

Developing Your Contribution Criteria



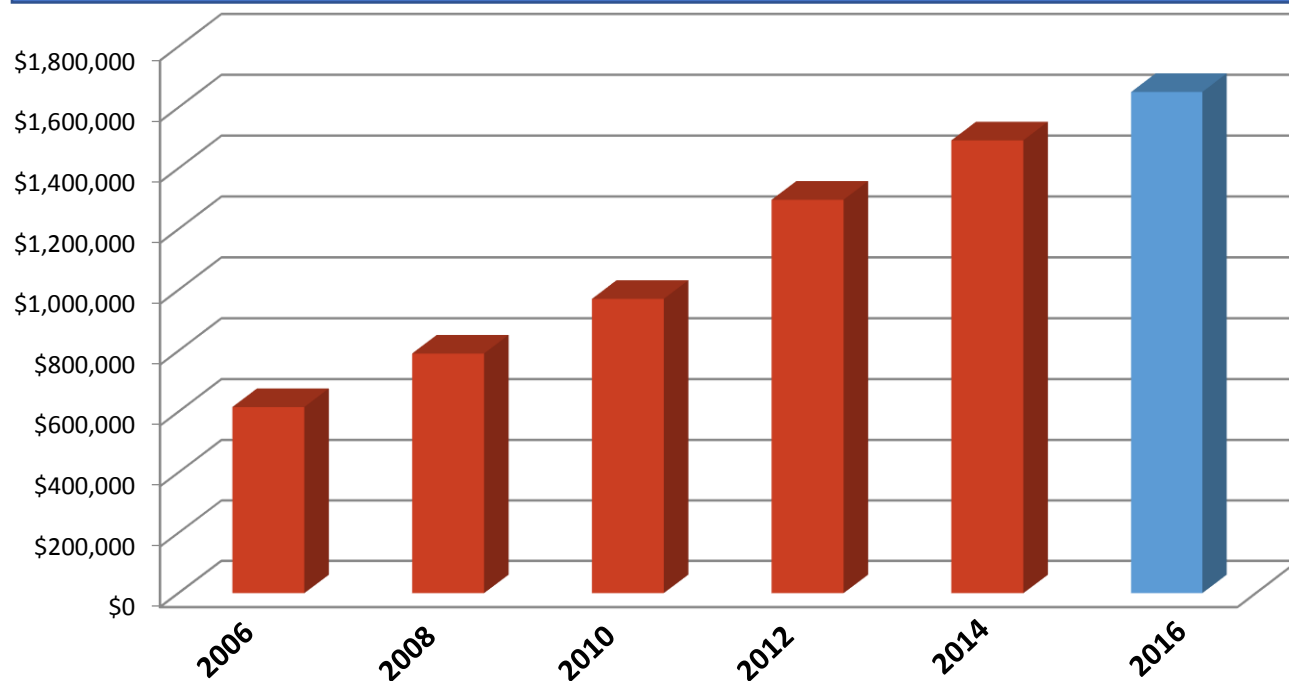
Meaghan Joyce, International Paper

Sharon Sussin, NFIB



IP-PAC Overview

2015-2016 Total Receipts: \$1,650,733



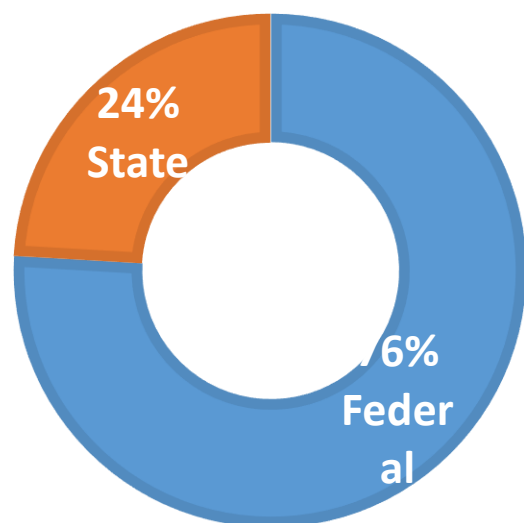
- 6,000 Eligible Employees
- 2,400 PAC Members
- 40% Participation
- \$360 average annual contribution

Participation Rate	11%	13%	18%	27%	35%	40%
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PAC Disbursement Summary

Invested \$1,585,100 in 604 Candidates & Committees



94% PAC supported candidates won election

64% Republicans

\$1,020,950



33% Democrats

\$525,150



Independent/Nonpartisan

\$39,000

NFIB PAC Overview

NFIB PAC CONTRIBUTIONS



NFIB's PAC contributed nearly
\$800,000 directly to federal candidates.



