



Smart Disbursement Strategies

RULE #1: Know Where You Are (And Where You Want to Go!)

- Understand your organization's culture
- Educate employees about the PAC
- Address employee questions, concerns
- Develop new fundraising techniques
- Get leadership buy-in

RULE #2: Set a Budget

- Prioritize your PAC recipients
- Align PAC recipients with organization values
- Include leadership and "emerging" leaders
- Just because they ask doesn't mean you give
- Prepare a "Plan B" if you don't reach fundraising goals, or if you surpass them
- Stay politically balanced
- Prepare for surprises

RULE #3: Spend Strategically

- It's okay to say "no"... diplomatically
- Hold the line on contribution amounts
- Be wary of "cattle-call" fundraisers – spend your money wisely
 - Look for meaningful check delivery (e.g. go to a DC event, have a PAC donor deliver the check in district)
 - Attend industry-focused events
 - Ask for 1-1 coffees with candidates
 - Go to low-dollar events on the road
- Be careful with open seat races
- Determine your involvement with leadership PACs. What's your budget?
- Make frequent PAC funding decisions
- Review your budget regularly

RULE #4: Run Your PAC Like a Business

- Develop meaningful metrics
- Watch monthly expenditures
- Measure your goals (PAC members, contributions, weekly receipts, benchmark competitors) regularly
- Have a presentation ready with meaningful metrics
- Formalize your operations (Board of Directors, quarterly meetings, reports, dedicated staff, regular audits)

RULE #5: Know Your Limitations

- Beware of the slippery slope: Once you open the door, it gets harder to say no (i.e., giving to leadership PACs, maxing out to a candidate, being a bundler, honoring PAC donor requests, etc.)