

March 9, 2021



Public Affairs  
Council

## Membership Orientation

Let us know where  
to send your  
Starbuck's gift  
card!



# Today's Agenda

## 1. Introduction

- Who we are

## 2. Resources and Services

- Education
- Expertise
- Community

## 3. How to get involved

# Public Affairs Council Profile



**10,000+** PUBLIC AFFAIRS PROFESSIONALS

**700+** MEMBER ORGANIZATIONS

**7** OF THE FORTUNE TOP 10 COMPANIES

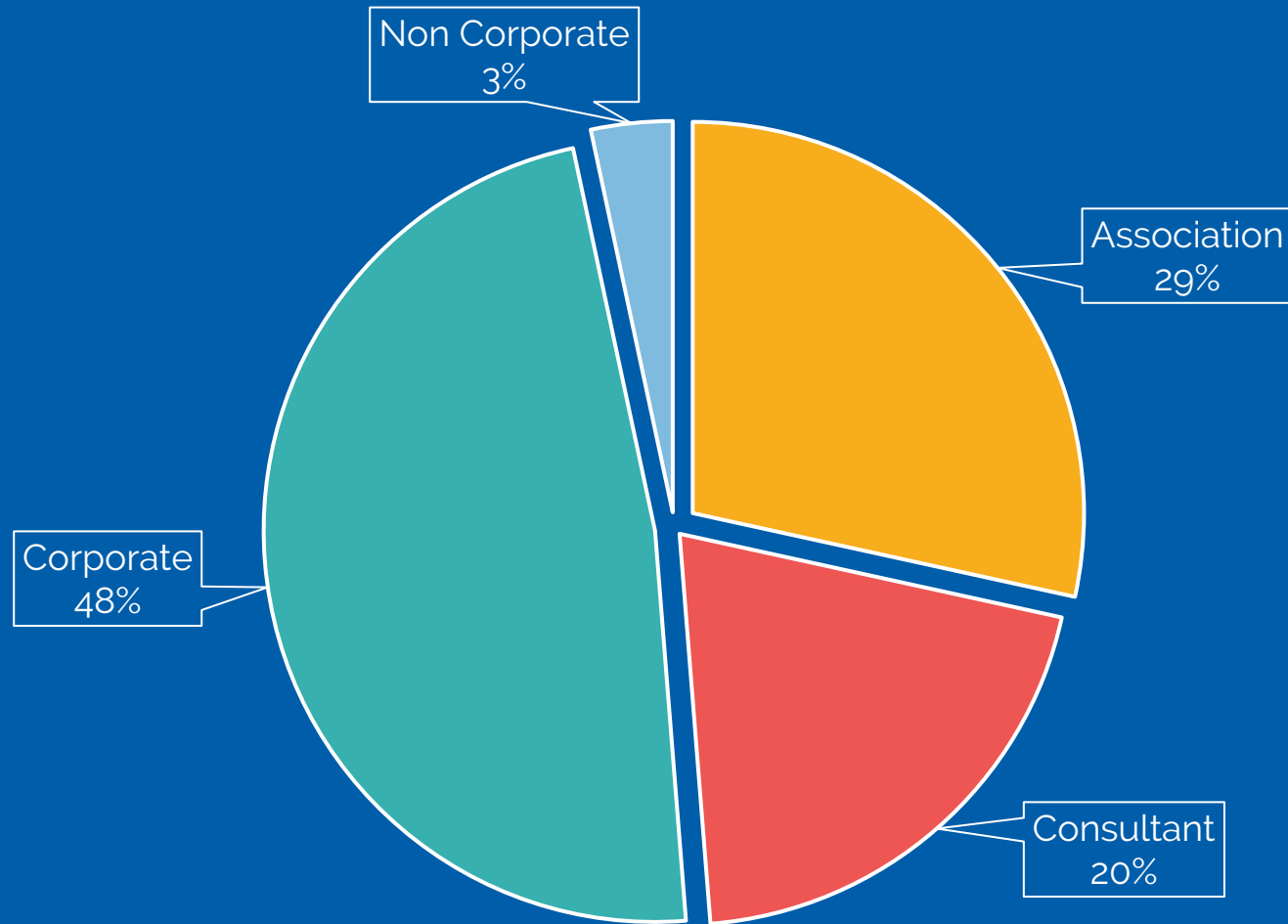
HEADQUARTERS IN **Washington & Brussels**

