



I've Been Handed the PAC: Now What?

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Who...

...Was Just
Hired to
Manage a
PAC for the
First Time?



...Was Just
Minding Their
Business One Day
and Someone
Said "Hey, You
Manage the PAC
Now"?



...Is Here to Learn
Something
New/Thought
This Looked
Interesting/Etc.?



Who We Are

Ellen Locke



- 2 Years Managing Nationwide PAC
- Corporate PAC
- Applied to be PAC Manager

Julia Richardson



- 2 Years Managing NABH PAC
 - Association PAC
- Was (Kinda) Just Minding Her Business

The Four “Cs” of PACs

Compliance



Culture



Communications



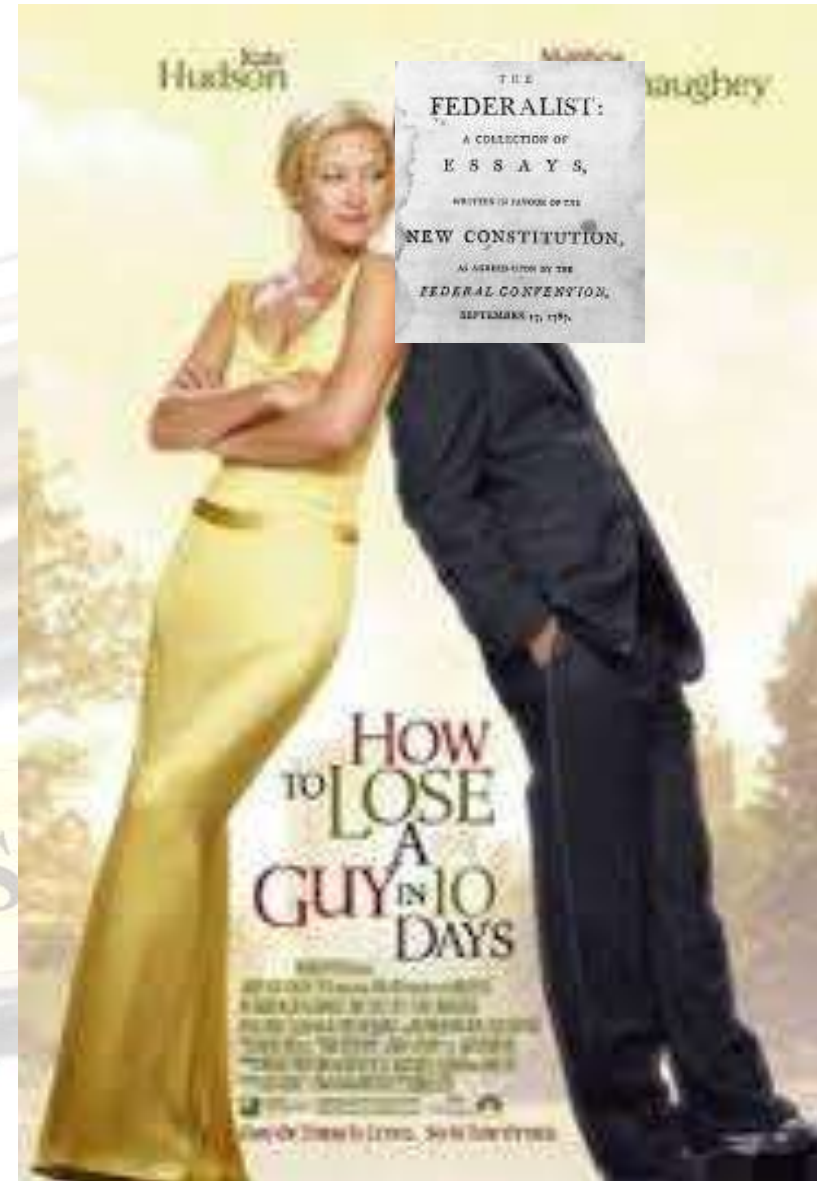
Contributions



Compliance

*Or:
How to Hate
Federalism
in 10 Days*

REGULATIONS





Corporate PACs

- What Pay-to-Play Rules Apply to My PAC?
 - Federal, State, and Local
- Do We Have a Corporate Giving Program?
- How Many States Do We Give In?