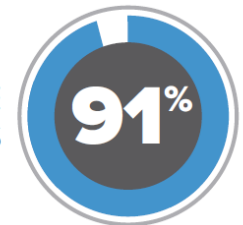
NFIB's PAC spent **\$650,000** on radio
ads for Senate candidates in IN, PA, NV.

NFIB PAC ENDORSEMENTS



CONGRESSIONAL
CANDIDATES
ENDORSED
IN 2016

ENDORSED HOUSE AND SENATE
CANDIDATES WON THEIR RACES



NFIB Political Program

MEMBER COMMUNICATIONS



NFIB sent nearly **325,000 voter guides** to all members in 50 states.



205,500 recorded get out the vote calls were delivered to members across the nation.



National GOTV email was sent to nearly **175,000 members** the day before Election Day.

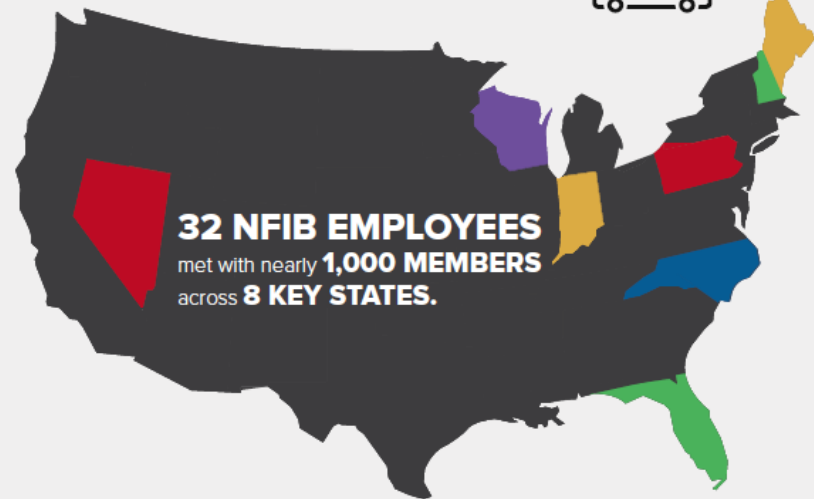
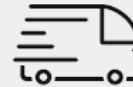


NFIB hosted **8 Senate candidate and 5 Presidential candidate TeleForums** for members.



204 #SmallBizVoter tweets garnered **29.6 million impressions** for the @NFIB Twitter handle.

NFIB ROAD TEAM



What is your PAC criteria?



- Supports key issues
- Represents employees/members – constituent connection
- Supports business/industry issues
- Committees of jurisdiction
- Member of Leadership, Committee Chairs
- Financial need/competitive race
- Character & integrity



- Incumbents
 - 70% + on NFIB voting record
- Non-incumbents (open seats/challengers)
 - Interview
 - Candidate questionnaire
 - Member survey
 - PAC Committee Recommendation



Max or no Max?

What is your top criteria for maxing out to a candidate?

📱 Text **PACMIAMI** to **22333** once to join





Are you Open to the
Challenge?

How many of your PACs do debt retirement?



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Yes

31%

No

69%

0%

10%

20%

30%

40%

50%

60%



Primary Motivations

Is your PAC giving to more primary elections today than 4 years ago?



