

# **Reporting Back to PAC Donors:**

## **Increasing Donor Engagement through Effective Communications**

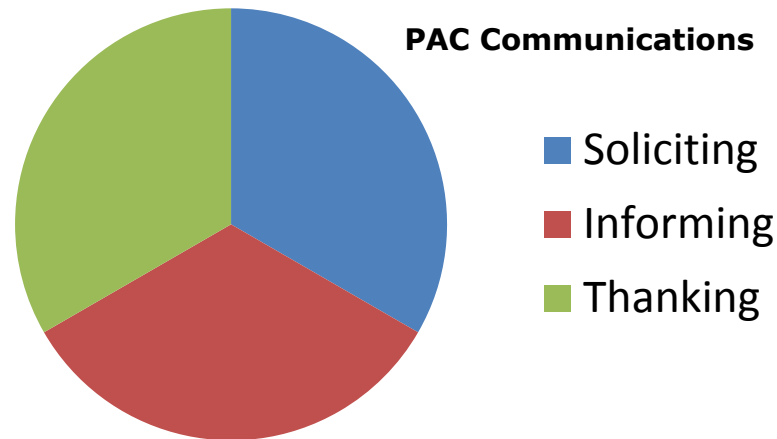
Kristin Brackemyre

Consumer Technology Association

# Reporting Back to PAC Donors

- Why?

- Donors deserve to know how their investment is being put to use.
- If the PAC doesn't tell its story...who will?!
- ***Increased engagement = increased retention!***



# Reporting Back to PAC Donors

- When?
  - Integrate updates into or around major internal events
    - Conferences, Legislative Fly-Ins, Industry Meetings, etc.
  - Provide information when you solicit for contributions
    - Link to or attach updates, website, annual report, etc.
  - Before and After Elections
  - End of the Year Holiday Greetings or Thank You

## Tips:

Know your organizational culture and adjust accordingly

Create an outreach or communications calendar (for yourself) each year



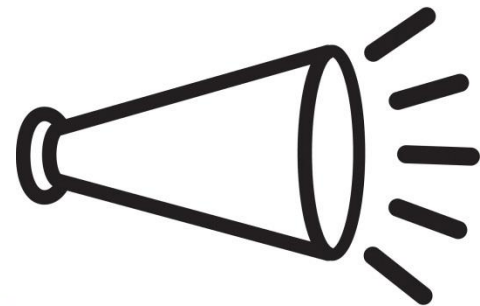
# Reporting Back to Donors

- What?
  - Administrative/Procedural Information
    - Members of your PAC's governing board
    - Criteria for giving or contributions approval process
  - Performance Metrics:
    - Receipts
    - Disbursements
    - Beneficiaries
    - Donors
    - Election Outcomes - Wins/Losses



# Reporting Back to Donors

- What?
  - Other:
    - Political/Legislative Updates
    - Election News
    - Donor Benefits
    - Issue Specific Information
    - Grassroots Campaigns
    - Donor Survey
    - Interactive Engagement Tools



# Reporting Back to Donors

- Deciding What to Share
  - How much to share?
    - Sharing information already publicly available is a good starting point
    - Decide internally what your organization is comfortable with sharing
      - Good idea to have these discussions regularly and revisit when appropriate
  - Answering tough questions:
    - Identify a plan that will ensure a quick response
    - Designate those best able to address concerns
      - PAC Chair
      - PAC Board member
      - CEO
      - PAC Manager

# Reporting Back to Donors

- How?
  - PAC Website
  - Annual Report
  - Regularly Scheduled PAC Updates or Newsletter
  - Pre and Post Election Reporting
  - Events
  - Department or Organizational Communications

