



Public Affairs
Council

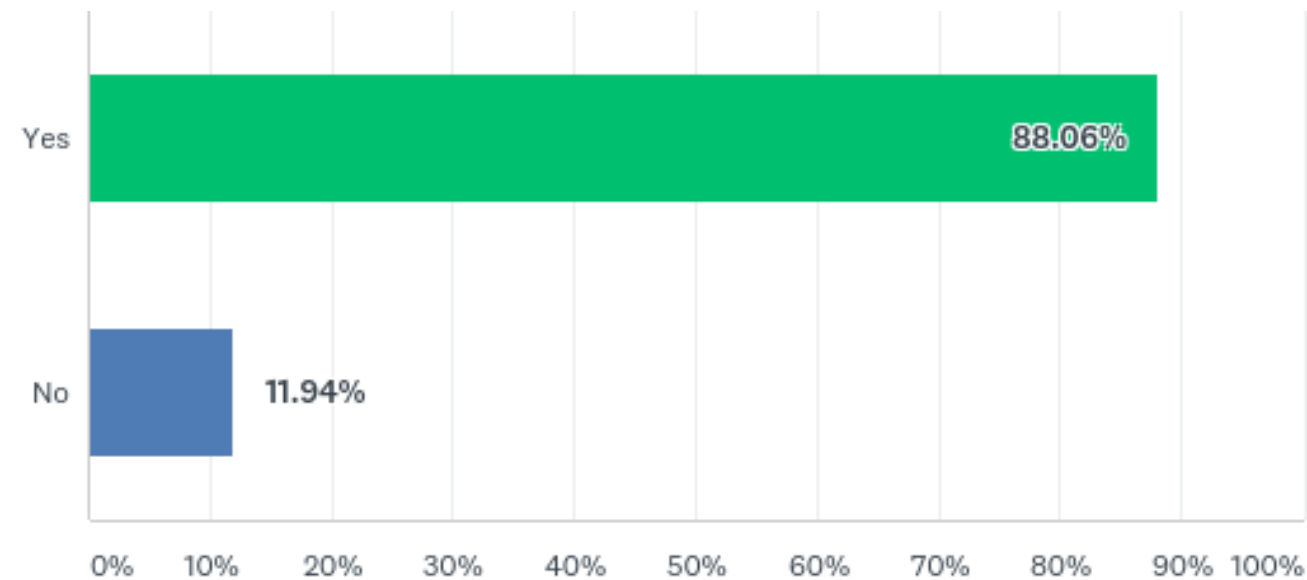
COVID-19 & the PAC:

Management Strategies during a Crisis

April 16, 2020

Question: Have you paused solicitations?