MEMBERS FROM MORE THAN **25 countries**

# You're in Good Company



# A Diverse Community



# Where are Your Peers?

United States (Non-DC)  
52%



DC Area  
35%



International  
13%



# Manage Your World





# Membership Benefits



Expertise



Executive Education



Community



# I. Expertise



# Knowledge Areas

- Government relations strategy & management
- Grassroots & ally development
- PACs & campaign finance
- Digital & social media
- Corporate social responsibility
- Communications
- Global public affairs
- Legal & ethics compliance
- Issues management
- Measurement & evaluation



# Staff Experts



Doug Pinkham



Andras Baneth



Kristin Brackemyre



Erica Harris



Tori Ellington



Nick DeSarno



Kelly Memphis



João Sousa



# Questions We Can Answer

MEMBERSHIP ORIENTATION



# Guest Speakers for Your Meetings

MEMBERSHIP ORIENTATION



# Legal Guidance

Prominent election law attorney, Ken Gross, is available to members for legal advice on federal & state issues:

- PAC & campaign finance
- Lobbying registration (including grassroots)
- Ethics laws





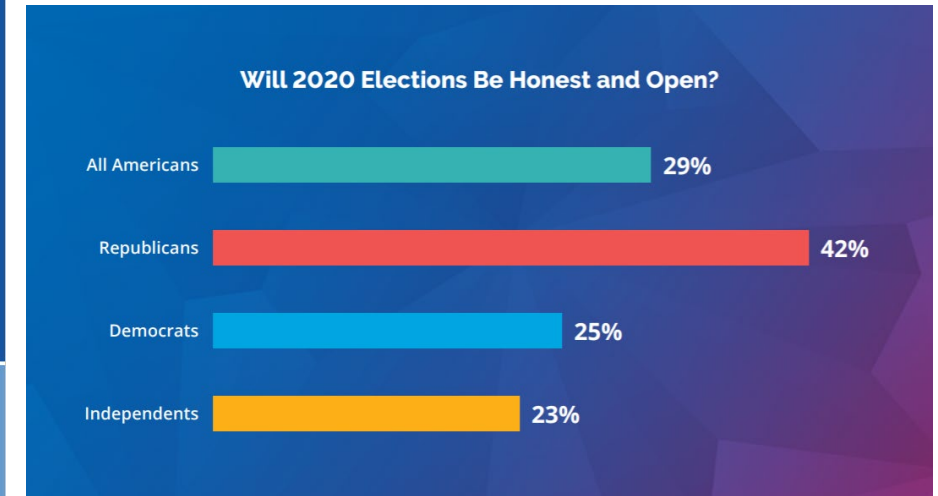
# Political Intelligence from *Inside Elections*



