



2018 National PAC Conference

Corporate PAC Insight Session

This discussion group is based on your number of PAC eligibles; use this time to connect with similarly-sized PACs and discuss the common challenges and roadblocks you face.

How It Works:

1. Join a group based on your approximate number of PAC eligibles:
 - Fewer than <1,500 eligibles
 - 1,500 – 3,500 eligibles
 - 3,501 – 7,500 eligibles
 - 7,501 – 15,000 eligibles
 - >15,000 eligibles
2. Introduce yourself to your group members – share your organization, your PAC size and top issues you are facing.
3. Select a note taker to compile notes. The note taker should return notes at the end of the hour to the Council staff member present or email them to kbrackemyre@pac.org.
4. Discussion groups should select a mix of the topics from the below list or use your own questions and challenges to start the conversation. NOTE: There are more topics than you will likely have time to address, so work as a group to pick those of most interest to everyone.
5. Spend about 15-20 minutes on each topic.

Possible Discussion Topics:

- Engaging Senior Leaders: Senior leaders tend to give to the PAC at higher levels. They can also be a great supporter in executing your solicitation efforts. Do you have strong senior-level support? If so, what do these company leaders do for the PAC? Are they helping with your solicitation and recognition activities (what has been most successful)? If not, what are some barriers to their engagement?
- Education Efforts: How are you educating your eligibles about the role of the PAC and why it is important? What events, communications and tactics have you used to create a better understanding of the PAC and political process? Are these activities done as needed or are they ongoing efforts? Do you onboard new hires in regards to the PAC?
- Solicitation Tactics: What tactic has been your most successful solicitation efforts? Do you hold a short campaign each year or are your solicitations ongoing? Whichever you do, is it working or are there challenges? Who is involved in your solicitation efforts? Senior leaders? Peer champions? Others in government affairs? What methods of soliciting do you use (think email, in-person pitches, one-on-one conversations, events etc.)?

- Peer-to-Peer Fundraising Strategies: Have you tried to use peer champions to grow your PAC? If so, how do you recruit those champions? What do you ask them to do and how do you train them to do it? How do you communicate with them? Have you faced any struggles getting your program off the ground? Do you provide any recognition or prizes for successful ambassadors?
- Donor Recognition & Incentives: Do you use recommended giving levels? If so, are they based on title? Salary? Do you have giving clubs for your PAC? How are those structured? What PAC benefits do you offer (e.g., special events, name recognition, PAC match, communications, etc.)? What do you find is the biggest motivator for your PAC contributors? What has surprised you by not working as well? Are there new things you want to try but are having trouble getting buy-in?
- PAC Communications: Do you send out any special PAC communications like newsletters, annual reports or issue updates? If so, how often? Do they go to all eligibles, or only donors? Who compiles those communications, and who creates the content? Is there any content that can be repurposed from elsewhere? Is your current process being well-received?
- Foreign Owned Corporate PACs: Is your company headquartered outside of the United States? Does this pose a challenge in gaining buy-in for your PAC and political program at the highest levels of the company? What strategies have been most effective in educating corporate leadership as well as your eligible population as a whole? What have been your biggest challenges in demonstrating the importance of your political engagement efforts?
- My Donors Aren't Where I Am: What are some of your struggles with having donors spread out around the country or in multiple locations? Do you also have unique opportunities you can leverage (e.g., in-district events, peer-to-peer activity, etc.)? Are there new technologies that you have used to boost PAC donor benefits or education? Have you tried taking advantage of senior executives' travel schedules to boost the PAC? Are they open to helping engage employees with the PAC?

Please share your notes with Council staff. They will help us to create resources and tip sheets for conference attendees, as well as identify topics for future programs. You may share hand-written notes or send typed notes to Kristin Brackemyre at kbrackemyre@pac.org.