

Communication Strategies to Report Back to Internal Stakeholders

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National Electrical Contractors
Association (NECA)

About NECAPAC

- ✓ #1 Specialty Trade Construction PAC
- ✓ \$1.8 Million Raised per Election Cycle
- ✓ Over 3,000 Donors per Election Cycle

Reporting Back to PAC Donors

- ✓ Why Transparency is Important
- ✓ Ways to Communicate to Your Membership
- ✓ Facts and Stats to Brag About

Why Transparency is Key

- It makes potential donors more comfortable with contributing.
- It gives your members a say in the contribution process.
- An informed member is more likely to recruit more donors.

How to Justify PAC Giving

- Have a Clear Goal for Your PAC
- Follow Strict Criteria for Supporting Candidates
- Document Your Reasons for Candidate Support

Ways to Communicate

- Newsletter
- PAC Report
- Website
- Presentations (In Person)
- Webinars

Weekly Newsletter

NECA on the Move

This week, NECA's government affairs team met with Sen. [Dean Heller](#) (R-NV), Rep. [Joe Heck](#) (R-NV), Rep. [Crescent Hardy](#) (R-NV), Rep. [Mark Takai](#) (D-HI), Rep. [Mario Diaz-Balart](#) (R-FL), Rep. [Steve Scalise](#) (R-LA), Rep. [Reid Ribble](#) (R-WI), Rep. [Steve Israel](#) (D-NY), Rep. [Lee Zeldin](#) (R-NY), Rep. [John Katko](#) (R-NY), Rep. [Bill Keating](#) (D-MA), Rep. [Bill Pascrell](#) (D-NJ), Rep. [Tim Murphy](#) (R-PA), Rep. [Tom Price](#) (R-GA), Rep. [Frank Pallone](#) (D-NJ), (D-HI), and Rep. [Frank LoBiondo](#) (R-NJ).

NECA hosted events at the Capitol Hill office for Rep. [Ryan Costello](#) (R-PA) and Rep. [Donald Norcross](#) (D-NJ).