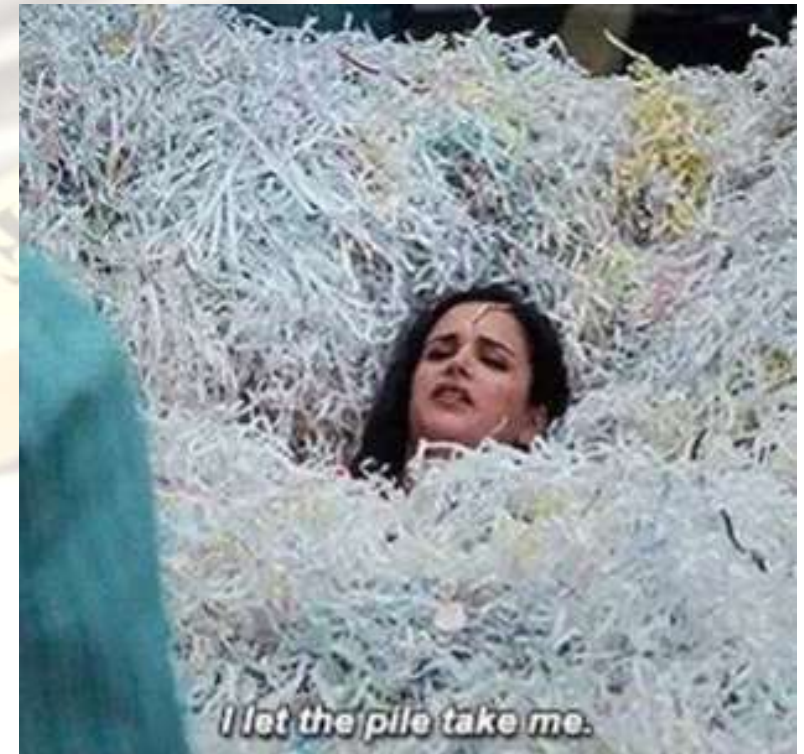
Association PACs

Prior Approval

- What are the Regs?
- What's Your Current Process?
- Are You Following the Regs?
- Are You Reaching Your Entire Class?

Tips and Tricks

- Don't Be Environmentally Friendly
 - Print, Baby, Print!
- Go Back to School
 - Flashcards, Guides, Cheat Sheets, Post-Its
- Vendor Up!
- When in Doubt → ASK



I let the pile take me.

Culture



Or



Culture



- What Are the Major Events & Time Periods?
- How Involved is Leadership?
- What is the PAC's Priority Level?
- What Giveaways Seem Popular?

Culture – Know Your Friends



Culture – Know Your Friends



Tips and Tricks

- Understand Your Organization's Big Picture
- Internal Lessons Already Learned?
- Be a Friend!

Communications



Communications



- When is Our Solicitation Campaign & Why?
- Who Can I Solicit? How Do We Communicate with Our Eligible Class?
- How Do We Communicate with Our Current Members?
- How Does My Organization as a Whole Like to Communicate?

Tips and Tricks

- Be Clear, Concise, & Consistent
 - Shorter=Always Better
 - Constant Struggle → What is Needed vs. What You Want
- Visual Impressions are Important
 - Canva.com for Graphics
- Know Your Audience
 - Email Headers
 - Jokes
 - Who Is Receiving It & What Do They Know?



Contributions





Contributions

- How many members do we have?
- What was our income last cycle?
- What are our recommended levels and why?
- How do I get checks? What is the approval process?
- Where can we give? Where can we definitely NOT give?
- What is the budget? How is it set?

The background features a series of concentric, curved lines in a light gray color, creating a sense of motion and depth. These lines are more prominent on the left side and fade towards the right.

Tips and Tricks

- Spread the Work Around
 - PAC Boards
 - Peer-to-Peer
- Trade Associations
 - Internal Corporate Outreach by Members
 - Solicitations vs. Communications

Nuts and Bolts

- Benchmark and Measure Your Progress
 - PAC Benchmarking Surveys
 - FEC Database & Opensecrets.org
 - Just Ask
- Be Your Best Advocate
- Everything Political is Your Fault (Surprise!)
- Lawyers Are Your Friends



Most Importantly...



**Don't Be
Afraid to
Fail!**

*(Except with
Compliance)*



Questions?

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