Nathan Gonzales  
Editor & Publisher  
Inside Elections



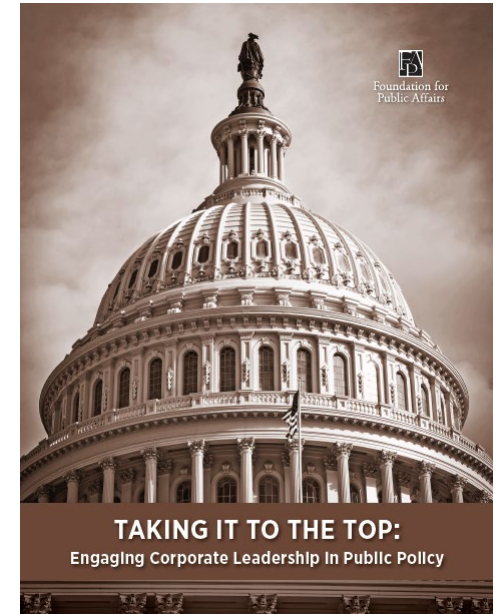
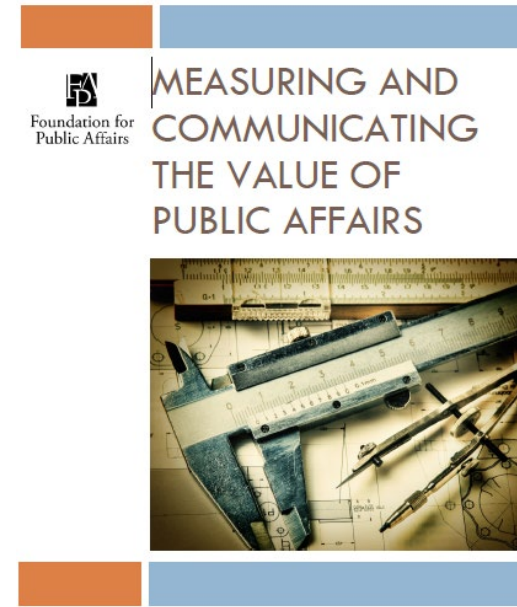
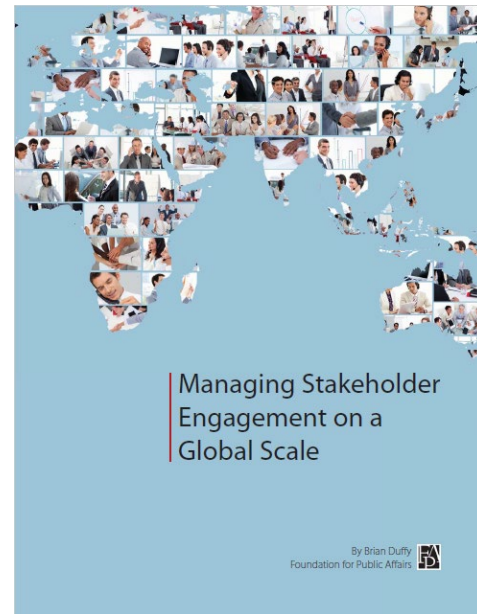
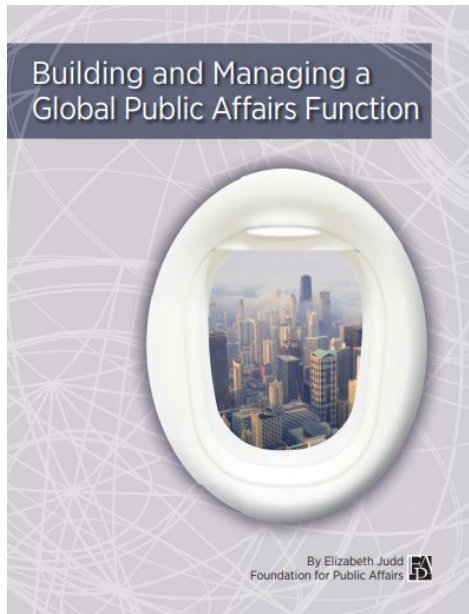
# Research & Benchmarking



Visit [pac.org/publications](https://pac.org/publications) for complete list

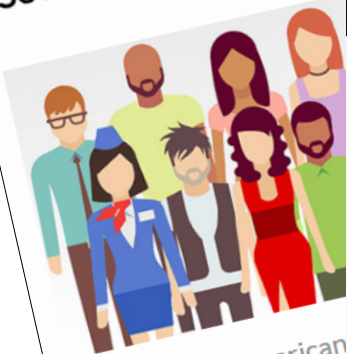
# Foundation for Public Affairs

Through workforce development initiatives focused on diversity and inclusion, and by conducting research on emerging issues and trends, the Foundation invests in the future of the profession



# News & Analysis

## Social Concerns of Co



Last May, the American decided to move its 20 Francisco. The move v bill" allowing counsel transgender clients.


Even now, more than eight m receives words of encourage conferences to tell me they director and CEO.

This decision cost ACA \$7 members wanted to keep opposition – hold a rally costly decision, which c

## IMPACT

February 2021

### Let's Cut PACs Some Slack



Americans have wrestled with how to fund elections for most of our country's history. But a world without corporate PACs could lead to more dishonesty and more extreme candidates. Council President Doug Pinkham explores why PACs are campaign finance reform that works.

### Ready or Not, the Next Elections Are Weeks Away


Sign Up To Receive Impact

Upcoming Events and Education

Who's Who... Where  
Check out who's on move and where they're headed

**Companies are abandoning anti-democratic politicians, but they shouldn't abandon their PACs.**


Read the op-ed by Council President Doug Pinkham in Roll Call



ELECTION IMPACT: HOW DOES THIS END?

## Facebook, Google or

### Google ... Affairs



Council ing is orm e blic ok

86%


66%




# Working Through COVID-19 Together

Information, new ideas and expertise for public affairs professionals. Wherever you are, the Council is here for you!


COVID-19 Announcements and Access to Expertise



A message from Council president Doug Pinkham.




Council members can contact our staff experts for public affairs advice across a broad range of topics.




COVID-19 Education Series  
Virtual programming to keep your public affairs campaigns running during quarantine.  
Learn more at [pac.org/covid](https://pac.org/covid)

View our upcoming COVID-19 programming.


