PAC Websites

What makes a good PAC Website? Following a few simple rules when making your PAC solicitation electronic will not only help you grow your membership, it will also keep you out of legal trouble.

Things to Include on Your PAC Website

If your site is open to anyone
- Include anything statistical, factual, or historical. This is general, public information that can be seen by anyone. Examples include:
    - How long you've had a federal PAC
    - Size of your PAC/money raised and money spent
    - To whom you've contributed
    - How long you've had a PAC
- Anything that could be construed as a solicitation must be password protected. That includes:
    - Pro-PAC language
    - Asking for money
    - Showing benefit of membership
- My rule is not to use any adjectives or adverbs regarding the PAC on a page that's open to everyone. This can only be very antiseptic information.

If your site is open to only eligibles
- Keep everything on the Website positive
- Anything beyond statistical, factual & historical must be password protected
- Answer basic questions before there is a chance to ask them
    - What is a PAC?
    - How does it work?
    - Who can contribute, how much per person?
    - Who does the PAC contribute to?
    - How do candidates use contributions?
    - Who determines/ what rules are used to decide which candidates get contributions?
    - What are the benefits of joining?
    - Do you have a PAC board? Who are they?
    - How has the PAC helped the organization/industry?
    - What issues in government are currently affecting the organization?
- Include past and present PAC Activities
    - A calendar of upcoming events
    - Pictures from past PAC rewards events/solicitation events

- Consider PAC member testimonials
- Have a 'get involved' or 'volunteer' section
▪ Make your publications available
  - Past editions of your PAC newsletter
  - Contribution reports
  - Candidate contribution criteria
  - Bylaws
▪ Provide contact information for feedback
  - PAC Administrators' names, numbers, emails
  - PAC Board member contact info
  - Set up a PAC e-mail account to receive questions or feedback
▪ Provide links to other relevant websites
  o Your grassroots section
  o Issue briefs
  o www.house.gov
  o www.senate.gov
  o www.fec.gov
  o State legislature sites
  o Media outlets/political pages
  o Your trade association
  o Any site that would allow your viewers to gain more information about politics and PACs
▪ Include a link for eligibles to get to the solicitation area of your site
  o Password protect all solicitation materials so only eligibles can get to them
  o Make contributing easy
  o Be sure all contributors receive a thank you
▪ Add all required disclaimers, it's the law.

Common PAC Website Pitfalls/Tips
o Pitfall: Only password-protecting the enrollment form
o Pitfall: Putting too much issue information in the PAC section. This clutters your space and detracts from the point of your site…and the point is to ASK FOR A CONTRIBUTION
o Pitfall: Failing to show the benefit of joining
o Tip: Make the PAC seem to be the cool/fun club to join
o Tip: Be transparent about your operations
o Tip: Keep the site simple with ample white space
o Tip: On a complex topic, link to further information instead of detailing it on the same page
o Tip: Offer ample feedback channels for eligibles to contact you