

Air Line Pilots Association



- ▶ ~50,000 eligibles
- ▶ 24 airlines
- ▶ 25% PAC participation
- ▶ \$1.975m in receipts in 2016
- ▶ HUGE salary range across Association

ALPA-PAC Receipts



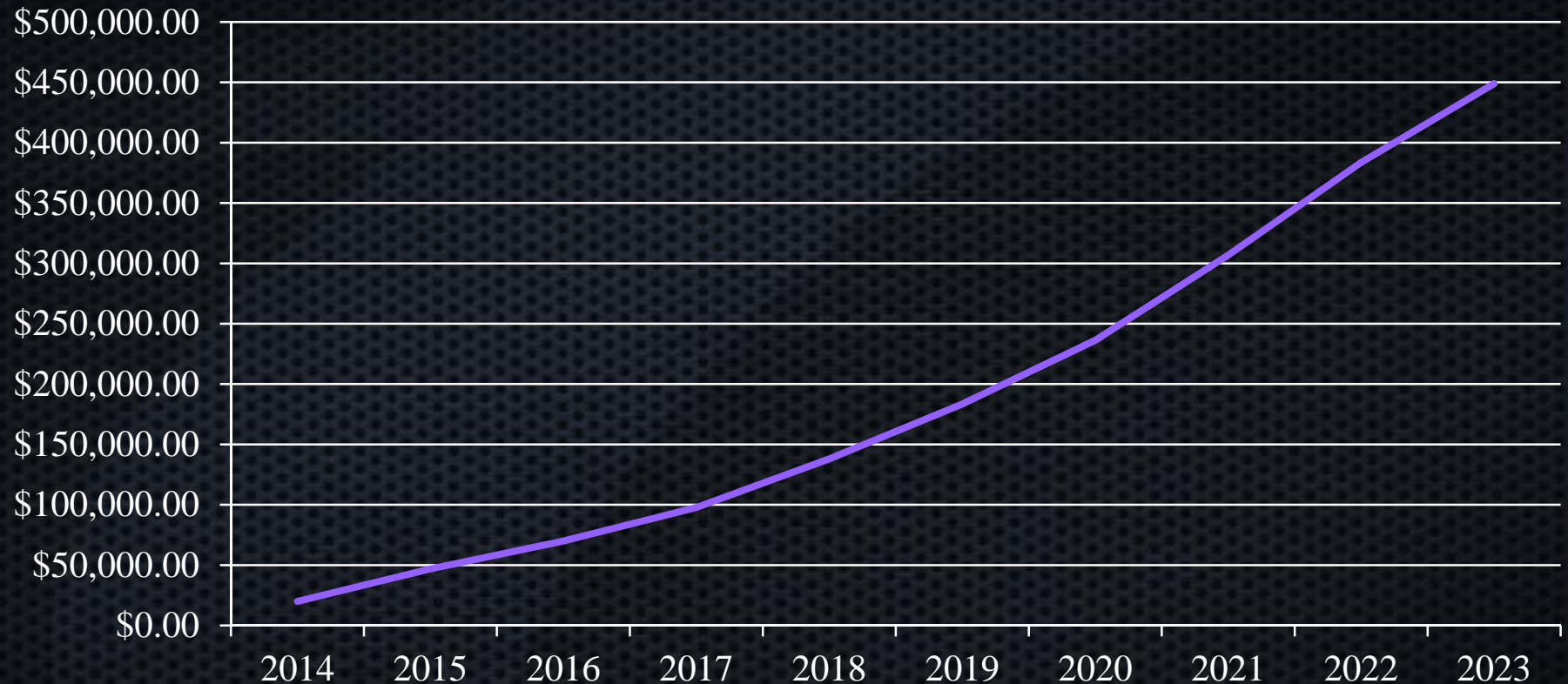
Air Line Pilots Association, International

