# Pro-PAC Arguments

**What are some talking points for why it is important that our organization has a federal PAC?**

## PACs can:

- Play a vital role in the political process
- Serve as a medium for educating your universe on pacs, politics, legislation and civic involvement opportunities
- **Foster voter education by communicating to their members the issues and the candidates' positions on them**
- Draw an estimated 12 million people into the political arena-many are first time participants

## PACs serve as:

- Voluntary associations of persons who share political objectives and pool their resources to increase the impact of their contributions to candidates
- A basic extension of right of individuals to participate in political process and support candidates who share objectives consistent with objectives of contributors
- Chance to broaden the base of political giving in this country; more people giving small amounts to candidates than ever before
- A vehicle for a united voice: while the individual voter is seldom powerful enough to present a particular viewpoint before the government and the public, an association of many individual voters usually will be heard and respected
- Legal/free speech: the courts consider it freedom of political speech
- The non-dominant form of financing campaigns
- A representation of many different and often competing interests-nearly 4,000 in the business community does not act as "one"
- A great response to campaign finance reform – hard dollars have increased in value

## DISCLOSURE

- PACs were the original campaign finance reform of the 1970s
- Bring political contributions out of smoke filled rooms into the light of public scrutiny through extensive, detailed reports that are filed with the FEC and available to any citizen
- Money is accountable through public records--essence of the FECA is disclosure
- Outgrowth of reform designed to replace what we saw in the Watergate abuses--the involvement of large amounts of unlimited and undisclosed funds going into campaigns
- FEC has an 800 number and public Web site that you can use to access campaign finance information
- All federal PACs operate under strict limits on what they can give; most do not even come close to making the maximum allowable contribution

**OTHER**
- 100% percent of contributions from corporate or association PACs go to campaigns

## *MYTHS:*

<u>Myth</u>: *Money buys elections*
- While it's true that the candidate who raises the most money often wins the election, the ability to raise money may simply reflect the level of popular support, which later manifests itself at the polls
- All money can do is make certain that voters hear the candidate's message, it cannot guarantee that voters will like what they hear

<u>Myth</u>: *Campaign contributions buy votes in the legislature*
- Primary factors in voting behavior are ideology, political party affiliation and party agenda, and the legislator's perception of public opinion in his or her district
- Dollars given to campaigns are not stuffed into ballot boxes, they are used to speak, to educate and to try to persuade voters to vote for or against a certain candidate.
- Money is merely one of the many attributes that are useful in politics-good speaking voice, good looks, marketing skills, popular political positions, organizational ability, access to the press, etc.

## PACs Benefit:

**Individuals**
- Access to decision-making process
  - Serve on PAC board
  - Attend board meetings
  - Make candidate recommendations
  - Assist in fundraising
  - Attend briefings/shadow lobbyists, etc...
- Political information-newsletter/briefing/pre-election report
- Special events
- Gifts/recognition
- Chance to deliver PAC check
- Participate in the political process

**Companies and Associations**
- Makes organization more proactive
- Helps job security
- Elects officials who support issues
- Makes you a visible player
- Participates in good government
- Helps meet legislative goals & supplement other government relations efforts