


What We Stand For

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“He's been compared to Elvis Costello”



Next steps



Strategize communications



Recruit new spokespeople



Revise communications tools



Revisit PAC goals

Questions?

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