COVID-19 Virtual Events



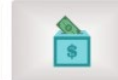
WEBINAR: BALANCING COMMUNICATIONS PRIORITIES DURING AND AFTER COVID-19  
July 7




WEBINAR: BEST PRACTICES FOR LIVESTREAMING AND VIRTUAL MEDIA INTERVIEWS  
July 8



VIRTUAL WORKSHOP: STORYTELLING FOR ADVOCACY AND PUBLIC AFFAIRS  
July 16




VIRTUAL WORKSHOP: PAC CHARITABLE MATCH: IMPLEMENTATION AND BEST PRACTICES  
July 29




VIRTUAL WORKSHOP: RECORDING: ISSUES MANAGEMENT MADE SIMPLE  
Recording On-Demand!

Upcoming Webinars and Past Recordings on Public Affairs Topics  
Free for Members




[View our webinars](#)



[Download a webinar recording](#)


Connect with Peers through Council Connect



COUNCIL CONNECT

Council members can log into our online peer network, Council Connect to view and join discussions with peers about the COVID-19 pandemic and the impact on the public affairs community.

Articles, Tipsheets, Media Coverage and More



From the Council and Our Staff Experts

- Considerations for Lobbying and Government Relations During COVID-19
- COVID-19 Toolkit: Considerations and Risk Assessment for Your PAC
- Crisis Communications: During and After a Pandemic
- Decision 2020: Communication Tips for a Successful GOTV Program during COVID-19
- Global Public Affairs in the Age of COVID-19
- How to Manage a Crisis Without Public Trust
- Impact (COVID-19 special edition)
- Managing Your PAC in Uncertain Times
- Planning a Virtual Legislative Meeting for Your Advocates
- Rise of the Digital Public Affairs Professional (Nick DeSarno joins Phone2Action's webinar)
- State Lobbying in a Time of COVID-19: 5 Core Principles

Media Coverage

- America's Economic Pain Arrives on K Street
- COVID-19 Complications: PACs Can't Deliver Promised Checks
- K Street Backrooms Morph into 'The Zoom Where it Happens'
- K Street, PACs Not Eager to Attend In-Person Fundraisers Yet
- Lobbying Frenzy Connected to Stimulus Sparks Backlash

LinkedIn Live Series

- The Importance of Sustainability during a Crisis with Alexa Kaufman
- The Future of Lobbying with Jane Adams
- Reaching Policymakers During COVID-19 with Missy Fuller
- Diversity and Workforce Development with Audrey Hanson
- Decision 2020 with Nathan Gonzales
- Phoning to Digital During Quarantine with Caitlin Donahue
- Managing Advocacy Programs During Quarantine

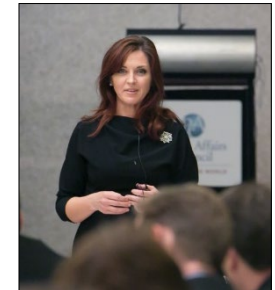
Research

## II. Executive Education



# Hallmarks of Council Events

- Peer-to-peer learning
- Unparalleled networking opportunities
- Practical advice you can implement immediately
- Benchmarking opportunities with best in class
- Resource materials to continue your learning
- Best-in-class speakers





# Signature Events

- The Advocacy Conference
- National PAC Conference
- Digital Media & Advocacy Summit
- State & Local Government Relations Conference
- Spring Executive Meeting
- Public Affairs Institute

# 60+ Free Webinars (& Recordings) for Members

- Visual Storytelling for Education and Persuasion
- Developing a Next Generation Grassroots Program
- How to Leverage Your LinkedIn Profile
- Building and Leveraging PAC Charitable Match
- Case Studies in Coordinating State & Federal Lobbying



# Certificate Programs

- PAC & Grassroots Management
- Public Affairs Management
- Government Relations & Lobbying



MEMBERSHIP ORIENTATION





# III. Community





# Mentoring

MEMBERSHIP ORIENTATION





# Professional Networks

- Political Involvement
- International Network
- Social Responsibility
- State Government Relations
- Association
- Emerging Leaders

MEMBERSHIP ORIENTATION



# Social Media

**@PACOUNCIL**



# Accessing the Members-only Portal & Council Connect

## My Events

[Register Today!](#)  
Workshop: How to Win Issue Advocacy Using Ballot Measure Campaigns  
July 10, 2019 | [Agenda](#) [Registration](#)

[Register Today!](#)  
Workshop: Compliance Workshop: Prior Approval and Association PAC Compliance  
July 16, 2019 | [Agenda](#) [Registration](#)

