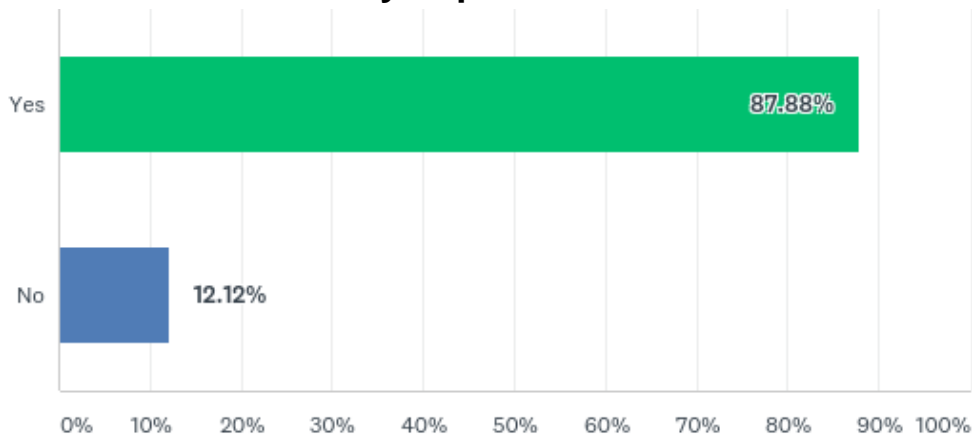


Political Involvement Network Survey

COVID-19: Impact on PAC and Advocacy Efforts

The Public Affairs Council conducted a Political Involvement Network survey on how organizations are responding to the COVID-19 health crisis and adjusting their PAC and advocacy strategies as a result. The survey was open to the entire PAC and advocacy communities.

Q1: Have you paused solicitations?



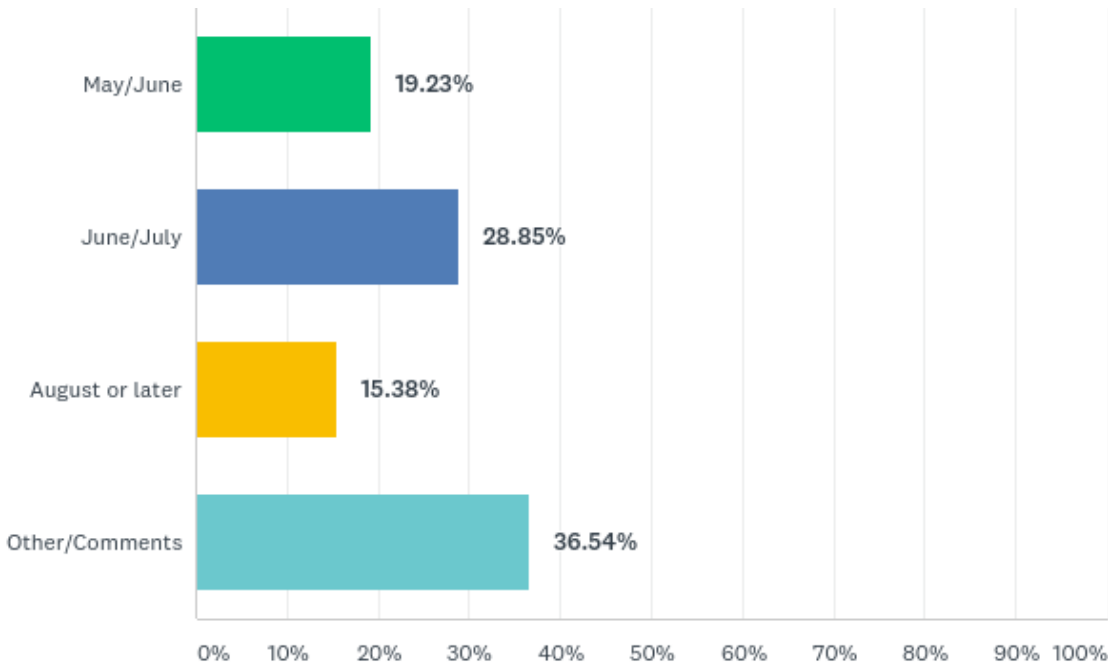
ANSWER CHOICES	RESPONSES	
Yes	87.88%	58
No	12.12%	8
TOTAL		66

