

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 their 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.