	Event Name	Event Start Date
Upcoming Events	<a href="#">2019 Networking Evening, Brussels Office</a>	07/09/2019
	<a href="#">2019 Workshop: Speechwriting and Public Speaking</a>	07/10/2019
	<a href="#">2019 Roundtable: How to Work with the new European Parliament</a>	07/10/2019
	<a href="#">2019 Workshop: How to Win Issue Advocacy Using Ballot Measure Campaigns</a>	07/10/2019
	<a href="#">2019 Compliance Workshop: Prior Approval and Association PAC Compliance</a>	07/16/2019

[SEE FULL LIST OF EVENTS](#)

## My Profile

Membership Status: Active  
Paid through: 06/30/2017


Digital Marketing Associate  
Public Affairs Council  
2121 K St NW  
Ste 900  
Washington, DC 20037-1891

[Have a new job or new job title?](#)  
[Change in address, phone number or email](#)  
[Change communication preferences](#)  
[Change username or password](#)  
[Update member directory preferences](#)

# COUNCIL CONNECT

Where public affairs pros learn, share and CONNECT


### LATEST DISCUSSIONS



RE: INTERNAL GOVERNMENT RELATIONS UPDATE EMAILS  
BY: [KELLY MEMPHIS](#) , YESTERDAY

POSTED IN: [STATE GOVERNMENT RELATIONS NETWORK](#)

Hi Sonji, These are excellent! Thank you for sharing, exactly the type of example I needed. I especially like the title "Washington Wire" title. Best regards, Kelly -----  
----- Kelly Memphis Sr Mgr, Gov't Relations & Stakeholder ...



RE: INTERNAL GOVERNMENT RELATIONS UPDATE EMAILS  
BY: [SONJI WILKES](#) , 3 DAYS AGO

POSTED IN: [STATE GOVERNMENT RELATIONS NETWORK](#)

Hi Kelly- While not exactly internal (these emails go out to our entire mailing list, including our staff and state-based organization staff), here are two examples of how we keep our community informed of our policy and advocacy efforts: Monthly ...

1 person recommends this

### POLLS

[REMOVE POLL](#) [VIEW REPORT](#)

HOW HAVE CHANGES TO DIGITAL AD POLICIES IMPACTED YOUR ADVOCACY STRATEGY?

☐ Significantly  
☐ Slightly  
☐ No change

[SAVE](#)

### USEFUL RESOURCES

[ADD](#)

# Case Study: Member Request

- Respond within 24 hours Monday – Friday
- Send Council guidance, tip sheets and best practices
- Send strong examples from other PACs

 Tips Sheet for Designing Brochure.pdf 129 KB	 Covestro PAC Infographics.pdf 6 MB	 Airbus-PAC Infographic.pdf 904 KB	 RPAC Brochure.pdf 233 KB
 CLIA_PAC_Brochure 2017.pdf 1 MB	 Apollo PAC Brochure 2014.pdf 243 KB	 3172 ALPA-PAC Brochure 2016-print.pdf 17 MB	

Hi Michelle,

Happy Friday! I am attaching here a tip sheet on designing a brochure as well as some helpful examples for you to take a look at. I think the purpose of a brochure is to educate, provide answers to important questions, define the PAC and describe how to get involved. Infographics are one of the best ways to educate on the PAC in an eye catching way so I am also including some helpful examples in that department.

I hope these are useful and please let me know if you have any further questions. Have a great weekend!

Best,  
Tori

**Tori Ellington**  
Manager, PAC & Grassroots  
Public Affairs Council  
2121 K Street N.W., Suite 900, Washington, D.C. 20037  
301.518.4702 | [vellington@pac.org](mailto:vellington@pac.org)

.....  
Follow the Council:





# Council Tip Sheets and Guidance



## Tips for Designing a PAC Brochure

When seeking a contribution from potential members, PAC professionals can either present a percentage of income or a fixed dollar amount option for suggested contribution guidelines.

### Percentage of Income Approach

- **Always offer a suggested guideline.** Either a fixed percentage of bi-weekly income or a graduated scale of bi-weekly income.
- **A fixed percentage is equitable across all salary levels.** The contribution increases according to salary increases. A commonly used guideline is one-half of one percent, or 0.5 percent of income.
- **A graduated scale of percentages is viewed as a fairer distribution of the burden.** The contribution increases according to salary increases, and senior officers recognize their greater stake in the company by contributing a greater percentage of income. Suggested guideline is 0.6% for senior officials, 0.5% for middle managers, and 0.4% for lower-level managers.
- **Demonstrate how small the suggested contribution really is.** Translating the percentage into a “real” dollar amount is an excellent way to show this. For example, 0.5% = 21 cents per \$1000 of income.

