

Measuring PAC Success

PAC success can be determined in a number of different ways. Some groups focus on total dollars raised. Others are concerned with participation levels. Below are some other ways you can show PAC success to senior management and PAC donors:

Receipts

- Participation rates
 - Participation rate by segment (division, department, etc.)
 - Number of new PAC members
 - Participation rate of senior management
- Amount contributed
 - Amount contributed by senior management/by title
- Average contribution over time
 - Average contribution by segment (division, department, etc.)
- Donor retention rate
- Number of PAC members that increased their contribution
- Number of PAC members that moved to a higher incentive club level
- Number of PAC members that joined an incentive club
- PAC contributions compared to administrative budget
- Number of contributors who paid via payroll deduction vs. check
- Growth in receipts over time
- Total receipts compared to competitors' PACs
- Total \$200+ (itemized) donors compared to total itemized donors from competitors' PACs
- Number of PAC peer-to-peer champions or ambassadors
- Number of *new* PAC peer-to-peer champions or ambassadors
- PAC solicitations – by frequency or type (web-based, email-based, mail, phone, large meetings, small meetings, one-on-one)

Disbursements

- Number of candidates supported who won (success rate)
- Percentage of candidates supported who won
- Total dollars spent that went to winning candidates
- Bipartisanship
- Number pro-organization or pro-industry candidates in office
- Outreach (e.g. number of fundraisers attended)
- Total dollars spent compared to competitors' PACs