# PAC Website



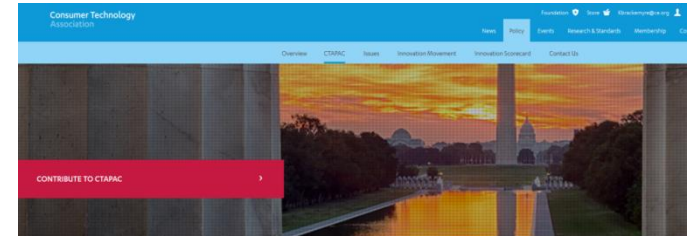
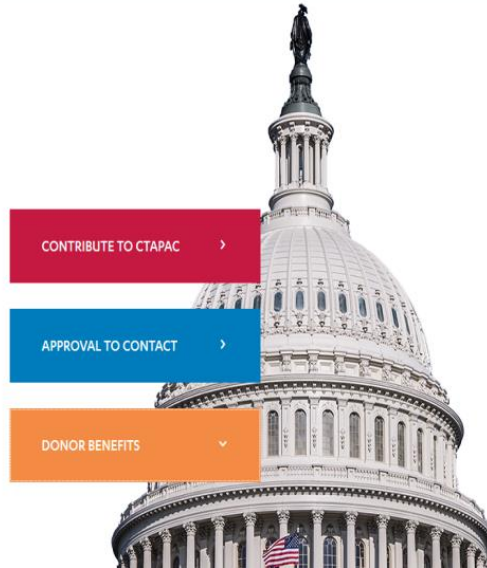
## POLICY CTAPAC

The Consumer Technology Association (CTA)™ Political Action Committee (CTAPAC) protects your freedom to build and sell consumer technology products.

Right now, outside interests are pushing Congress to impose design mandates that will raise costs and reduce our freedom to innovate. Other groups are urging severe restrictions on international trade that will harm our competitiveness and our bottom lines. Participation in the system through a robust PAC allows CTA to have a voice in the political process and empowers our advocacy efforts with the additional resources needed to succeed.

### The Benefits of a Powerful CTAPAC

- CTAPAC allows CTA to be the strongest voice on [issues critical to our industry](#).
- CTAPAC promotes our message of innovation and free markets.
- CTAPAC enables our industry to support policymakers who share our values.





# PAC Website

Consumer Technology Association

FoundationStoreKbrackemyre@cta.orgSearch

NewsPolicyEventsResearch & StandardsMembershipConsumer Resources

OverviewCTAPACIssuesInnovation MovementInnovation ScorecardContact Us

- CTAPAC allows CTA to be the strongest voice on issues critical to our industry.
- CTAPAC promotes our message of innovation and free markets.
- CTAPAC enables our industry to support policymakers who share our values.

### Questions About CTAPAC?

If you have questions about CTAPAC or would like to become involved in CTAPAC activities, please contact Kristin Brackemyre using the form below.

Name\*


First Name

Last Name

Email\*

Question\*

SUBMIT >

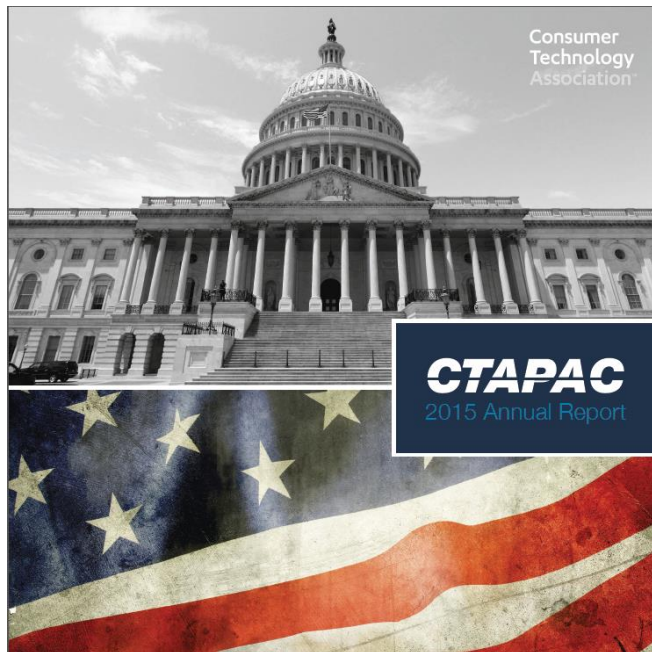


POLICY PRIORITIES >

# PAC Annual Report

- One-stop shop for in-depth PAC info
- Good outreach tool early in the year before solicitations begin
  - Another way to say thank you
  - Can be used in solicitation materials throughout the year
- What to include in an Annual Report:
  - Message from your PAC Chair
  - PAC Board Information
  - Financial Highlights/Election Review
  - PAC Beneficiaries
  - Donor Recognition
  - Donor Benefits
  - Criteria used for making PAC contributions
  - Legislative Accomplishments/Priorities

# PAC Annual Report



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### CTAPAC Membership

CTAPAC Membership

Thanks to the support of our donors, CTAPAC remains the strongest technology industry is strong, critically aware and actively engaged. The generous support of CTAPAC donors across all levels is vital to strengthening our industry's message in Washington D.C.

