

Creating an Election Year PAC Strategy

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Agenda for Today

1. Using GOTV efforts, the campaign calendar and opportunities to engage directly with candidates to boost fundraising
2. Developing a comprehensive candidate support strategy by examining budget, candidate needs, relationship concerns and committee priorities
3. The most effective ways to distribute candidate contributions, including in-district delivery, PAC donor involvement in the delivery of checks and attending big events versus small events
4. Working with industry peers to support candidates at fundraising events

Creating a Candidate Disbursement Strategy

- PAC by-law considerations
- Disbursement budget
- Party breakdown
- Congressional leadership
- Extraordinary effort
- Open seats and challengers
- Record
- State/district presence and activity

Strategic Giving

- Build and leverage political relationships to benefit the PAC
 - With candidate and party committee fundraisers
 - With coalition/industry partners at other PACs
- Timing your PAC contributions to maximize impact
- Coordinating in-state/in-district delivery (Grasstops)
- Working with coalition/industry partners on candidate fundraisers

Election Year PAC Tips

- Election/Key Race updates in PAC newsletter
- Map of supported candidates on your PAC website
- GOTV and your PAC
- Election-themed PAC solicitations