Special Reports

- ▶ Cision report on receipts and participation

		Number of Contributors	Average Amount Contributed	Total Amount Contributed	% Participation
UAL					
	005	834	\$141.47	\$117,986.17	34.72%
	011	418	\$149.58	\$62,525.37	39.80%
	012	779	\$153.90	\$119,885.53	47.26%
	033	256	\$161.61	\$41,372.87	34.22%
	034	622	\$149.64	\$93,076.74	37.09%
	057	363	\$126.37	\$45,870.65	37.38%
	093	73	\$197.56	\$14,421.81	26.54%
	171	422	\$162.65	\$68,636.58	24.03%
	172	53	\$217.96	\$11,551.80	27.04%
	173	56	\$224.14	\$12,551.60	37.33%
	178	29	\$227.94	\$6,610.34	22.30%
	Subtotals:	3,905	\$152.24	\$594,489.46	35.49%
	Grand Totals:	3,905	\$152.24	\$594,489.46	35.49%

Potential PAC Loss



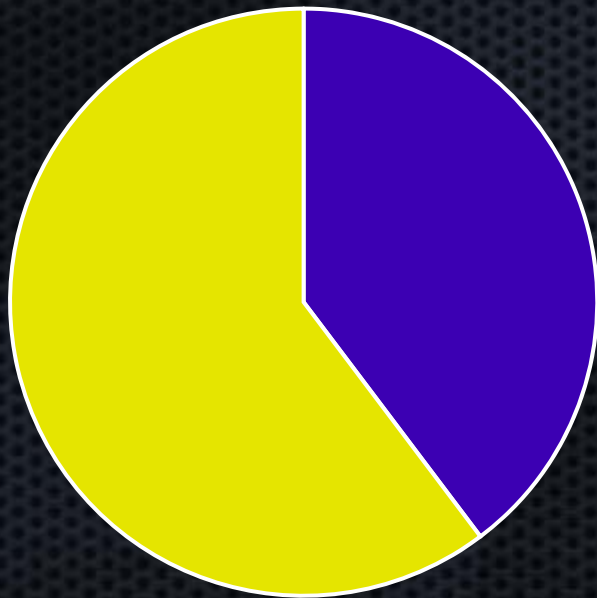
Total Loss over 10 years

2,331 contributors

\$448,865

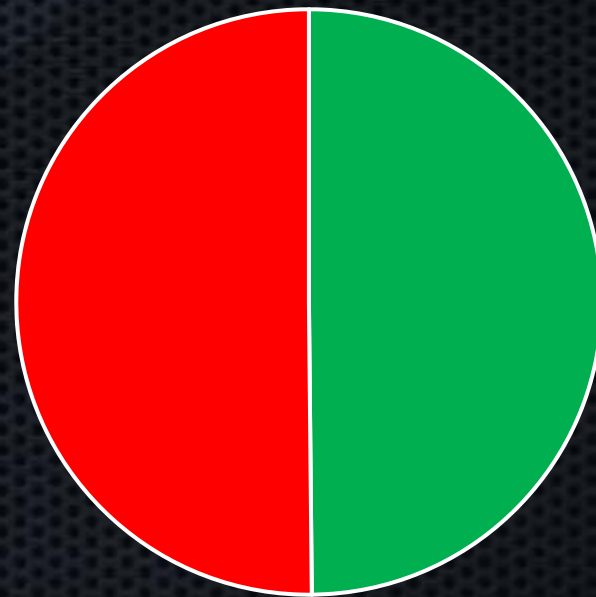
Other Political Actions

2017 Contributors



- C2A Participants
- No C2A

C2A Participants



- 2017 Contributor
- Non-contributor

Strategic Plan with Goals

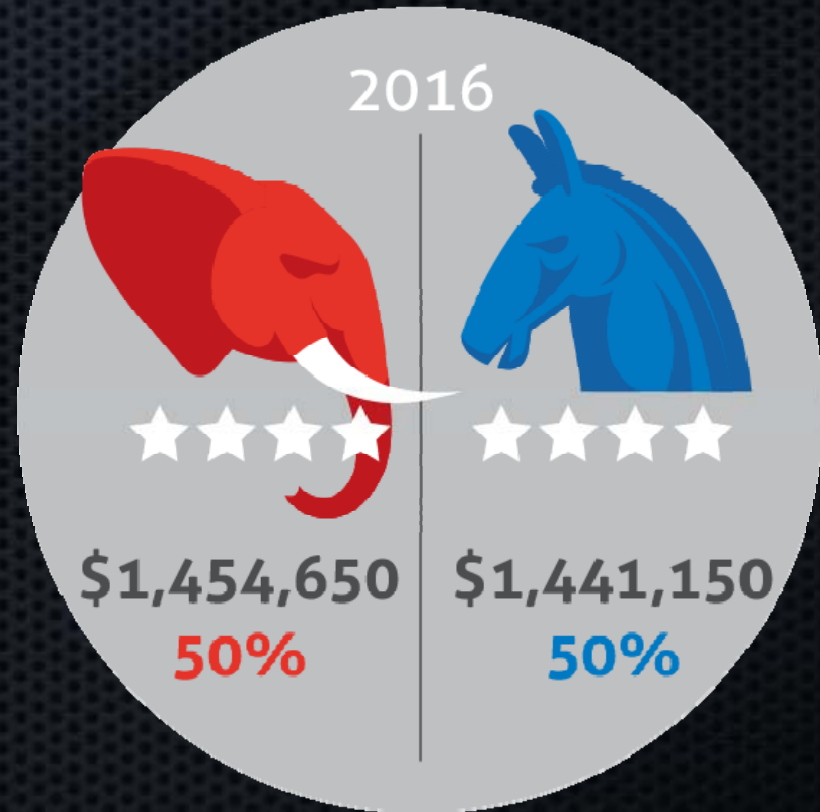
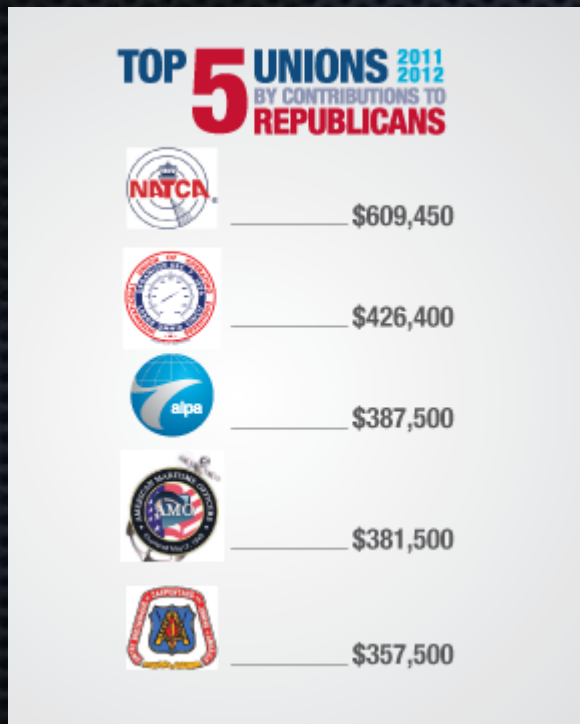