NECAPAC Update

Personal Contributions = 712

Corporate Contributions = 425

Total Gifts to Date = 1,137

NECAPAC Fund to 10-2-2015 = \$632,594

ADMIN Fund to 10-2-2015 = \$85,963

Total Dollars to Date = \$718,557



Election Cycle PAC Report

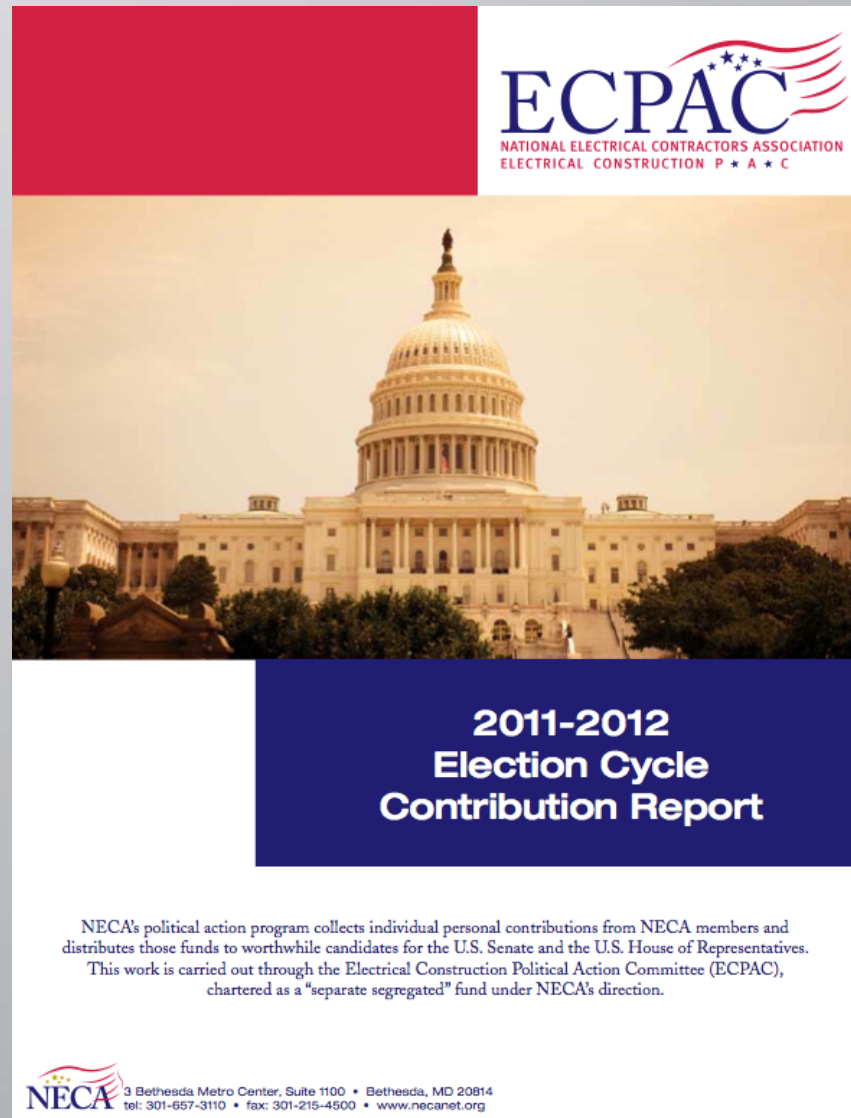


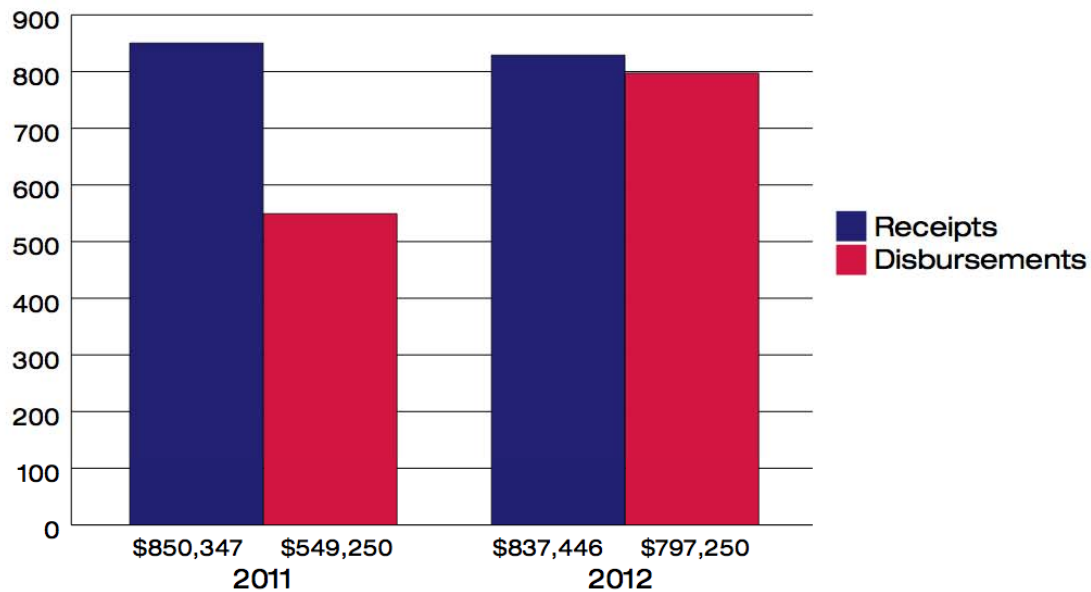
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Criteria for Candidate Support

