

Post-PAC Campaign Survey (Corporate)

1. Do you know that XYZ Company operates a Political Action Committee (called XYZPAC)?
 - Yes
 - Yes, but I didn't know the name
 - No
2. Did you recently receive an email from XYZ CEO about the XYZ PAC?
 - Yes
 - No
 - I don't remember
3. Did you receive an invite from [division executive] to our PAC presentation and lunch?
 - Yes, and I attended (go to #4-7)
 - Yes, but I could not attend (go to #8)
 - No, I did not receive it (go to #8)
 - I don't remember (go to #8)
4. After attending this event, what do you believe are the goals of the PAC?
 - It is important for XYZ's opinions to be heard by legislators and XYZ PAC helps make that happen.
 - XYZ PAC helps our customer community by supporting beneficial legislation.
 - The PAC supports XYZ's business strategies through legislative outreach.
 - The PAC helps XYZ employees build valuable relationships with candidates supportive of XYZ policies and priorities.
5. How clearly did XYZ PAC representatives explain the role of the PAC and why we ask employees to support this activity?
 - Very clearly
 - Somewhat clearly
 - Moderately clearly
 - Slightly clearly
 - Not clearly at all
6. How clearly did XYZ PAC representatives explain how PAC contributions are used to support the organization's goals?
 - Very clearly
 - Somewhat clearly
 - Moderately clearly
 - Slightly clearly
 - Not clearly at all
7. After attending this event, how likely are you to contribute to XYZ PAC?
 - I already contribute to XYZ PAC
 - Very likely to contribute to XYZ PAC and encourage colleagues to contribute
 - Very likely to contribute to XYZ PAC (not likely to encourage others to contribute)
 - I might contribute to XYZ PAC
 - I am not likely to contribute to XYZ PAC
8. Over the course of XYZ PAC's recent campaign, what information did you receive from the PAC?
 - I did not receive any information from the PAC

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- I received an invitation to the PAC presentation and lunch
 - I received an email from the CEO
 - I received an email from my division executive
 - I received a PAC newsletter
9. How helpful were the materials you received in explaining the purpose of the PAC and how you can contribute?
- Very helpful
 - Somewhat helpful
 - Neither helpful nor unhelpful
 - Somewhat unhelpful
 - Very unhelpful
 - I did not receive any materials
10. Please rank, in numerical priority, what you consider the biggest benefits of the PAC program (1 = most important strength):
- ___ Contribution criteria used in selection of candidates
- ___ PAC member oversight of candidate contributions
- ___ Support of candidates who understand the concerns of business
- ___ Confidentiality of participation
- ___ Senior management support of PAC
- ___ Information provided about candidates supported
- ___ Benefits offered to members of the PAC
11. Would you be more willing to continue, or to begin, participating in XYZ PAC if your donations were matched by the company, and those funds given to a charity, chosen by you?
- Yes
 - No
12. How important are the various benefits of joining the PAC to your decision to contribute? (Please tell us how important each item is with 1 = very important and 5 = not very important) :

| | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| Opportunity to meet with elected leaders or candidates at place of work | | | | | |
| Email communications on political races | | | | | |
| PAC newsletter | | | | | |
| Giveaways and sweepstakes | | | | | |
| PAC match | | | | | |
| Annual PAC donor event | | | | | |
| More contact with government affairs to discuss policy issues important to the organization | | | | | |

13. What do you think are the best ways to increase participation in XYZ PAC among eligible employees? (check all that apply)
- Employees receive letters, e-mails, newsletters and other materials describing XYZ PAC
 - More PAC presentations led by division employees (staff meetings, etc.)
 - Invitations direct from XYZ's senior management
 - Competitions among businesses, functions, teams
 - Increased opportunities to meet candidates and elected leaders
 - Better PAC benefits (PAC match, giveaways, events)

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