### Fixed Dollar Amount Approach

- **Always offer a suggested guideline.** Either a fixed dollar amount every week or a graduated scale of fixed dollar amounts.
- **Some companies feel that a graduated scale of fixed dollar amounts appears to be more honest.** It is easier to see the fair distribution of the burden with dollar amounts. However, contribution does not automatically increase with salary increases.
- **Demonstrate how small the suggested contribution really is.** For example, \$18K-\$24K = \$5 a month, \$24K-\$30K = \$7.50 a month, and so on.

Offering incentive club options increases PAC incomes, assuming that the number of contributors remain constant. Also, recommending a higher level of contribution makes the “standard” suggested guidelines appear more acceptable.

### Tips for an Effective Incentive Program

- **Use a graduated scale of percentages to set up the incentive program.** Asking for fixed dollar amounts is unfair for lower and middle level managers.
- **Set up scales with prestigious sounding names.** For example, Associates Level (0.5%), President Level (0.75%), and so on.
- **Recognize these high-end contributors with a special gift.** A luncheon or banquet would be appropriate, or a thank you note of some sort.
- **Do not neglect people giving at the standard level.** Refer to them as contributing at the “Associate” level so that they feel they are doing something special.

When asking for the timely return of enrollment cards, it is important to set up an effective system so that prospected members are not feeling pressured to act.



## Tips for an Effective Card Return System

- **Always specify a due date.** A PAC has the option of following up with unreturned cards or not.
- **Ask that all enrollment cards be returned to the solicitors and not an anonymous PO box.** This personal tie-in will encourage the return of cards.
- **Making the return of cards mandatory re-enforces the idea that the PAC is an important, endorsed program.** Be careful not to alienate members with high-pressure tactics. Install a safeguard on the card with a check off box requesting additional information. This way the PAC is still personally communicating with the cardholder.
- **Offering an incentive to encourage the return of cards can be an effective approach.** The message would be advocating the return of the card for a “special” gift of some sort with the return of the card.

## Tips for the Design of the Card

- **Use the back of the card to ask for comments on the PAC.** This offers a sense of ownership to members, and allows the PAC to compile a list of potential volunteers or solicitors.
- **Make the card simple.** Make sure it is not cluttered and easy to read.
- **If possible, fill out the general information for them.** All the prospective member should have to do is check a few boxes and sign the card.
- **Provide a return employee.** Print the members return address on the envelope to personalize it.
- **Consider using a heading that implies team spirit.** Such as “Make me a Part of the Team!”
- **Do not attach the card to the brochure.** Separate cards draw more attention.
- **Do not print the card on glossy paper.** They are difficult to write on.

Make sure to include the appropriate FEC disclaimers on all solicitation materials that inform the potential contributor of the political purpose(s) of the PAC and their right to refuse contribution without reprisal.

## Disclaimers

- **The Commission does not specify where the disclaimer needs to appear.** It is to the PACs advantage to make legal disclaimers as unobtrusive as possible by placing them on a brochure that accompanies the card but not on the card itself.
- **If using a recommended contribution guidelines then include the following in your disclaimers:** guidelines are only suggestions and they are free to contribute more or less than the suggested without being disadvantaged in anyway.
- **Make sure to note on card that contributions are not tax deductible – this disclaimer is only required if your PAC averages over \$100K annually.**

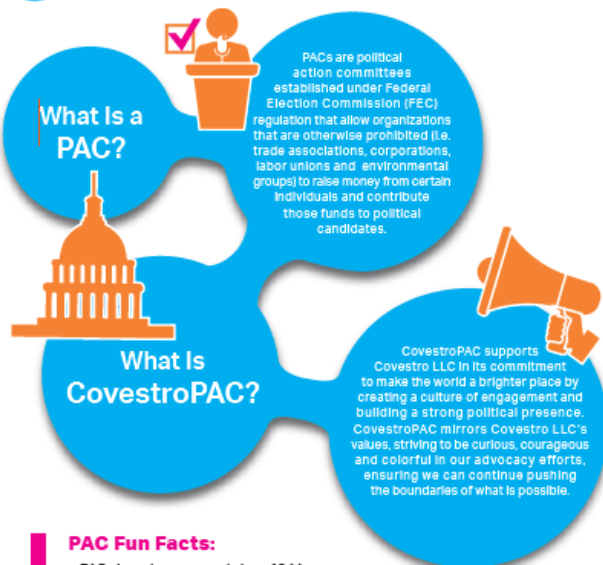


Finally, it is important to show members what there contributions are being used for, and what benefits they receive by being a member. A brochure outlining this information should accompany the enrollment card.