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Yes

63%

No

38%

0% 10% 20% 30% 40% 50%

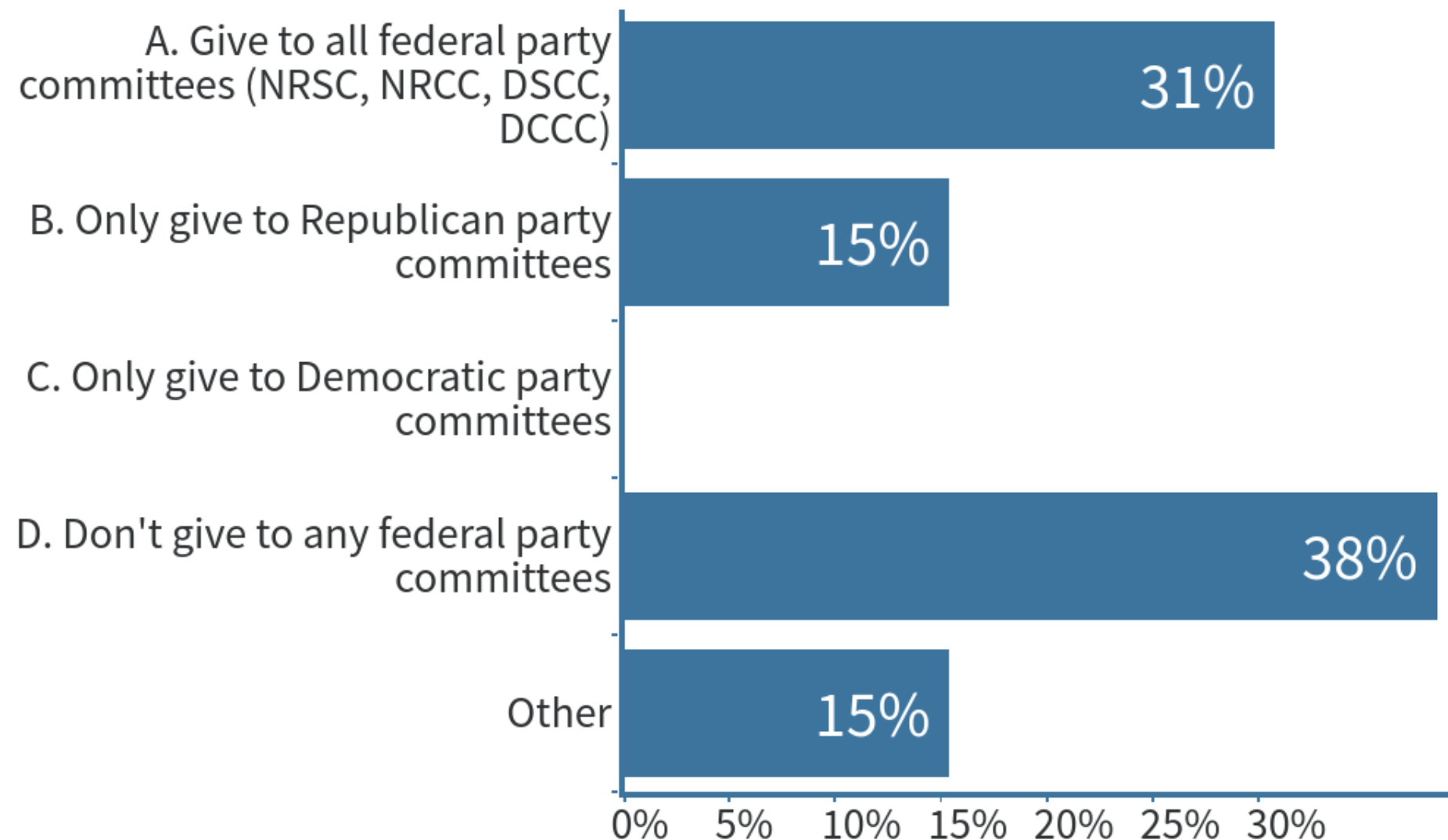


Do you like to Party?

Which below best describes your PAC giving to party committees (i.e. NRSC, DCCC)?



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Leader of the PACs

Does your PAC contribute to leadership PACs?



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Yes

67%

No

33%

0%

10%

20%

30%

40%

50%



IE Anyone?

Do you make Independent Expenditures on behalf of candidates?



