

### Building A PAC Charitable Match Program

Mary O'Reilly Public Affairs Support Services (PASS) <u>http://www.pactrack.net</u>

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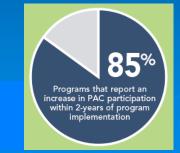
# epacCharityMatchManager

appreciated PAC benefit

> among members

## **PAC Match and Fundraising**

- > Does PAC Match help raise money?
- New programs grow at varying rates
- Programs see increased dollars and participation
- Helps insulate your PAC during tough times



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## Building a Program: Common PAC Match Practices

Companies that allow employees to select any 501(c)(3) organization

> Programs that require a minimum contribution to be eligible for PAC match

**59**%



89% Programs that have a website to allow employees to select their charities and see charitable activity on-line

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#### Building a Program: Funding and Alternatives to \$1 for \$1

- Where to look for funding
- How to estimate your funding needs
- Make the most of the money you get
  - Raise the minimum to qualify for the program
  - Match \$0.50 or \$0.25 for each \$1 to the PAC
  - Target certain groups within the organization





#### **Building a Program: Beyond the Basics**

- PAC Members want help selecting a charity
- PAC Members don't like the charity options
- > Why can't our PAC members give to schools, etc.
- Corporate AP cycle applies to PM funding too
- No "tangible" benefit what does that mean





#### Charity Match Best Practices

- > Allow any registered § 501(c)(3) organization
- Have a minimum donation to qualify for PM
- Match the amount your members give
- Payout Annually for Payroll and Quarterly for one-time
- Remind PAC members and confirm checks were sent
- Market your program PAC Match Won't Sell Itself