## What to Include in Brochure

- **Background Information on PAC.** Things like PAC purpose, goals, and recent accomplishments would be appropriate. A couple of quotes from prominent figures would also be an excellent addition.
- **Information on PAC operators.** Staff and PAC Board members.
- **Member benefits and special events for PAC members.**
- **Information on publications.** Inform prospective members of PAC newsletters, annual reports, and pre-election reports that they would receive as members.
- **Include your suggested contribution guideline.** This is where the PAC gets to sell itself to the prospective member.
- **Include information on how contributions are used.** Make sure to inform contributors that their contributions are not used for overhead.





#### PAC Fun Facts:

- PACs have been around since 1944
- They were started by the Congress of Industrial Organizations (CIO) to help re-elect President Franklin D. Roosevelt
- There are more than 5,300 PACs registered with the FEC
- PACs and SuperPACs are very different (look for more information later this week on our [Community Connections Page](#))
- Companies that contribute to political campaigns "enjoy about a 20 percent higher performance." (Journal of Management, January 2011, Reported by the Public Affairs Council)

Corporate contributions are prohibited by federal law. Only eligible individuals can make contributions to CovestroPAC, and the maximum amount that an individual can contribute to a PAC is \$5,000 per year. Contributions to CovestroPAC are not deductible as charitable contributions for federal income tax purposes. Federal law requires us to make our best efforts to report the name, mailing address, occupation and name of employer of individuals whose contributions are received. If you do not wish to be included in this report, please indicate so on your contribution form. Participation is strictly voluntary and the above guidelines are only suggestions. You may refuse to contribute without reprisal.

# Best Practices: Sample Resources

## ISSUES

### HOW RPAC SAVES YOU MONEY IN 2017

- PRESERVING THE PROPERTY TAX DEDUCTION**  
If the property tax deduction was eliminated, prices of affected homes would fall by an average of 7%. That reduction in prices translates into a decrease in income of **\$2,500 per REALTOR®**.
- FHA PREMIUM REDUCTION**  
According to the U.S. Department of Housing and Urban Development estimates, the reduction in FHA premiums by one-half of one percent for new borrowers will lead to 250,000 additional home sales over three years. Over the three year timeframe, the typical REALTOR® would see an increase in income of **\$2,000**, or slightly less than **\$700 each year**.
- LEASEHOLD IMPROVEMENT DEPRECIATION**  
The 15-year depreciation period for leasehold improvements on commercial real property has been **extended permanently**. Congress had allowed the 15-year depreciation period to lapse in 2015. This important legislation ends the year to year uncertainty of Congressional renewal and, because it has been applied retroactively, prevents commercial property owners from having to use a 39-year depreciation period for all leasehold improvements made in 2015. Creating the certainty of a permanent 15-year depreciation period was a priority issue for NAR.

### HOW RPAC SAVES THE INDUSTRY MONEY IN 2017

- In the industry**, preserving the Mortgage Interest Deduction (MID) saved real estate and related industries **more than \$24,000** per home sale\*
- Had MID been eliminated, it would have cost **each REALTOR® member an average of \$22,420**.
- The costs for **other industry professionals** would also have been substantial: an average of **\$11,190** per mortgage lender; **\$3,690** per title insurance employee and **\$8,260** per moving and relocation professional.

\* Based on an anticipated **15% reduction** in home prices and **33% drop in sales** if MID was eliminated.

### WE ARE THE REALTOR® PARTY.

As a member of the REALTOR® Party, you:  
**VOTE FOR REALTOR® PARTY CANDIDATES**  
**ACT ON REALTOR® PARTY ISSUES**  
**INVEST IN RPAC**

The REALTORS® Political Action Committee (RPAC) advocates on behalf of REALTORS® and real estate issues that benefit you and me. RPAC is non-partisan in its selection of candidates. Now more than ever, it is critical for REALTORS® across America to come together and speak with one voice about the stability a sound and dynamic real estate market brings to our communities. From city hall to the state house to the U.S. Capitol, our elected officials are making decisions that have a huge impact on the bottom line of REALTORS® and their clients. Through the support of REALTORS® like you, the REALTOR® Party represents your interests.

