

# WHAT DRIVES PARTICIPATION?

## Corporate PACs

Trends in General Membership Benefits	2015	2013
Special communications (e.g., newsletter)	78%	78%
Live events with politician, celebrity or other guest speaker	51%	35%
Gifts	50%	49%
Event with CEO and/or senior executives	29%	15%
Virtual events with politician, celebrity or guest speaker	23%	N/A
Lapel pin	23%	21%
Raffles	20%	22%
PAC match	18%	21%
Ability to deliver PAC checks to candidates	14%	N/A
Special name recognition	10%	8%
Trip to Washington, D.C., or state capital	6%	7%
Upgraded services or special events at company meetings/events	3%	7%
Other	3%	4%
Incentive-club-only events	3%	7%
Trip to vacation destination	1%	1%

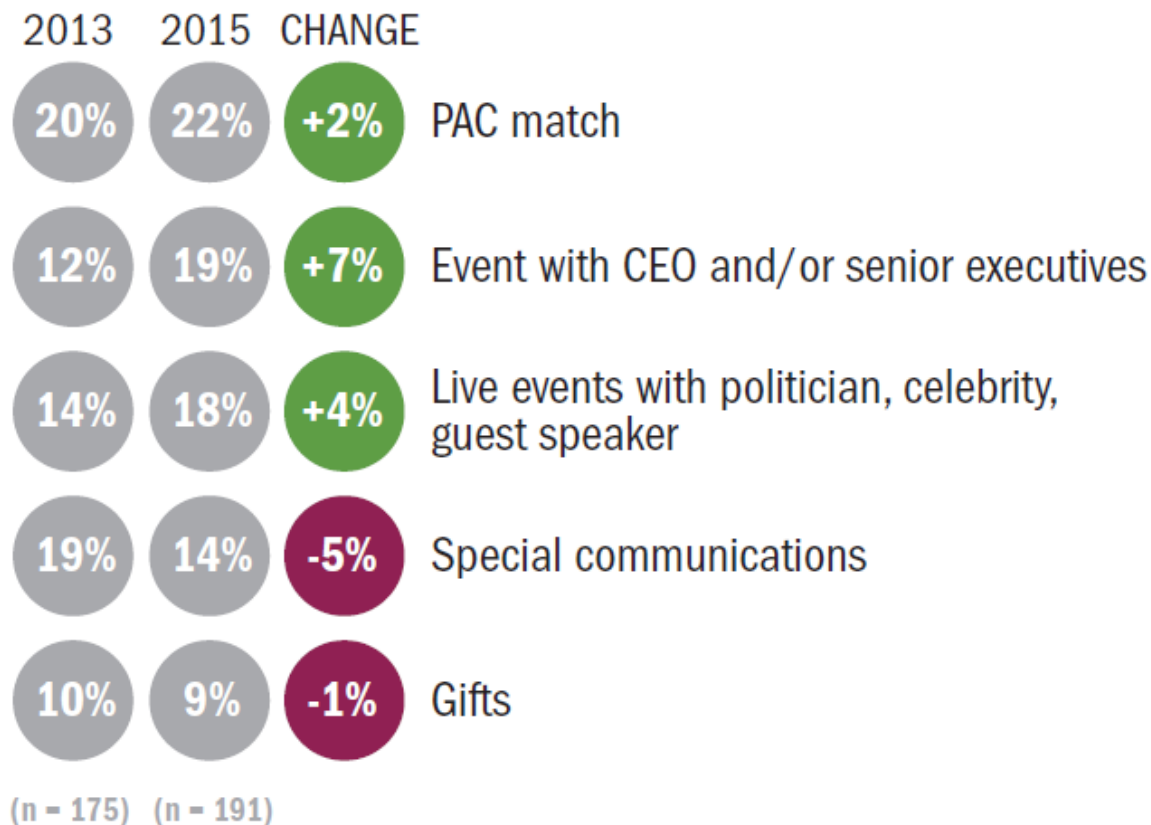
Source: Public Affairs Council 2015 Corporate PAC Benchmarking Report.

