



# Building A PAC Charitable Match Program

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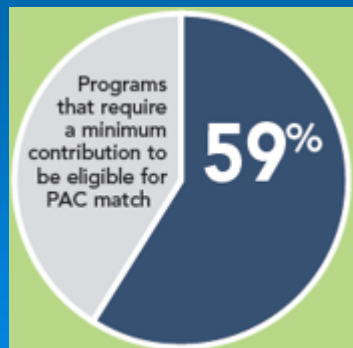
## **PAC Match and Fundraising**

- 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



## 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