- NECA Chapter Request
- NECA Member Request
- NECA Staff Recommendation
- Does Candidate Support NECA's Priority Issues? (NECA Vote Scorecard)
- Key Congressional Committee Assignments
- Leadership Position in Congress
- Responsive to NECA's Meeting Requests
- Avoid Giving to Multiple Candidates in the Same Race

Receipts and Disbursements for 2011 and 2012

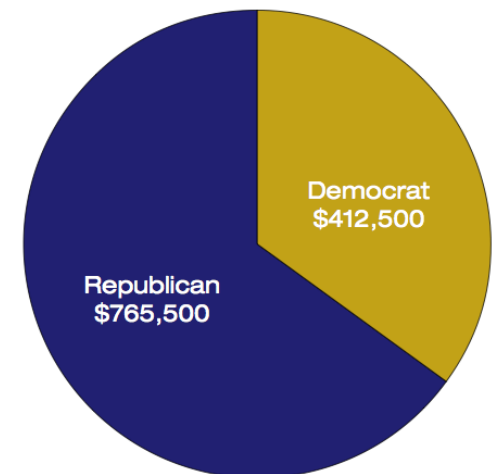
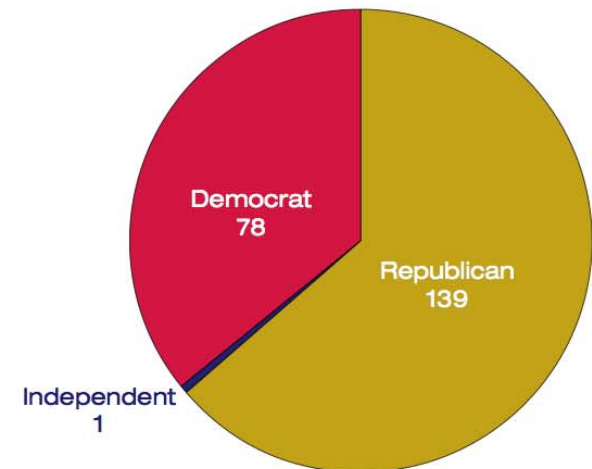


Disbursements were made to a total of 218 candidates in the House and Senate

Total 2011/2012 Election Cycle Disbursements:
\$1,346,500

Total 2011/2012 Receipts: \$1,679,408

Disbursements by Party



ECPAC State Receipts vs. Disbursements

2011-2012 Election Cycle

States in bold have contributed less to the PAC than the PAC has spent in their state.

**New England states are affiliated with the Boston Chapter.*

**Delaware is affiliated with the Penn-Del-Jersey Chapter.*

**Virginia, North Carolina, and South Carolina are part of the Atlantic Coast Chapter.*

State	2011-2012 Receipts	2011-2012 Disbursements	Win Percentage
Alabama	\$16,000	\$0	N/A
Alaska	\$37,520	\$8,500	100%
Arizona	\$2,505	\$11,000	100%
Arkansas	\$1,076	\$0	N/A
California	\$171,465	\$127,000	83%
Colorado	\$16,605	\$7,500	100%
Connecticut	\$10,200	\$5,000	100%
Delaware*	N/A	\$10,000	100%
Florida	\$124,685	\$71,500	75%
Georgia	\$10,800	\$48,500	86%
Hawaii	\$5,470	\$12,500	100%
Idaho	\$2,100	\$0	N/A

ECPAC Contributions to Congressional Candidates

Winning candidates in black

Losing candidates in red

Alaska	
Don Young (R)	\$5,000
Arizona	
Matt Salmon (R)	\$2500
David Schweikert (R)	\$2,500
Kyrsten Sinema (D)	\$3,500
California	
John Garamendi (D)	\$7,500
Mike Thompson (D)	\$8,500
Jerry McNerney (D)	\$5,000
Ricky Gill (R)	\$2,500
Jeff Denham (R)	\$3,000
George Miller (D)	\$3,000
Barbara Lee (D)	\$1,500

