

Communicating About Your PAC

Communicating with PAC eligibles and members

Communicating with your eligible employees (restricted class) is relatively unrestricted. You need only remember that you cannot be coercive in your solicitations, and that any communications containing a solicitation include all of the legally required disclaimers.

We encourage all PACs to be open and transparent in all communications with their eligibles and their members. The more you share with your eligible universe up front, the fewer questions they will have along the way, and the easier it is to debunk myths. When PACs don't share their information (how they operate, who they give to, PAC philosophy, candidate contribution criteria) employees often feel the company is hiding information from them because the PAC is somehow 'bad' or 'evil'. By openly discussing how your PAC works and what it has done, you can remove the feeling that the PAC is operated in smoked-filled back rooms in Washington, D.C.

Communicating with all employees – eligible and non-eligible

Communications made to your entire employee base (including restricted and non-restricted class employees) can include only the following, according to the FEC:

Historical

Factual

or Statistical information about your PAC.

This includes information such as "We have a PAC," "We have raised \$X this cycle," "We give to Republicans and Democrats," "We have given contributions to the following candidates this year...", etc...

You must be very cautious that communications going out to non-restricted class employees fall safely within one of the three guidelines listed above. Stating "We have a great PAC and want to improve it this year," in a communication that goes out to non-eligibles does not meet those three criteria, would therefore be considered a solicitation by the FEC, and would be illegal.