PAC Membership by Year

Year	2010	2011	2012	2013	2014	2015
CTAPAC Members	162	178	212	228	218	254

CTAPAC Membership Levels

Membership Level	2015
Industry	\$5,000 cumulative annual contribution
Senior Club	\$2,000-\$4,999 cumulative annual contribution
Member Club	\$1,000-\$1,999 cumulative annual contribution
Member	\$1-\$999 cumulative annual contribution

2015 Donor Breakdown

Membership Level	Count
Industry	15
Senior Club	5
Member Club	24
Member	130

*Thank You to all 2015 CTAPAC Members!*

### DIVISION BOARDS and Councils

Division and Councils CTAPAC Content

Each year the Division Boards and Councils CTAPAC content measures the money raised and participation of each division board. The support provided by this content has been a critical factor in CTAPAC's growth over the years and continues to produce prospective donors to the important work of the PAC.

Congratulations to the winners of our first awards in 2015:

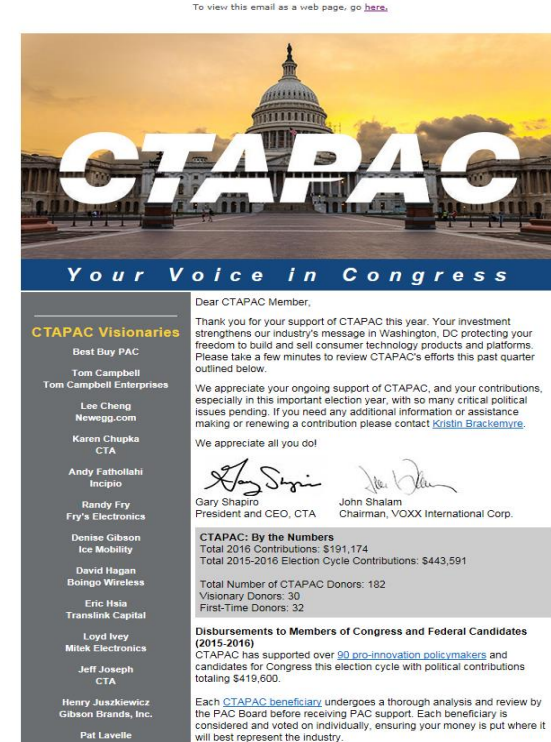
- The first board to reach 100 percent participation in 2015: **Small Business Council**
- The board with the highest dollar amount contributed in 2015: **Automotive**
- The first new board to reach 100 percent participation in 2015: **Website Technology**

Division Board/Council	2011	2012	2013	2014	2015
Automotive	87.00%	97.00%	97.00%	97.00%	97.00%
Technology	88.00%	90.00%	90.00%	90.00%	90.00%
Small Business	88.00%	90.00%	90.00%	90.00%	90.00%
Health & Fitness	88.00%	90.00%	90.00%	90.00%	90.00%
Education	88.00%	90.00%	90.00%	90.00%	90.00%
Real Estate	88.00%	90.00%	90.00%	90.00%	90.00%
Food & Beverage	88.00%	90.00%	90.00%	90.00%	90.00%
Travel	88.00%	90.00%	90.00%	90.00%	90.00%
Media	88.00%	90.00%	90.00%	90.00%	90.00%
Telecom	88.00%	90.00%	90.00%	90.00%	90.00%
Energy	88.00%	90.00%	90.00%	90.00%	90.00%
Health & Fitness	88.00%	90.00%	90.00%	90.00%	90.00%

Division Board/Council	2011	2012	2013	2014	2015
Automotive	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
Technology	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
Small Business	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
Health & Fitness	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
Education	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
Real Estate	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
Food & Beverage	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
Travel	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
Media	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
Telecom	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
Energy	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
Health & Fitness	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000

# PAC Newsletter

- Ongoing communication channel
  - Monthly, quarterly updates
  - Relevant news and announcements
  - Donor recognition
  - Upcoming events
  - Financial Updates



# Election 2016: Prediction Poll

## 2016 CTAPAC Election Predictions

Responses Due by 5:00PM Monday, November 7th

\* Required

# CTAPAC

YOUR VOICE IN CONGRESS



Name \*  
Last Name, First Name

Your answer

Email Address \*

Your answer

## Presidential Battleground States (10)

These states will determine who wins the Presidency.