Comments:

- We started our campaign in mid Feb and paused it mid March at 57% of goal - was supposed to end April 30.
- Until mid April
- Not yet but our membership drive starts in early May. Our Board has had conversations.
- Our industry is still doing well, so we've just tried a more targeted approach with a less assertive tone

- We have paused them until the crisis is over at minimum.
- Our annual campaign commenced the last week in February but paused the second week in March. Prior to the pause, we saw a drop off in usual engagement.

Q2: Approximately when do you plan to solicit again?



ANSWER CHOICES	RESPONSES	
May/June	19.23%	10
June/July	28.85%	15
August or later	15.38%	8
Other/Comments	36.54%	19
TOTAL		52

Comments:

- Will have to see how things go/play by ear.
- We don't know

- Not sure! Playing things by ear.
- Will assess - typically schedule campaign around PPP delivery and avoid fall b/c United Way so will have to see.
- Uncertain
- Hard to say-still unsure of impact on our members' businesses.
- Hoping for May/June but really just playing by ear.
- Not sure. Depends on the duration of the pandemic.
- When there is a light at the end of the tunnel
- It's uncertain at this time
- Unknown at this time.
- We will consider opening solicitations again once there is a sense of normalcy again.
- When all (or most) employees have returned to work.
- As soon as it's appropriate
- TBD; we'll make this decision pending discussion and approval from our PAC Board
- As soon as things return to normal operations
- Once the country starts "returning to normal"
- We really aren't sure right now
- Plans will be based not only on COVID-19 status, but also the economy. If we are in a recession we will need to reconsider HOW our usual solicitation campaign will be adjusted.

Q3: Are you doing any communications or outreach to donors and/or eligibles?

Answers:

- Yes – 7 responses
- No – 9 responses
- Minor updates
- Not at this time
- Yes; CTAs and Updates
- Yes, education communications
- Continuing regular newsletters and updates
- Yes, continuing with quarterly calls.
- No, other than planned newsletters
- Promoting grassroots efforts & COVID resources; purely educational
- Not right now - letting employees focus on their job/telecommuting mostly
- Update of state legislatures/sessions
- Regular comms to members
- No. Not for solicitation. We have our Annual Report to push out this month.
- One message that we are pausing. and a second that is light and positive and nothing PAC or Political

- We were in the middle of our campaign. We are doing a donor WebEx with Charlie Cook on April 16 and will do a quarterly PAC newsletter by May 1.
- Not on PAC, no. Organization has done several on COVID-19
- Yes- updates from the hill
- Special edition newsletter with updates on GOTV changes, actions of government affairs teams, etc.
- yes, educational messages
- Twice monthly update email
- not at this time - may do education once we get back to any sense of normalcy
- No-- we are a health care association so we have paused everything
- Yes - regular PAC communications - monthly newsletter, more focused on COVID-19 and government activity
- Limited
- Yes, only a few communications about what we are doing to interact with members of Congress, etc.
- Monthly Political Updates
- We are doing grassroots level education and a friday update of public affairs activities.
- Yes, we are doing a state of play in Washington and providing a call.
- Maybe, but not certain yet.
- Political Updates - change in election dates, etc
- Yes, sharing communications with donors that were created for sr. leaders. Working on other ideas.
- Not just to donors/eligibles. Outreach to everyone in the company
- We had a webinar last week that was already scheduled and will send a quarterly newsletter communication.
- Not yet
- Not at this time.
- They receive our government affairs updates already. We also invite PAC donors to our monthly government affairs update calls.
- Not now.
- Sending Inside Elections, advocacy comms
- Updates on election date changes

