# PAC Charitable Match: Structure, Strategy and Promotion PAC Conference 2019

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# **Focus:** Starting a PAC Charity Match Program from scratch

- Experience: Molina Healthcare Employee PAC
- Director, Political Advocacy from June 2015- June 2018
- 2015 PAC Receipts: \$224K
- 2018 PAC Receipts: \$403K
- Started PAC Charity Match in Jan. 2017 for 2016 donors
- Charity Match Program grew between 2017 and 2018, despite shrinking PAC membership numbers between 2016-2017 (846 vs 496)

# Year One: Start Small

- Tiered our matching program at the following levels:
  - Annual PAC contribution of \$500-\$999: flat \$100 charity match
  - Annual PAC contribution of \$1,000-\$2,499: .25% charity match
  - Annual PAC contribution of \$2,500-\$4,999: .50% charity match
- These three levels had a *set list* of nationally-based charities from which to choose.
  - We surveyed this group of PAC members to get their input.
  - Goal was to offer a range of charities covering different types of philanthropy.
- Max donors had a 1:1 charity match ratio
  - Max donors could also choose any charity for their match.
  - No restrictions outside of being a 501c3 organization.

# 2016 PAC Charity Match Overview

In our first year of offering PAC Charity Match to donors...

\$9,500
average donation size of the top three charities

160
PAC donors participated

305 employees were eligible to participate

**TOP 3** 

charities supported

- ✓ Boys and Girls Club
- ✓ Prevent Child Abuse America
- ✓ Feeding America

\$55,946

total amount matched

\$5,850

average donation size

### PAC CHARITY MATCH: WHO QUALIFIES?

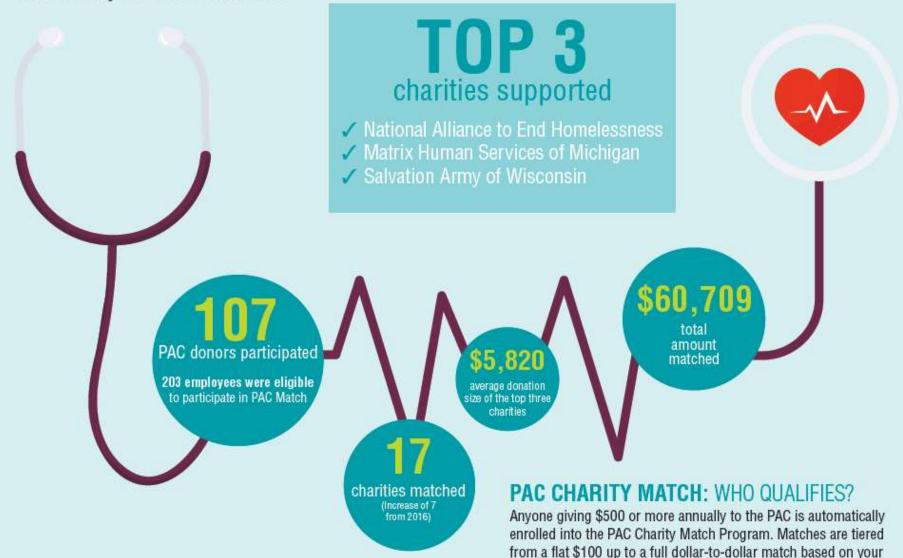
Anyone giving \$500 or more annually to the PAC is automatically enrolled into the PAC Charity Match Program. Matches are tiered from a flat \$100 up to a full dollar-to-dollar match based on your giving level to the PAC.

# Year Two: A few small changes

- Kept the same tier match structure. This worked really well for us and kept our total donation amount in check- <\$65K (Corporate was very happy!)
- Feedback from the previous year indicated employees wanted to have a state-based charity from which to choose, so we sought input from Health Plan Presidents on what state-based organization resonated with employees or one in which we had a relationship.
  - Increased matched charities from 10 to 17, 11 of which were state-based charity organizations
  - State-based charities were by far preferred

## **2017 PAC Charity Match Overview**

In our second year of offering PAC Charity Match to donors...



giving level to the PAC.

# Lessons Learned

- Know the culture of your organization
  - How do employees like to give back?
- START small- this can be done in a variety of ways:
  - Set a topline budget of charity match dollars OR
  - Set a limited number of charities to choose from; this helps keep administration easy if you're doing it in house OR
  - Tier the ratio of giving levels instead of 1:1 across the board
  - Discuss "unmatched" dollars in advance- use or not?
- Be willing to adapt and change your program to fit your members needs/wishes from year to year.
  - This is their benefit, so listen to them!
- Be prepared to spend a LOT of time on the administration
  - Or else budget for outside help from a good charity match vendor- it is worth it!