For more information visit  
[realtoractioncenter.com/rpac](http://realtoractioncenter.com/rpac)

**"** I've been a long-term RPAC investor because I believe in the critical importance of investment and involvement, and protecting the issues that guide our industry **"**

— Kaki Lybbert, 2017 Major Investor Council Chair

National Association of REALTORS®  
REALTORS® Political Action Committee  
500 New Jersey Avenue  
Washington, DC 20001

DISCLAIMER: Contributions are not deductible for federal income tax purposes. Contributions to RPAC are voluntary and are used for political purposes. The amounts indicated are merely guidelines and you may contribute more or less than the suggested amounts. The National Association of REALTORS® and its state and local associations will not force or discriminate any member because of the amount contributed or a decision not to contribute. You may refuse to contribute without reprisal. Your contribution is split between National RPAC and the State PAC in your state. Contact your State Association or PAC for information about the percentages of your contribution provided to National RPAC and to the State PAC. The National RPAC portion is used to support federal candidates and is charged against your limits under 52 U.S.C. 30306. 2017 VERSION 1



**YOUR BEST INVESTMENT  
IN REAL ESTATE**

## AIRBUS | PAC

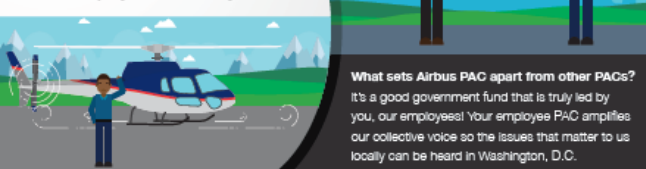
As Members of the Airbus Family, we are part of an exciting company that operates in a highly regulated—and very competitive—industry.

Hi, this is Jeff Krutzel, join me in becoming a member of the Airbus PAC. Together we can have a greater influence on the decisions that impact the future of our company.



Government actions and decisions affect each of us, and everything we do—including our responsibilities at work, and in our communities.

The employee political action committee provides the opportunity for you to get involved in the political process. Together, our voice can be heard in Washington DC. After all, you are the best ambassadors for our company, and our industry.



What sets Airbus PAC apart from other PACs? It's a good government fund that is truly led by you, our employees! Your employee PAC amplifies our collective voice so the issues that matter to us locally can be heard in Washington, D.C.

# Benchmarking Data

Trends in Solicitation Approaches	2019	2017	2015
Online solicitations (e.g., email)	91%	88%	89%
Peer-to-peer solicitations	67%	69%	64%
Small group meetings	56%	61%	58%
Large organization events (e.g., leadership or shareholder meeting)	48%	51%	25%
New hire communication or orientation	39%	38%	39%
Large group meetings	38%	39%	37%
PAC video	35%	33%	40%
Fundraising events (e.g., dinner, reception, auction)	34%	27%	33%
Regular staff meetings	22%	28%	29%
Phone calls	17%	18%	17%
Interoffice mail	13%	18%	19%
Mail to home address	6%	12%	13%
Mobile solicitations via text or app	1%	0%	0%
Other	3%	3%	4%

Solicitation Approaches	Most Used	Most Effective
Online solicitations (e.g., email)	91%	64%
Peer-to-peer solicitations	67%	54%
Small group meetings	56%	31%
Large organization events (e.g., leadership or shareholder meeting)	48%	20%
New hire communication or orientation	39%	5%
Large group meetings	38%	15%
PAC video	35%	6%
Fundraising events (e.g., dinner, reception, auction)	34%	18%
Regular staff meetings	22%	5%
Phone calls	17%	8%
Interoffice mail	13%	4%
Mail to home address	6%	1%
Mobile solicitations via text or app	1%	0%
Other	3%	0%
n =		143

Other responses include: Managers online tool, Online webinar for all eligibles, PAC newsletter, Set up solicitation tables at key company events.

# 6 Ways to Get Involved Today



## Expertise

- Download resources at Council Connect ([community.pac.org](https://community.pac.org))
- Get to know our staff experts ([pac.org/experts](https://pac.org/experts))



## Executive Education

- Sign up for an event ([pac.org/events](https://pac.org/events))
- Enroll in a certificate program ([pac.org/certificate](https://pac.org/certificate))



## Community

- Become a mentor or mentee ([pac.org/mentoring](https://pac.org/mentoring))
- Join a professional network ([pac.org/networks](https://pac.org/networks))

# Contact Us

Caryn Seligman  
Senior Director  
[cseligman@pac.org](mailto:cseligman@pac.org)  
202.787.5966

Stephanie Helsing  
Manager, Membership  
[shelsing@pac.org](mailto:shelsing@pac.org)  
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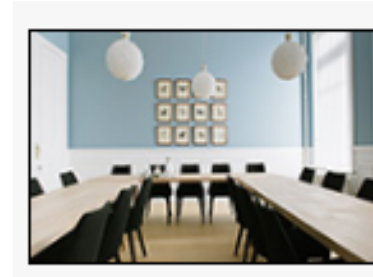
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## U.S. Office

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## European Office

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