

PAC Disbursement Strategies: Best Practices for Handling Fundraising Invitations

Public Affairs Council

**Kristin Brackemyre
June 7, 2018**

ABOUT THE PUBLIC AFFAIRS COUNCIL

WHO WE ARE, WHAT WE DO

The Public Affairs Council is a non-profit, non-partisan, non-political organization committed to advancing the practice of public affairs.

In the space of political action committees, we focus on:

Changes and trends in the area of campaign finance

Strategies for organizations to remain compliant and transparent

Best practices to educate about the PAC and fundraise for the PAC

Effective ways to use PACs to build relationships with candidates

ABOUT ME



Kristin Brackemyre
Manager, PAC and Advocacy
Practice

Areas of Expertise:

Political Action Committees
Campaign Finance
Grassroots and Advocacy

Experience:

Consumer Technology Association
American Association of Orthopaedic Surgeons
National Association of Health Underwriters

TODAY'S AGENDA:

- Fundraising emails are a necessary evil
- You need fundraisers, but they need you, too!
- Invest personally in building relationships with the fundraisers
- Creating a strategy that works for your GR team
- Be a resource for navigating events and spending your PAC dollars wisely



Meeting Request: Ron Wright (Candidate TX-6) Inbox x



Alexandra Kendrick alexandra@highcottonconsulting.com via mail227.atl21.rsgsv.net
to me ▾

Hi There, Ron Wright is running for Congressional District 6 in Texas. He is coming into town for a short trip Wednesday afternoon and Thursday morning. Would you have any time after 3:00 PM on Wednesday or before 10:30 AM on Thursday to meet at the Capitol Hill Club for a short meeting? Let me know. Thank you!! I have also included his bio and a little bit about his race below.

Abigail Burke

Bio:

Ron Wright is a sixth-generation resident of Texas. From Azle High School in 1971, he moved to Arlington and has been active in political affairs and community service for many years.

Ron served at-large on the Arlington City Council for the last four years as Mayor Pro Tempore. He is currently running for Congress in Texas District 6.



PAC Friends –

We hope everyone is gearing up for a restful holiday break! As we head into 2018, we wanted to thank you all for your support this year. We are so appreciative of all that you do for the NRSC and we are looking forward to working with you in the New Year.

We are happy to share our 2018 PAC Benefits below:

- For our **PAC Founders Programs** (\$30,000+ annual contribution) benefits, please click [HERE](#)
- For our **PAC Policy Board** (\$15,000) & Senate Council (\$5,000) benefits, please click [HERE](#)



Columbus native Tim Kane is a conservative economist and national security expert. US Air Force officer who served two tours of duty overseas. Tim and his wife, Hiram, have three children.

Tim is a resident of Dublin, Ohio. He grew up in Columbus, from kindergarten through high school in Gahanna and Lincoln Village. His mom worked at Xerox, and his dad worked at Rickenbacker ANGB. After graduating from Westland High School, Tim joined the US Air Force.

Tim graduated from the United States Air Force Academy with a degree in economic intelligence officer and was stationed in Korea as a combat interrogator. He worked at NSA with a top secret/codeword clearance.



Tim is a Ph.D. economist, famous for his creation by entrepreneurs. His research focuses on economic growth, entrepreneurship, and security. He has appeared on ABC, CBS, FOX, NPR, CNBC, and Bloomberg. Tim's book is Total Volunteer Force. He co-edited The Economics of Great Powers with the Heritage Foundation. Tim's first book Bleeding Talent: Military Mismanages Great Leaders and How a Revolution is Highly Regarded as a security expert. He also led the development of the Heritage Foundation/Wall Street Journal Index of Economic Freedom.

Tim believes the United States is the greatest nation in world history thanks to the genius of the Constitution. He supports budget amendment as the only way to secure liberty from creeping federal power. Kane favors growing the economy – especially helping entrepreneurs – as the key to jobs. He is pro-life, pro-2nd amendment, pro-free trade, and a respected proponent of a limited government.

Contributions in cash to Kane for Ohio are not tax deductible in charitable contributions. Funds received are subject to the prohibitions and limitations of the Federal Election Campaign Act. An individual may contribute a maximum of \$2,700 for the primary election and \$2,700 for the general election. Federal multi-candidate political action committees (PACs) may contribute up to \$5,000 per election. Contributions from corporations, labor organizations, foreign nationals, and federal government employees are prohibited. All contributions must be from the contributor's personal funds. Corporations and individuals are strictly prohibited from reimbursing another person for making a contribution to Kane for Ohio. To comply with federal law, we must use our best effort to obtain and report the name, mailing address, occupation and employer of all individuals whose contributions aggregate in excess of \$200 per election cycle. PAC ID: C00666586

Paid for by Kane for Ohio: ID: C00666586



You are cordially invited to a Reception Supporting
Candidate Scott Dacey
hosted by

Jim Carter & Emerson PAC

Wednesday, February 28th 5:00- 6:00 p.m.
Capitol Hill Club
Presidential Dining Room
300 First Street SE, Washington, DC 20003

PAC: Host: \$2,500, Co-Host: \$1,000, Attendee: \$500
Individual: Host: \$1,000, Co-Host: \$500, Attendee: \$250

RSVP: Alexandra Kendrick 912-655-8721 or rsvp@highcottonconsulting.com

____ YES! I/We want to show support for Scott Dacey and attend the reception!
(Please Check One)
____ PAC Host: \$2,500 ____ PAC Attend: \$1,000 ____ Individual: \$500
____ PAC Host: \$1,000 ____ PAC Attend: \$500 ____ Individual: \$250
____ I/We cannot attend the reception with Scott Dacey. However, as a show of support, enclosed is a contribution of _____