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Yes

13%

No

88%

0% 10% 20% 30% 40% 50% 60% 70%

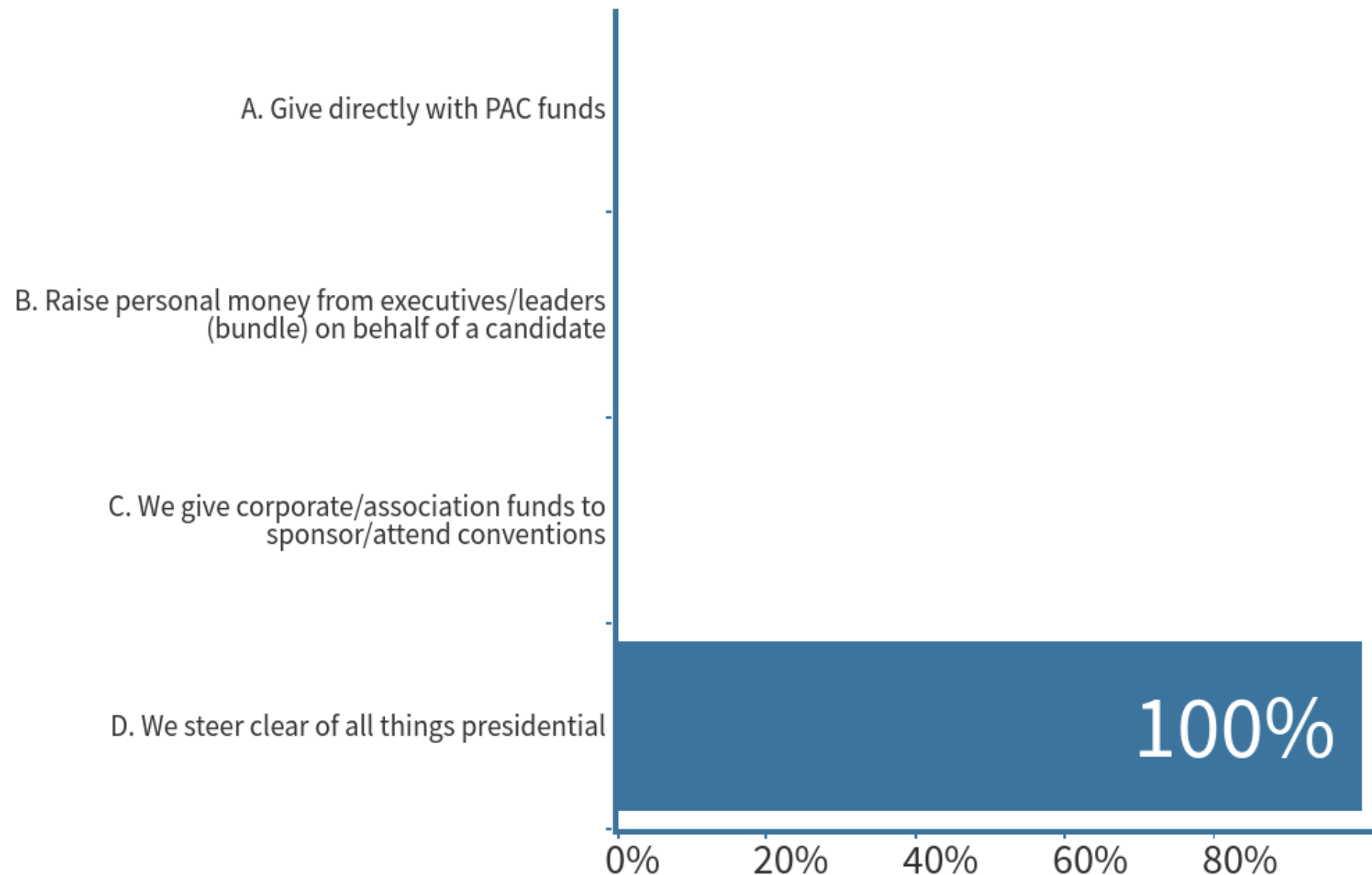


Hail to the Chief

How does your PAC handle giving to presidential candidates?



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Favorite Things



Process + Transparency = Credibility