Answered: 67 Skipped: 0

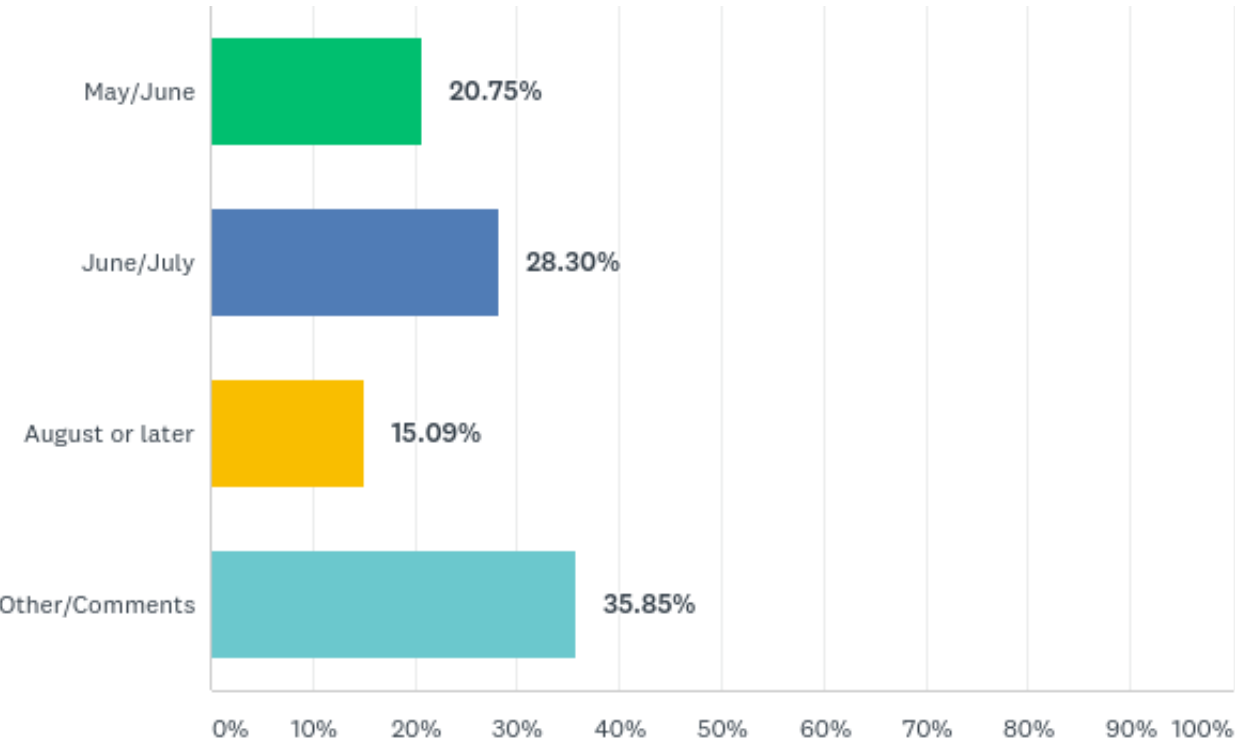


ANSWER CHOICES	RESPONSES	
Yes	88.06%	59
No	11.94%	8
TOTAL		67



Question: Approximately when do you plan to solicit again?

Answered: 53 Skipped: 14

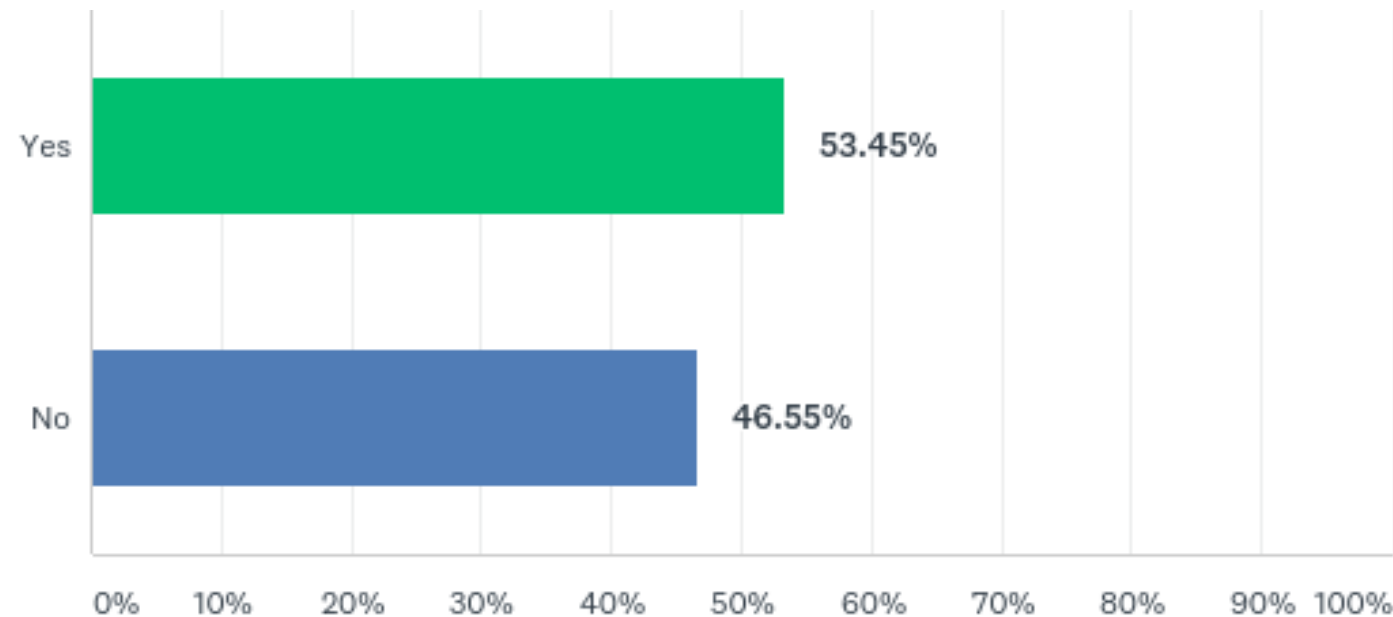


ANSWER CHOICES	RESPONSES
May/June	20.75%11
June/July	28.30%15
August or later	15.09%8
Other/Comments	35.85%19
TOTAL	53



Question: Are you still cutting PAC checks?