Sandy Adams (R)	\$2,000
John Mica (R)	\$5,000
Daniel Webster (R)	\$2,500
Gus Bilirakis (R)	\$12,500
Dennis Ross (R)	\$1,000
Vern Buchanan (R)	\$5,000
Thomas Rooney (R)	\$3,000
Patrick Murphy (D)	\$2,500
Ted Deutch (D)	\$2,500
Karen Harrington (R)	\$5,000
Mario Diaz-Balart (R)	\$2,500
David Rivera (R)	\$5,000
Ileana Ros-Lehtinen (R)	\$5,000
Georgia	
Jack Kingston (R)	\$5,000

Bruce Braley (D)	\$10,000
Kansas	
Tim Huelskamp (R)	\$2,000
Lynn Jenkins (R)	\$12,000
Kentucky	
Brett Guthrie (R)	\$14,500
Ben Chandler (D)	\$7,500
Louisiana	
Steve Scalise (R)	\$2,000
Cedric Richmond (D)	\$5,000
Maine	
Angus King (I)	\$5,000
Michael Michaud (D)	\$8,500
Maryland	
Sen. Ben Cardin (D)	\$10,000

Electoral Summary

House

- Involved in 195 House races
- 30 Losses
- 165 Wins
- 85% Win Record

Senate

- Involved in 23 Senate Races
- 7 Losses
- 16 Wins
- 70% Win Record

Overall Win Record 83%



2013-2014 Election Cycle Contribution Report

NECA's political action program collects individual personal contributions from NECA members and distributes those funds to worthwhile candidates for the U.S. Senate and the U.S. House of Representatives. This work is carried out through the National Electrical Contractors Association Political Action Committee (NECAPAC), chartered as a "separate segregated" fund under NECA's direction.



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Chairman's Challenge

In 2014, we implemented a new program called the Government Affairs Chairman's Challenge. The goal of the program was to increase NECA member involvement in grassroots and the PAC. We challenged each of the 119 NECA chapters across the United States to host a Member of Congress either at a NECA contractor's place of business, jobsite, or NECA Chapter office. The outcome was a great success, with 33 site visits in 2014 compared to only 10 in 2013. The site visits either created or expanded on our members' relationships with Members of Congress. It gave them an opportunity to discuss NECA's policy positions and showed Members of Congress first-hand how these issues impact the electrical construction industry.

Thank you all for your participation in this program and for expanding NECA's grassroots efforts across the country. To view a summary of each Congressional meeting, please visit www.necanet.org/chairmanchallenge.



Rochester NY
Chapter with
Rep. Tom Reed
(R-NY)



Oregon-Columbia
Chapter with
Speaker Boehner
(R-OH)



Kansas Chapter
with Rep. Lynn
Jenkins (R-KS)



Central Ohio
Chapter with
Rep. Steve
Stivers (R-OH)

Contributions to Candidates

Click a state to learn about our PAC political giving. Contribution listings are for the current election cycle.



Take Action

Scorecards By Legislator

Scorecards By Chamber

114th Congress (2015-2016)

Name	Score	#1	#2	#3	#4	#5	#6	#7	#8
Ralph Abraham	90	✓	✗	✓	✓	✓	✓	✓	✓
Alma Adams	25	✗	✓	✗	✗	✗	✓	✗	✗
Robert Aderholt	90	✓	✗	✓	✓	✓	✓	✓	✓
Pete Aguilar	25	✗	✓	✗	✗	✗	✓	✗	✗
Rick Allen	90	✓	✗	✓	✓	✓	✓	✓	✓
Justin Amash	53	✓	✗	✓	✗	-	✗	✓	✓
Mark Amodei	90	✓	✗	✓	✓	✓	✓	✓	✓
Brad Ashford	100	✓	✓	✓	✓	✓	✓	✓	✓
Brian Babin	90	✓	✗	✓	✓	✓	✓	✓	✓
Lou Barletta	100	✓	✓	✓	✓	✓	✓	✓	✓
Andy Barr	90	✓	✗	✓	✓	✓	✓	✓	✓