### Colorado \*

Real Clear Politics: <http://bit.ly/CTAPACCO>

Choose

### Florida \*

Real Clear Politics: <http://bit.ly/CTAPACFL>

Choose

### Michigan \*

Real Clear Politics: <http://bit.ly/CTAPACMI>

Choose

### Nevada \*

Real Clear Politics: <http://bit.ly/CTAPACNV>

Choose

### New Hampshire \*

Real Clear Politics: <http://bit.ly/CTAPACNH>

Choose

### North Carolina \*

Real Clear Politics: <http://bit.ly/CTAPACNC>

Choose

### Ohio \*

Real Clear Politics: <http://bit.ly/CTAPACOH>

Choose

### Pennsylvania \*

## Senate Races (10)

These races will determine control of the Senate.

### Arizona \*

Real Clear Politics: <http://bit.ly/CTAPACAZSEN>

Choose

### Florida \*

Real Clear Politics: <http://bit.ly/CTAPACFLSEN>

Choose

### Illinois \*

Real Clear Politics: <http://bit.ly/CTAPACILSEN>

Choose

### Indiana \*

Real Clear Politics: <http://bit.ly/CTAPACINSEN>

Choose

### Nevada \*

Real Clear Politics: <http://bit.ly/CTAPACNVSEN>

Choose

### New Hampshire \*

Real Clear Politics: <http://bit.ly/CTAPACNHSEN>

Choose

### North Carolina \*

Real Clear Politics: <http://bit.ly/CTAPACNCSEN>

Choose

### Ohio \*

Real Clear Politics: <http://bit.ly/CTAPACOHSEN>

## Bonus: House Races (5)

Test your political acumen with these five House races!

### CA-07

Real Clear Politics: <http://bit.ly/CTAPACCA07>

Choose

### FL-26

Real Clear Politics: <http://bit.ly/CTAPACFL26>

Choose

### IL-10

Real Clear Politics: <http://bit.ly/CTAPACIL10>

Choose

### MN-03

Real Clear Politics: <http://bit.ly/CTAPACMN03>

Choose

### TX-23

Real Clear Politics: <http://bit.ly/CTAPACTX23>

Choose

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Never submit passwords through Google Forms.

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# Election 2016: CTA Votes

CTA Votes

Please make one selection.

\* Required



President and Vice President \*

- ☐ Hillary Clinton - Timothy Kaine - D
- ☐ Donald Trump - Mike Pence - R
- ☐ Gary Johnson - William F. "Bill" Weld - L
- ☐ Jill Stein - Ajamu Baraka - G

SUBMIT




# Reporting Back: Be Inclusive!


- Don't forget to report back to staff donors/other internal stakeholders!



**CTAPAC**  
YOUR VOICE IN CONGRESS

- CTA's voluntary, non-partisan political action committee
  - Enhances CTA's voice on issues critical to the industry
  - Supports federal candidates who favor and advance pro-tech policies
  - Focused on industry issues, not personal political beliefs
  - Advances CTA's profile, builds relationships, does not determine election outcomes