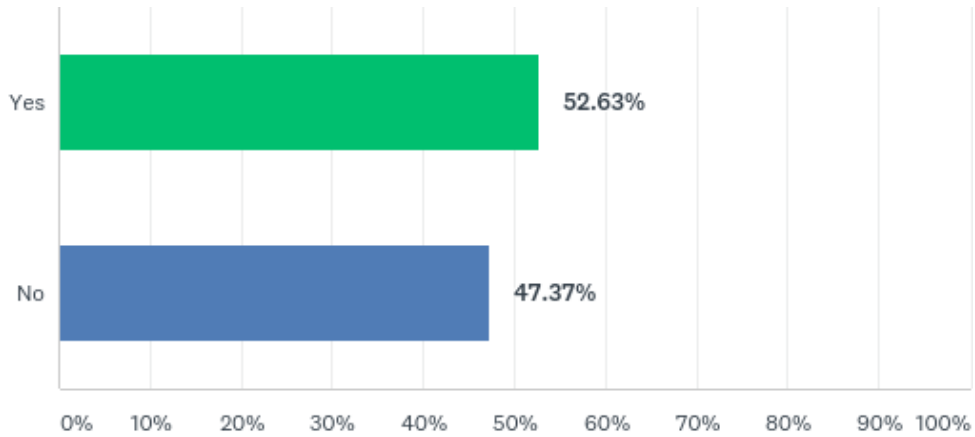
Q4: Have you implemented anything new or different due to COVID-19 changing your scheduled plans?

Answers:

- Yes – 2 responses
- No – 19 responses
- Not yet – 6 responses
- Virtual fly in scheduled for May
- Weekly policy updates
- Offering new political updates and links to legislative updates
- We canceled our annual meeting and turned it virtual - we did a "Virtual Lounge" via Twitter Conversation.

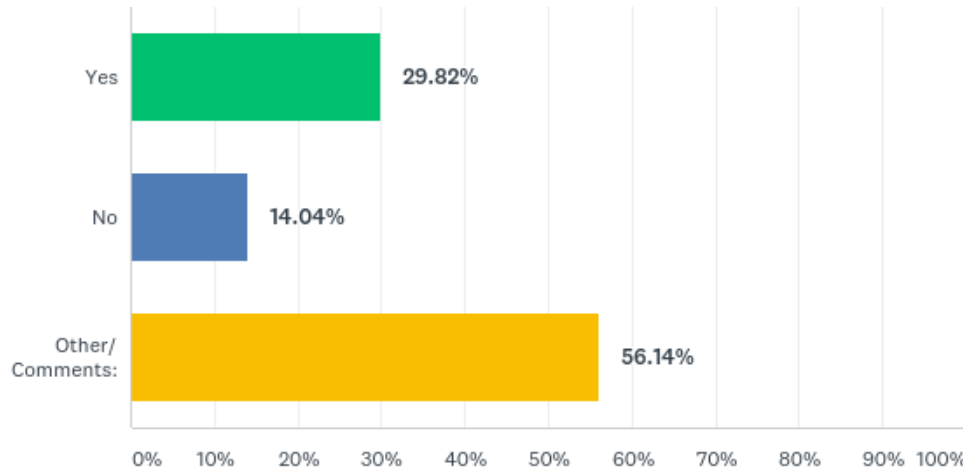
- We monitor essential businesses to make sure pet services are included and update our website daily.
- We have not altered our schedule for our annual membership drive, yet.
- Yes, our campaign paused in the middle and we will pick back up when things get back to normal and social distancing guidelines are lifted. We are focused on timely GR communications to educate and inform employees about how our team is working with governments in this time.
- Other than mothballing spring plans, no
- moving to virtual fly-in
- Looking at more webinar / zoom updates
- Trying video conference events
- Pausing all soliciting and going to fundraisers
- Virtual Events
- We will likely consider lower level donations as a focus, because people are economically nervous right now.
- we changed our messaging
- Paused our monthly webinars for donors but hoping to restart soon.
- Adjusting our current solicitation campaign
- yes- more communication changing schedule of newsletters, stopping campaigns
- Slowing disbursements due to decrease in events
- We've paused the campaign and we aren't sending out communications- unclear how our plans will change further at this point. Until we see a time when it makes sense to resume, hard to judge what we may need to do when we resume.
- We will not conduct internal in-person events for the foreseeable future.
- no, other than postponing the solicitation, and member of Congress visits to headquarters

Q5: Are you still cutting PAC checks?