Scorecard



Representative Lou Barletta
Republican-PA-011

94%

114th Congress (2015-2016)

Result	Name of the Legislation	Vote	Score
Passed	H.R. 3 On Passage: H R 3 Keystone XL Pipeline Act (1/9/2015)	Y	✓
Passed	H.R. 185 On Passage: H R 185 To reform the process by which Federal agencies analyze and formulate new regulations and guidance documents. (1/13/2015)	Y	✓
Passed	H.R. 26 On House Passage: H.R. 26, The Terrorism Risk Insurance Program Reauthorization Act of 2015 (1/7/2015)	Y	✓
Passed	H.R. 161 On Passage: H R 161 Natural Gas Pipeline Permitting Reform Act (1/21/2015)	Y	✓
Passed	S. 1 On House Passage of S.1 Authorizing the Keystone XL Pipeline (2/11/2015)	Y	✓
Passed	H.R. 1105 On Passage: H R 1105 Death Tax Repeal Act (4/16/2015)	Y	✓
Failed	H.R. 2029 On Agreeing to the Amendment: Amendment 43 to H R 2029 (4/30/2015)	N	✓
Passed	H.R. 2042 On Passage: H R 2042 Ratepayer Protection Act of 2015 (6/24/2015)	Y	✓

2015-2016 Election At A Glance

NECA's Impact on this Election Cycle:

- 105 Different Candidates
- \$455,000 Total Disbursements
- \$315,500 for 2016 Primary Election
- \$27,000 for 2016 General Election
- \$31,500 for 2015 Leadership PACs
- \$81,000 for Party Committees

Get Engaged. Be Engaged.

Online:

- Weekly Legislative Update
- Government Affairs Web Site
 - <http://www.necanet.org/advocacy/>
 - Legislative Action Center
 - Legislative Scorecard
- @NECAGovtAffairs
- NECA Advocacy App

The screenshot displays the NECA Government Affairs website. At the top, there's a 'Scorecards By Legislator' section with search bars for 'Enter ZIP Code' and 'Enter Legislator Name'. Below this is a 'Scorecards By Chamber' section with tabs for 'US Senate' and 'US House'. The main content area shows a table for the '113th Congress (2013-2014)' with columns for Name, Score, and 14 numbered categories (#1 to #14). The table lists several legislators including Robert Aderholt, Justin Amash, Mark Amodei, Rob Andrews, Michele Bachmann, Spencer Bachus III, Ron Barber, Lou Barletta, Andy Barr, John Barrow, Joe Barton, Karen Bass, Joyce Beatty, Xavier Becerra, and Dan Benishke. To the right of the table is a mobile app interface for 'NECA Government Affairs' with icons for SCHEDULE, TALKING POINTS, CONGRESSIONAL DIRECTORY, VIDEOS, SHARE, SUBMIT A REPORT, LIVE UPDATES, and ECPAC PRIOR APPROVAL.



In Person:

- NECA Meetings:
 - Chapter, District, & Regional Meetings
 - 2015 NECA Now
 - NECA Legislative Conference & PLC Summit
- NECA Capitol Hill

Facts and Stats to Brag About

- Measure your PAC's impact on the election:
 - How many races were you involved in?
 - How much did you spend in the Primary? General? Leadership?
 - How much money was spent on winning candidates? Losing candidates?
 - What was your win percentage? How does it compare to other PACs in your industry?

Facts and Stats to Brag About

- Dollars Raised vs. Dollars Spent
- Dollars Raised/Spent in Non-Election Year vs. Election Year
- Contributions by Party
- Average Member Donation vs. Average Donation to Candidate
- Percentage of PAC Participation in Membership

Wrap Up

- Transparency is Key
- Determine the Best Form of Communication
- Create Clear and Strict Criteria for Candidate Support
- Present Your Statistics Meaningfully