

Sample Survey Questions

1. Are you a member of [organization's] political action committee (PAC)?
 - Yes
 - No
2. In general, how satisfied are you with [organization's] PAC?
 - Very satisfied
 - Somewhat satisfied
 - Neutral
 - Somewhat dissatisfied
 - Very dissatisfied

Comments
3. The political action committee plays an important part in the company achieving its legislative goals.
 - Agree
 - Disagree
 - Don't know
4. [To current donors only] Please select up to three reasons why you joined the PAC.
 - I understand the impact that policy decisions have on my company/industry/association and our future success.
 - I believe it is important to build relationships with legislators and their staff.
 - I am a politically active person in my personal life and believe it is important for [organization] to be politically active.
 - I agree with the goals of [organization] PAC.
 - I like the benefits/gifts that [organization] PAC provides.
 - The PAC gives me an opportunity to play a role in the political and policy process.
 - Contributing to the PAC has a bigger impact than my individual contribution to a candidate.
 - I am proud to stand with my colleagues to give our organization a voice in the policy process.
 - Other_____
5. Please rank, in numerical priority, what you consider the strengths 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
6. Please rank, in numerical priority, the reason you believe some employees/members do not

contribute to the PAC, with 1 being the highest priority:

- ☐ They do not believe in PACs
- ☐ They do not want to be involved in the political process
- ☐ They do not agree with the legislative goals of the organization
- ☐ Contributing to the PAC is not among their financial priorities
- ☐ The PAC does not make a strong enough case for why the PAC is important
- ☐ The PAC does not offer good incentives for joining
- ☐ Other: Please explain _____

7. 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					

8. Do you read the PAC's newsletter? If so, how often would you like to receive it?

- No
- Yes – bimonthly
- Yes – quarterly
- Yes – other (_____)

9. Which types of gifts and prizes are most appealing to you and would make you more likely to contribute/increase your contribution to the PAC?

- Raffle for major electronics
- Trip to Washington, DC
- Build your own vacation
- Sporting event or exclusive entertainment tickets
- Event with CEO/senior leadership
- Events with political candidates or public officials
- Activities for the whole family
- Visa gift cards
- None – I am not interested in these benefits

10. What else can [organization] PAC do to make the PAC more beneficial or helpful to employees/members? [open comment]