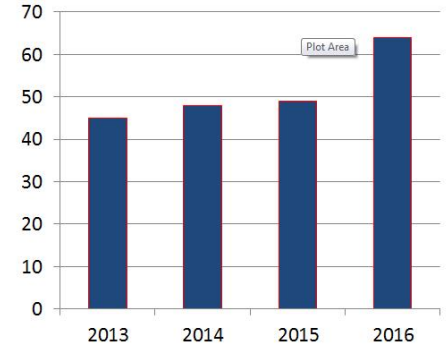
  
CTA.tech

Consumer Technology Association 

## CTAPAC Staff Donors:

2013: 45  
2014: 48  
2015: 49  
2016: 64

Total contributions from  
CTA staff in 2016: **\$46,644**

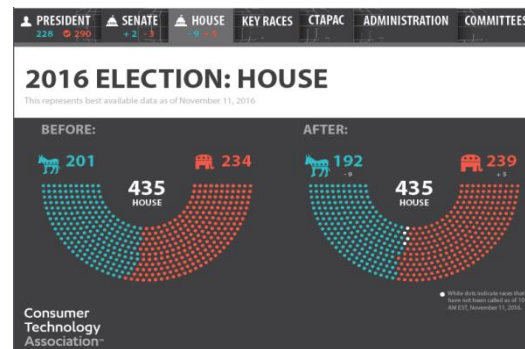
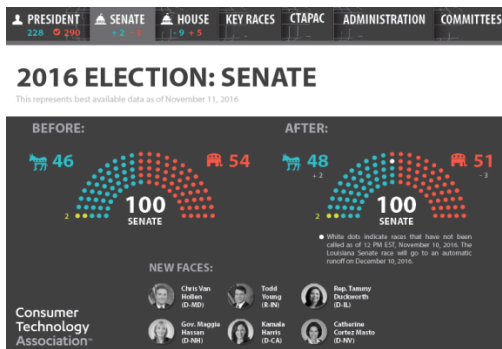
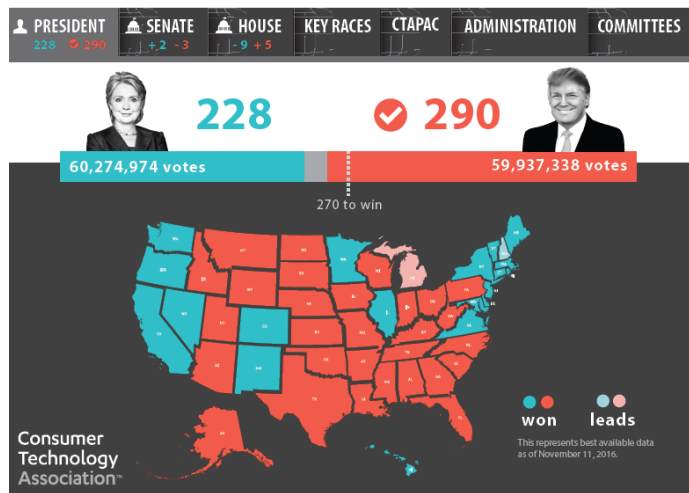


Consumer  
Technology  
Association



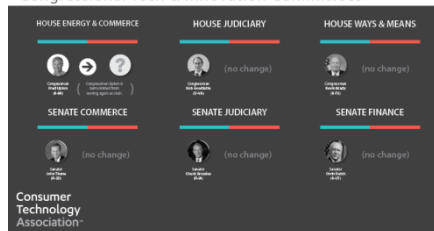
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# Reporting Back: Election Updates



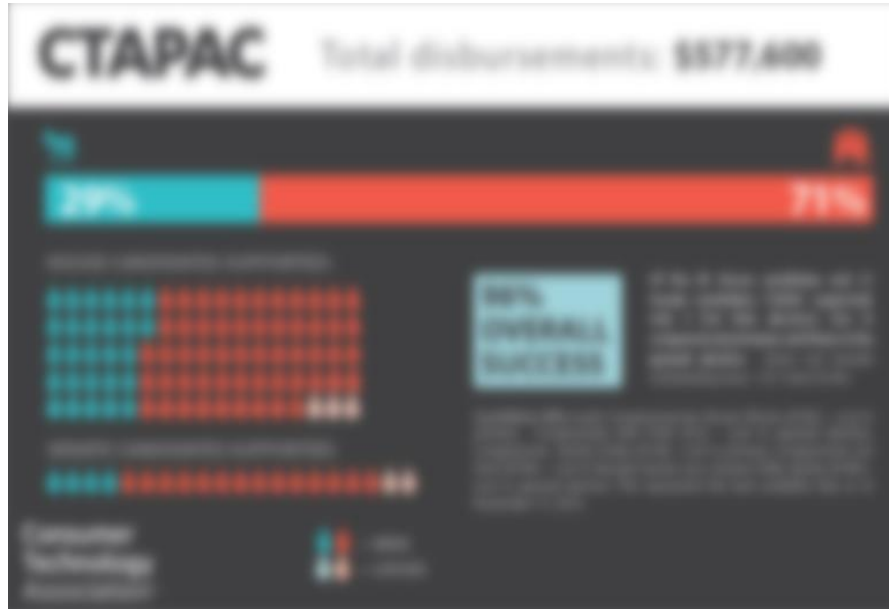
## COMMITTEES

Congressional Tech & Innovation Committees





# Election Updates: Spotlight your PAC!



# Utilizing Other Communication Channels

- Look for other ways to share information:
  - **Repurpose** whenever possible! 😊
  - Try to be the point person for any special communications going out to PAC donors
- Other department or organization-wide information
- Communicating donor benefits
- Issue specific information that affects specific donors

# Thank You!

Kristin Brackemyre

Consumer Technology Association

Sr. Manager, PAC and Political Affairs

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703-907-7767