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## Corporate PACs

### Top Five Most Effective Donor Benefits: 2013 and 2015

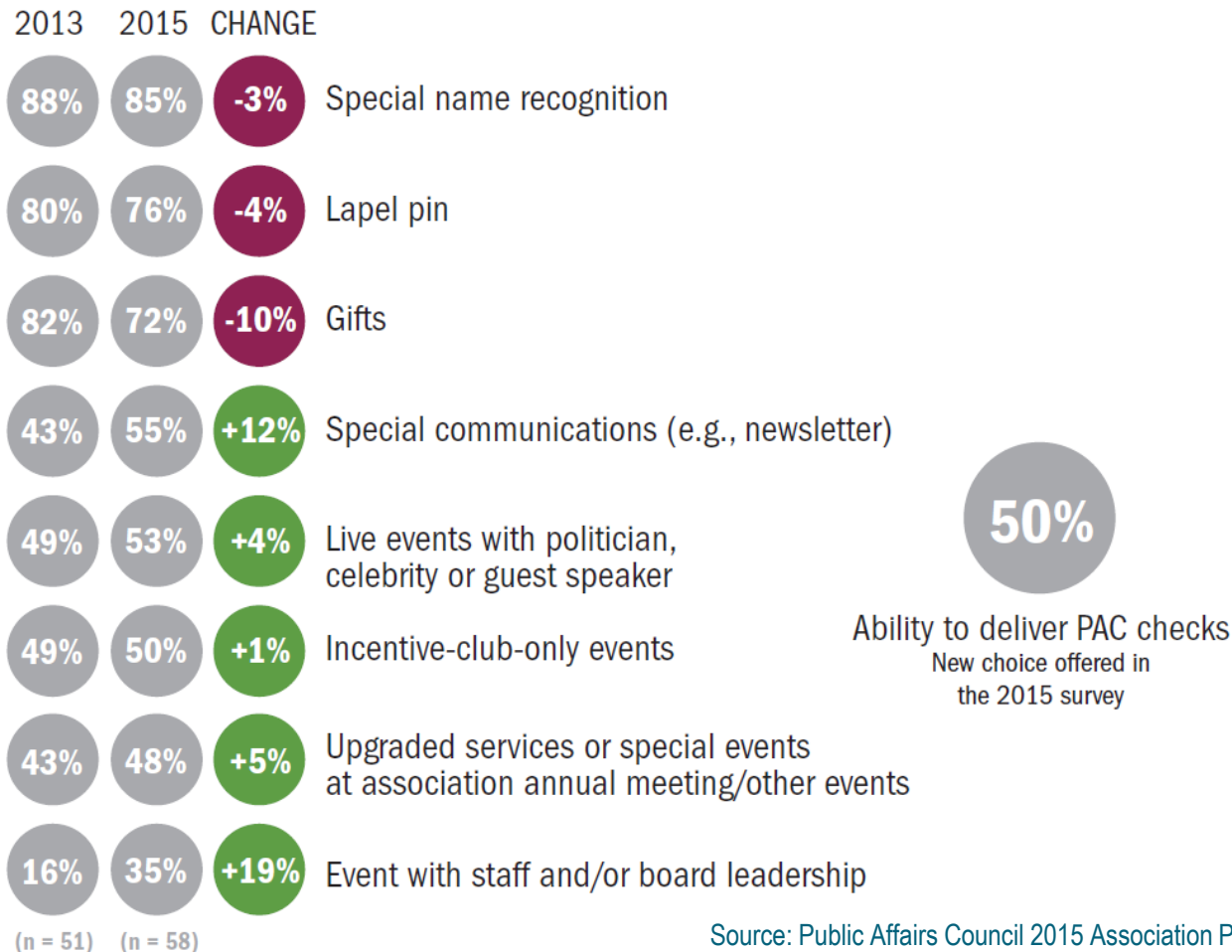


Source: Public Affairs Council 2015 Corporate PAC Benchmarking Report.

# WHAT DRIVES PARTICIPATION?

## Association PACs

### Top Incentive Club Benefits: 2013 and 2015



Source: Public Affairs Council 2015 Association PAC Benchmarking Report.

# HIGH DONOR VALUE AND RECOGNITION

Opportunities to be seen as a leader in the organization  
(e.g., event with senior executives)

Special perks (snacks in hotel room during events, VIP seating,  
discount registrations, hotel amenities)

Opportunities to meet with legislators

Special access to leverage organization memberships  
(e.g., attend gala dinners)

Meet-and-greets with legislators and speakers at events

# BUDGET FOR PAC ITEMS

**55% of association PACs have an annual budget greater than \$10,000\* for incentives & gifts**

*69% of this group has an annual budget greater than \$15,000*

**35% of corporate PACs have an annual budget greater than \$10,000\* for incentives & gifts**

*83% of this group has an annual budget greater than \$15,000*

**\*Includes branded PAC items like pens, mouse pads, pad folios and pins as well as access to subscription-based news sites like The Cook Political Report, The Rothenberg & Gonzales Political Report, etc. This does not include PAC charitable match.**

Source: Public Affairs Council 2015 Corporate and Association PAC Benchmarking Report