- ▶ Delta: reach 50% participation from all new hires
- ▶ United: increase the average contribution to \$200
- ▶ Air Wisconsin: enlist all committee volunteers into the PAC
- ▶ FedEx: Grow participation at Councils 7, 14, and 21 by 6% each

Voter File Match

- ▶ Partisan split of all members: 16 D/48 R
- ▶ Partisan split of contributors: 23 D/44 R
- ▶ Partisan split of top contributors: 40 D/36 R
- ▶ 86% registered voters
- ▶ Stats consistent across pilot groups



Comparison Charts



Consumer Data Match

- ▶ Has A/C
- ▶ Cat/Dog owner
- ▶ Memorabilia collector
- ▶ Equestrian
- ▶ NASCAR fan
- ▶ Big game hunter
- ▶ Exercise interest
- ▶ 43% Charitable Donors
- ▶ 73% Home Owners
- ▶ 12k tagged as 2nd amendment voters

Micro-Targeting

- ▶ Pilot, gun owner, participated in C2A on firearms in cockpit (1k targets)
- ▶ Pilot, Democrat, carrier directly effected by issue HRC spoke in favor of (4k targets)
- ▶ Pilot, cargo carrier, hired w/in past year, interested in investments/retirement issues (500 targets)

12% Video





Zack Mooneyham

Zack.Mooneyham@alpa.org