Answered: 58 Skipped: 9



ANSWER CHOICES	RESPONSES	
Yes	53.45%	31
No	46.55%	27
TOTAL		58



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

- “Not right now – letting employees focus on their job/ telecommuting”
- “No-- we are a health care association so we have paused everything”
- No, other than planned newsletters
- “Special edition newsletter with updates on GOTV changes, actions of government affairs teams, etc.”
- “Promoting grassroots efforts & COVID resources; purely educational”
- “Yes - regular PAC communications - monthly newsletter, more focused on COVID-19 and government activity”

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

- “Virtual Events”
- “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.”
- “We will likely consider lower level donations as a focus, because people are economically nervous right now.”
- “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.”

COVID-19 & the PAC

Scan your internal environment

-Consider pausing solicitation campaigns

- Consult with your stakeholders
- Get widespread buy-in for the steps you take
- When you are communicating...
 - Show you care
 - Mimic corporate communications and highlight COVID response or relief efforts your organization is involved in
 - Be a good neighbor, friend, colleague and check-in on each other
- Trust your gut

COVID-19 & the PAC

Manage expectations and reevaluate goals

-Communicate often with stakeholders (internally and externally)

- Start having conversations now about shifting goals and priorities
- Lay the groundwork now for your content calendar and overall PAC plan
- Carefully review your candidate budget
 - Plan a few different scenarios of PAC fundraising and candidate support efforts
 - Revisit top disbursement priorities
 - Consider the unknowns and factor those into your scenarios:
 - Party conventions, PAC trips, shifting primaries

COVID-19 & the PAC

Promote good government and keep in touch

-Consider connecting with donors and advocates about the following:

- The role your government relations team is playing in your organization's COVID response and relief efforts
- Any policies or specific provisions relevant to your organization
- PAC match – consider spotlighting charities at the front-lines or make a donation to a COVID related charity
- GOTV – primary election dates are changing rapidly, be a trusted source of information, communicate CDC guidance on safe voting options
- Other ideas: Census information and encourage completion, book or recipe recommendations, National walking day, take a break and walk!

Helpful Resources

Learn. Share. Connect!

Get connecting at **community.pac.org**




Council Connect

[HOME](#) [COMMUNITIES ▾](#) [DIRECTORY](#) [BROWSE ▾](#) [PARTICIPATE ▾](#) [MY ACCOUNT ▾](#) [Q](#)

3. RE: VIRTUAL HILL DAYS

0 RECOMMEND



[Vanessa Kermick](#)

ACTIONS ▾

Posted 7 days ago

Soapbox is scheduling virtual/ facetime meetings with hill staff...


Vanessa Kermick
Grassroots Representative
Air Line Pilots Association, International
Washington DC
(202) 797-4042

[➤ ORIGINAL MESSAGE](#)

[REPLY ▾](#)

4. RE: VIRTUAL HILL DAYS

0 RECOMMEND



[Emily Pasi](#)

ACTIONS ▾

Posted 7 days ago

Advocacy Associates is also running virtual lobby days. My contact there is Kaytee Yakacki: kyakacki@advocacyassociates.com

Good luck!!

Emily Pasi
Public Affairs Manager
American Planning Association
Washington DC
(202) 349-1008

[REPLY ▾](#)

Council Connect

POLITICAL INVOLVEMENT NETWORK_ [SETTINGS](#)

[COMMUNITY HOME](#)[DISCUSSION](#) 67[LIBRARY](#) 141[EVENTS](#) 0[MEMBERS](#) 935

For more specific samples or resources, please contact us at councilconnect@pac.org.

141 Entries

[CREATE NEW LIBRARY ENTRY](#)

FOLDERS

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- Political Involvement Network_
 - Political Action Committee Samples
 - PAC Governance
 - Budgeting and Disbursement Strategy
 - Compliance
 - Reports and Collateral
 - FAQs and PAC Education
 - PAC Charitable Match
 - Peer to Peer Programs
 - Solicitations
 - Prior Authorization
 - PAC...

