Sharing the Value of Your PAC
Talking points and key messages

What are employee-funded PACs?
Since corporations cannot contribute directly to candidates, corporate PACs are voluntary associations of persons who pool their resources in small-dollar donations to increase the impact of their contributions to candidates.

Key Messages

1. Corporate and association PACs play a vital role in the political process.
   - PACs educate voters by explaining important issues and candidates’ positions on them
   - PACs draw millions of people into the political arena, many of whom are first-time donors
   - The courts consider contributions freedom of political speech. PACs are a basic extension of the right of individuals to participate in the political process and support candidates who share similar objectives
   - PACs offer a chance to broaden the base of political giving in this country, as more people are giving small amounts to candidates than ever before

2. Corporate and association PACs do not consist of corporate funds. They are funded by employees and provide an avenue for employees’ voices to be heard.
   - Funding is comprised of voluntary, individual contributions from employees separate from a corporation’s general treasury
   - Corporate and association PAC money make up a modest percent of overall campaign funds as connected PACs are subject to contribution limits of just $5,000 per election
   - While the individual voter is seldom powerful enough to present a particular viewpoint before the government and the public, an association or employee-funded PAC comprised of many individual voters has a better chance of being heard and respected
Corporate and association PACs work to remain bipartisan and have a voice on both sides of the aisle.

- Many PACs have bylaws that require balanced giving ratios
- PACs represent many different and often competing interests. The nearly 5,000 PACs in the business community do not act as one
- Association and corporate PACs largely support more moderate viewpoints and contribute on a more bipartisan basis than super PACs. Similarly, individual “super” donors and even small-dollar donors are typically drawn to more extreme candidates or positions

Corporate and association PACs grew out of the original campaign finance reform passed in the 1970s to provide greater oversight and transparency to political contributions.

- Contributions are made public through extensive, detailed reports that are filed with the FEC and available to anyone
- All federal PACs operate under strict limits on what they can give; most do not come close to the maximum allowable contribution of $5,000 per candidate per election
- Traditional PAC giving has been largely unchanged by the Supreme Court’s *Citizen’s United* decision and has grown modestly compared to super PAC and individual spending

**Benefits of PACs**

PACs offer individuals more ways to participate in the political process and allow members a chance to be involved in decision making.

- Members can serve on the PAC board, recommend candidates, assist in fundraising and attend political events in their local communities
- PACs are also a source of political information through GOTV efforts, special events and opportunities for members to meet elected officials

Having an employee-funded PAC makes companies and associations more proactive in the political process.

- PACs allow organizations to support elected officials who believe in their issues
- The PAC is just one tool to advance legislative priorities and supplement other government relations efforts