PAYMENT INFORMATION

BY CHECK: Please make checks payable to The Scott Dacey Committee and mail to:

The Scott Dacey Committee
P.O. Box 14345
New Bern, NC 28561

BY PHONE: Call 912-655-8721 to donate by phone

BY PERSONAL CREDIT CARD:



Name on Card _____ Card Number _____ Exp. Date _____
Signature of Contributor _____ CCV (3 digit code) _____

CONTRIBUTOR INFORMATION Federal law requires the following information*

Full Name* _____
Employer* _____ Occupation* _____
Address* _____ City* State* Zip* _____

Email* _____ **Phone** _____
Contributions in cash to The Scott Dacey Committee are not tax deductible in charitable contributions. Funds received are subject to the prohibitions and limitations of the Federal Election Campaign Act. An individual may contribute a maximum of \$2,700 for the primary election and \$2,700 for the general election. Federal multi-candidate political action committees (PACs) may contribute up to \$5,000 per election. Contributions from corporations, labor organizations, foreign nationals, and federal government employees are prohibited. All contributions must be from the contributor's personal funds. Corporations and individuals are strictly prohibited from reimbursing another person for making a contribution to The Scott Dacey Committee. To comply with federal law, we must use our best effort to obtain and report the name, mailing address, occupation and employer of all individuals whose contributions aggregate in excess of \$200 per election cycle. PAC ID: C00649608

Paid for by The Scott Dacey Committee: C00649608



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MANAGING THE PROCESS: EMAILS AND CALLS

Emails:

- Auto-direct fundraising emails into a separate Outlook folder
- Set specific times each week to review them
- Have a list of fundraisers and their clients handy
- Flag the events that look worthwhile, ignore the others
- Be upfront with fundraisers about your restrictions

Calls/Voicemails:

- Have a response ready
- Again, important to communicate with fundraisers about your ability to help
 - “Until your PAC is a no, it’s a maybe”
- Rule of thumb: ignore emails, don’t ignore MOC calls or voicemails

WORKING WITH FUNDRAISERS

Best Practices:

- **Build relationships with fundraisers**
 - Be honest about your restrictions (not getting involved in open seats, can't help this quarter, etc.)
 - Be helpful where you can and they'll likely return the favor—also be mindful of their time
 - Coffee anyone?
- **Don't be afraid to tell them no...diplomatically**
 - They will keep calling, emailing, etc. until they know not to
- **Don't be afraid to ask**
 - They will work with you, be honest about how you can and would like to be supportive

Tip:

Keep track of the events you support, which lobbyist attended, when & where you mailed the check.

CREATING A STRATEGY FOR YOUR TEAM

Best Practices:

- **Help your team manage the process**
 - Develop a system that assists your lobbying team
 - Curate high-priority invitations and flag them for your team (weekly round-up email, bi-weekly disbursement meetings)
 - Provide updated budget information
- **Study your team and take note!**
 - Learn to anticipate the preferences of members of your team
 - Follow up with your team after events or trips
 - Communicate with the fundraisers

CREATING A STRATEGY FOR YOUR TEAM

	A	B	C	D	E	F
	Candidate Name	Actual since 11/9/2016	2018 - Suggested Amount	2016 Cycle - Total Disbursed	Fundraiser	Fundraiser's Email
1						
2	Rep. Justin Amash (R-MI)					
3	Rep. Lou Barletta (R-PA)	\$1,000		\$1,000	Bogart Associates	loren@bogartassociates.com
4	Rep. Joe Barton (R-TX)				Alexandra Kendrick	rsvp@highcottonconsulting.com
5	Rep. Karen Bass (D-CA)				The Frost Group	Jennifer@frostgroup.net
6	Rep. Ami Bera (D-CA)		increase - \$5k	\$2,500	Kalik Associates	rick@kalikassociates.com
7	Rep. Don Beyer (D-VA)			\$2,500	Angerholzer Broz Consulting	Trevor@abconsultingdc.com
8	Rep. Mike Bishop (R-MI)			\$3,000	Gula Graham	jon@gulagraham.com
9	Rep. Marsha Blackburn (R-TN)	\$2,000	increase	\$2,500	Gula Graham	jon@gulagraham.com
10	Rep. Suzanne Bonamici (D-OR)	\$1,500	decrease - \$2500	\$5,000	Angerholzer Broz Consulting	Tori@abconsultingdc.com
11	Rep. Kevin Brady (R-TX)			\$2,500	Epiphany/Kate Better	kbetter@epiphanyproductions.com
12	Rep. Susan Brooks (R-IN)	\$1,000	increase - \$5k	\$3,500	The Townsend Group	sheryl@thetownsendgroup.com
13	Rep. Michael Burgess (R-TX)		decrease	\$6,000	Red River Co.	karrie@redriverco.net
14	Rep. Tony Cardenas (D-CA)	\$2,000	increase - \$5k	\$3,500	Kory Vargas Caro	kory@connectivadc.com
15	Rep. John Carter (R-TX)				Drucker Lawhon	tori@druckerlawhon.com
16	Rep. Joaquin Castro (D-TX)			\$2,500	HM Consulting	Halle@HMConsultingdc.com
17	Rep. Jason Chaffetz (R-UT)	\$1,000		\$5,000	Ed Rahal	ed@emrahal.com
	House	Senate	Committees & PACs	Identified House Targets	Identified Senate Targets	Pei ...

THANK YOU!

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