FOLDER CONTENTS

[New](#) [View](#) [Delete](#) [Copy](#) [Paste](#)

- [Nathan Gonzales January 2020 Election Insight Slides](#)
- [Nathan Gonzales October 2019 Election Insight Slides](#)
- [Nathan Gonzales Summer 2019 Political Update Slides](#)

COVID-19 Resource Center

Articles, Tipsheets and Media Coverage



From Our Staff Experts

- [Considerations for Lobbying and Government Relations During COVID-19](#)
- [Crisis Communications During and After a Pandemic](#)
- [Election 2020: Communication Tips for a Successful GOTV Program during COVID-19](#)
- [Global Public Affairs in the Age of COVID-19](#)
- [Managing Your PAC in Uncertain Times](#)
- [Planning a Virtual Legislative Meeting for Your Advocates](#)

The Council's Nick DeSarno joins Phone2Action's webinar on the Rise of the Digital Public Affairs Professional. [Watch the recording.](#)

Media Coverage

- [COVID-19 Complication: PACs Can't Deliver Promised Checks](#)
- [Lobbying Frenzy Connected to Stimulus Sparks Backlash](#)

Other Resources



Case Studies and Campaigns

- [Corporate Citizenship Responses to COVID-19](#) (Boston College Center for Corporate Citizenship)
- [Hear Us Out Campaign](#) (Phone2Action)

COVID-19 Hubs

- [Coronavirus Hub](#) (APCO)
- [Coronavirus Updates and Resources](#) (Fiscal Note)
- [COVID-19 Policy Tracker](#) (MultiState)
- [COVID-19 Resource Center](#) (Quorum)
- [COVID-19 Resources for PR Professionals](#) (Institute for Public Relations)

Helpful Guides

- [A Guide to Managing Your \(Newly\) Remote Workers](#) (Harvard Business Review)
- [A Working Guide to Communicating about Coronavirus](#) (Hill+Knowlton)

Public Health Organizations

- [Centers for Disease Control and Prevention](#)
- [World Health Organization](#)

Recent News

- [Business Roundtable, NAM Combine COVID-19 Response Efforts to Address Critical Shortages](#) (National Association of Manufacturers)
- [Coronavirus Dashboard](#) (Axios)
- [Coronavirus: EU Global Response to Fight the Pandemic](#) (European Commission)
- [Coronavirus Live Updates](#) (The New York Times)
- [Coronavirus Stimulus Package Fuels Boom for Lobbyists](#) (The Wall Street Journal)
- [How the Coronavirus is Shaping the 2024 Presidential Race](#) (Politico)
- [Life in Quarantine](#) (The Wall Street Journal)

PAC Pals

PAC PALS
*The networking community
for PAC professionals*

Weekly Update 4.15.2020

connect with us   

PAC PAL Weekly Check-In

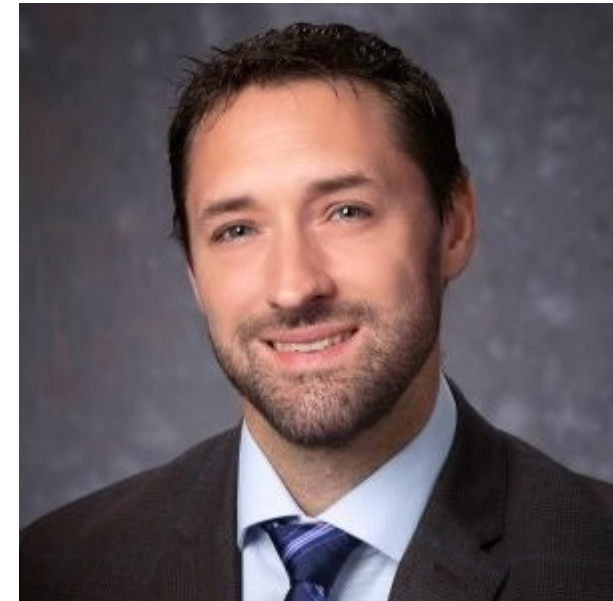
We'll host a PAC PALS weekly check-in on Wednesdays at 11:30am-12:00pm via [Webex](#). Join when you can and drop-off when you need to. There will be no specific topic or speakers, just check-in, idea share and any best practices during COVID-19. Questions? pacpals@gmail.com



Discussion



Jessica Hamilton
Airbus



Erik Koeppen
American Nurses Association

What alternative communications are you conducting while not soliciting?

How have you managed expectations internally related to fundraising goals or other PAC activities?

Similarly, how have you managed expectations or adjusted your candidate budget and support?

Party conventions? PAC trips? Cutting checks at all without in-person events taking place?

Any tips for planning a condensed solicitation campaign, including effective messaging and methods?

Strategies for making up lost donations
at annual meetings, fly-ins, corporate
retreats, etc.?

Other questions?

Contact Us

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