

# PAC ESSENTIALS:

## CONDUCTING SUCCESSFUL CANDIDATE MEETINGS



Kristin Brackemyre  
Manager, PAC and Advocacy Practice  
Public Affairs Council

Briannon Gillis  
PAC Manager  
Emergent BioSolutions

# Public Affairs Council

MANAGE YOUR WORLD

Representing 700+ organizations and 9,000+ public affairs professionals:



# TODAY'S FOCUS

## Conducting Successful Candidate Meetings

We'll cover:

Identifying opportunities, strategies and objectives

Event planning, structure and execution

Determining next steps and leveraging relationships

Q&A

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 Tarboro, NC. From Azle High School in 1971, he moved to Arlington, VA, where he has been active in political affairs and community service for over 30 years.*

*Ron served at-large on the Arlington City Council for 12 years and the last four years as Mayor Pro Tempore. He is currently a member of the Board of Directors of the Arlington Chamber of Commerce.*



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 for the NSA with a top secret/codeword clearance.



Tim is a Ph.D. economist, famous for his research on the creation of entrepreneurs. His research has been featured on ABC, CBS, FOX, NPR, CNBC, and Bloomberg. Tim's first book, *The Economics of Great Powers*, was published in 2012. Tim's first book, *Bleeding Talent: Military Mismanages Great Leaders*, was published in 2014. Tim is a highly regarded and respected 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 a bright future. He is pro-life, pro-2nd amendment, pro-free trade, and a respected proponent of a strong military.

Contributions 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. Political action committees (PACs) may contribute up to \$5,000 per election. Contributions from corporations, labor organizations, foreign nationals, and federal government contractors 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 efforts to obtain and report the name, mailing address, occupation and employer of all individuals whose contributions aggregate in excess of \$200 per election cycle. FEC 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 28<sup>th</sup> 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 [svp@highcottonconsulting.com](mailto:svp@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 14545  
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 gifts 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. Political action committees (PACs) may contribute up to \$5,000 per election. Contributions from corporations, labor organizations, foreign nationals, and federal government contractors 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 efforts to obtain and report the name, mailing address, occupation and employer of all individuals whose contributions aggregate in excess of \$200 per election cycle. FEC ID: C00649608

Paid for by The Scott Dacey Committee: C00649608



Public Affairs Council

# WHY MEET AND GREET

Beneficial forum to introduce candidates/elected officials to your organization and educate them on relevant policy issues

Two way street! Helps the PAC make judgements on future political support while exchanging views

Opportunity to enhance visibility/potential site visit

**MEET  
THE  
CANDIDATES**



# STRATEGIES AND OBJECTIVES

## Internal/external relationships

- PAC member requests support
- HQ or facility located in the district
- Background/profession
- Industry event/light lift
- Favors



## Format/Initiation

- Is your organization hosting?
- Is the campaign organizing?
- Coffee meetings
- In your office/facility?



# STRATEGY AND OBJECTIVES

## Do Your Homework

### Know the race

- Research the candidate and the race
- Election resources such as PVI, race ratings, frontrunners, cash-on-hand
- Timing—primary dates, run-up to the election, etc.

### Know their opponents

- Is the incumbent good on your issues?
- Other candidates worth considering?
- Connections/interested parties in the district

### Know the fundraiser

- Who else does the fundraiser represent—know how to take the meeting further
- Be helpful and also mindful of their time
- Two-for-one opportunities

# STRATEGY AND OBJECTIVES

## Before Sitting Down with the Candidate:

### Know your limits and abilities!

- The candidate's ultimate goal is to secure your financial support...be upfront about any restrictions (don't get involved in primaries, open seats, challengers)

### Other ways to help the candidate

- Personal contributions (you, executives, leadership)
- Ability and reach to host a meet and greet
- Introductions (member companies, consultants, another MOC)



# PLANNING THE EVENT

- ✓ Determine objectives
- ✓ Decide who to invite and where to hold the event
- ✓ Invite the candidate or Member of Congress
- ✓ Encourage attendance at the event
- ✓ Prepare for the discussion
- ✓ Final confirmation and logistics

# CONDUCTING THE EVENT

- ✓ Assign or identify a “host” to take charge of the meeting itself
- ✓ Typical event format and duration

## Content:

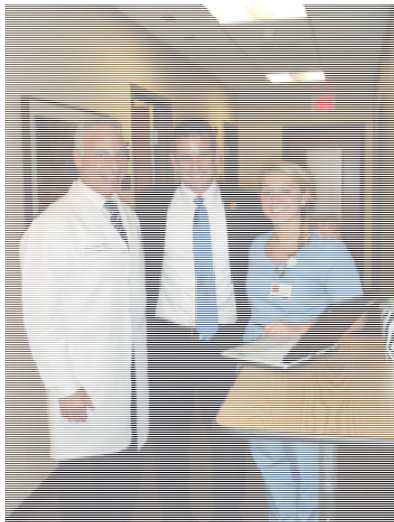
- Decide what will be discussed in advance
- Consider designating specific participants to raise certain issues/questions
- Don't make promises you can't keep—good fundraisers will follow up!
- Don't spend time talking about committee assignments or get too wonky

# AFTER THE EVENT

- ✓ Follow up with a thank you or any agreed upon information
- ✓ Thank those who participated
- ✓ Keep the conversation going
- ✓ Be honest with the fundraiser/campaign
- ✓ If supportive, maximize your impact by being helpful in other ways
  - Let your local members know, introductions to consultants, industry peers, etc.

# FINAL THOUGHTS: ADDITIONAL OPPORTUNITIES

- Professional development
- A great way to **show** not tell what the PAC does
- Build relationships with fundraisers! They are your friends!



# QUESTIONS

**Kristin Brackemyre**

Public Affairs Council

[kbrackemyre@pac.org](mailto:kbrackemyre@pac.org)

**Bri Gillis**

Emergent BioSolutions

[Gillisb@ebsi.com](mailto:Gillisb@ebsi.com)