ANSWER CHOICES	RESPONSES	
Yes	52.63%	30
No	47.37%	27
TOTAL		57

Q6: Have you cancelled your fly-in or advocacy day?



ANSWER CHOICES	RESPONSES	
Yes	29.82%	17
No	14.04%	8
Other/ Comments:	56.14%	32
TOTAL		57

Answers:

- Virtual
- We are now doing virtual advocacy days
- We cancelled our corporate convention where I raise 80% of our contributions
- Not yet - our fly-in is October 4-6, 2020
- Did not have one planned
- We don't have a fly in.
- It's scheduled for mid-June and haven't made the call yet
- didn't have one planned
- moving to virtual
- No fly-in
- We did not have any scheduled

- We held ours in winter.
- More than likely we will be cancelling our fly-in, but the decision will be made next week.
- We do not do either.
- Likely going to be virtual
- Not yet, but we're monitoring key milestones for execution (travel accommodations, participant education, meeting scheduling)
- not yet- TBD
- Do not currently offer one
- n/a to my company
- don't have one
- We don't have one scheduled this year- our next will be next year.
- Our fly-in was conducted end of January.
- Looking at virtual fly-ins for the future

Q7: Since the outbreak, have you used new technology to support your grassroots efforts? Please specify.

Answers:

- Yes – 2
- No - 22
- GoToWebinar, Zoom
- More email communication with clients and members
- Created COVID-19 landing page online with links to legislative updates, guidance on prevention and best practices for professionals
- Not yet
- Only our PAC board and planning efforts.
- Assuming we go forward with our annual membership drive we will opt for webinars v. in person lunch and learns.
- No, we continue to send emails, engage on social media, use WebEx
- No-still using VoterVoice.
- Not yet
- We are getting a corporate Zoom account to host meetings
- More use of video conferencing
- No but using social, email and conference calls much more than in person meetings (completely stopped all in person asks)
- Yes, we use DDC for our advocacy use. We are trying not to inundate employees with emails, but are trying to give them outlets to "make things better in the future" without leaving their homes.

- Zoom calls
- We are considering virtual audio or video town halls with lawmakers
- We are having many teleforums
- No. We have not activated or communicated with grassroots volunteers since outbreak.
- started using GoToMeeting for webinars

Q8: Please share any other grassroots or engagement strategies your organization is deploying in response to COVID-19.

Answers:

- Webinars with members of Congress and our donors
- Office Hours with different departments to discuss their work within the enterprise
- COVID-19 hub, amplifying the need for grassroots and connection (Twitter outreach), increased collection of grassroots/advocacy stories.
- Our PAC Board of Directors are writing personal statements to e-blast to all donors.
- Sent a survey to our corporate members on how they are helping in the crisis. Either by donating or switching their manufacturing.
- Moving to all online as opposed to in person events. Our communications on GR items have been more frequent, but only focused on timely issues.
- Did an all-member alert in the weeks before Phase 3 was passed. Planning another soon as Phase 4 develops.
- We are looking to set up a townhall meeting with our head lobbyist to discuss what we (as a company) are doing to aid in the medical community.
- Created a COVID-19 resource center on our web site
- None yet- will report back
- Over communication
- We have been having routine calls with company leadership about the on going stimulus proposals, and we have asked leadership and our board of directors to max out to our pac this year.
- Daily conference calls and update emails
- We have revised language in some previously planned communications to reflect relevance to COVID (e.g. Census participation)
- webinars, and teleforums
- Finding creative ways to keep employees informed or engaged outside of political giving.
- Just keeping our employees updated on the virus and how the company is handling all aspects



- Setting up tele-town halls for our members with Senate and House champions in their states/districts. Hosting multiple webinars each week with updates on GR/advocacy efforts and implementation of new laws. Added new COVID-19 specific page on our website

If you have questions about this survey or for more information, contact Kristin Brackemyre (Director, PAC and Government Relations) at kbrackemyre@pac.org or Tori Ellington (Public Affairs Associate) at vellington@pac.org

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