

# Strategic PAC Fundraising and Management

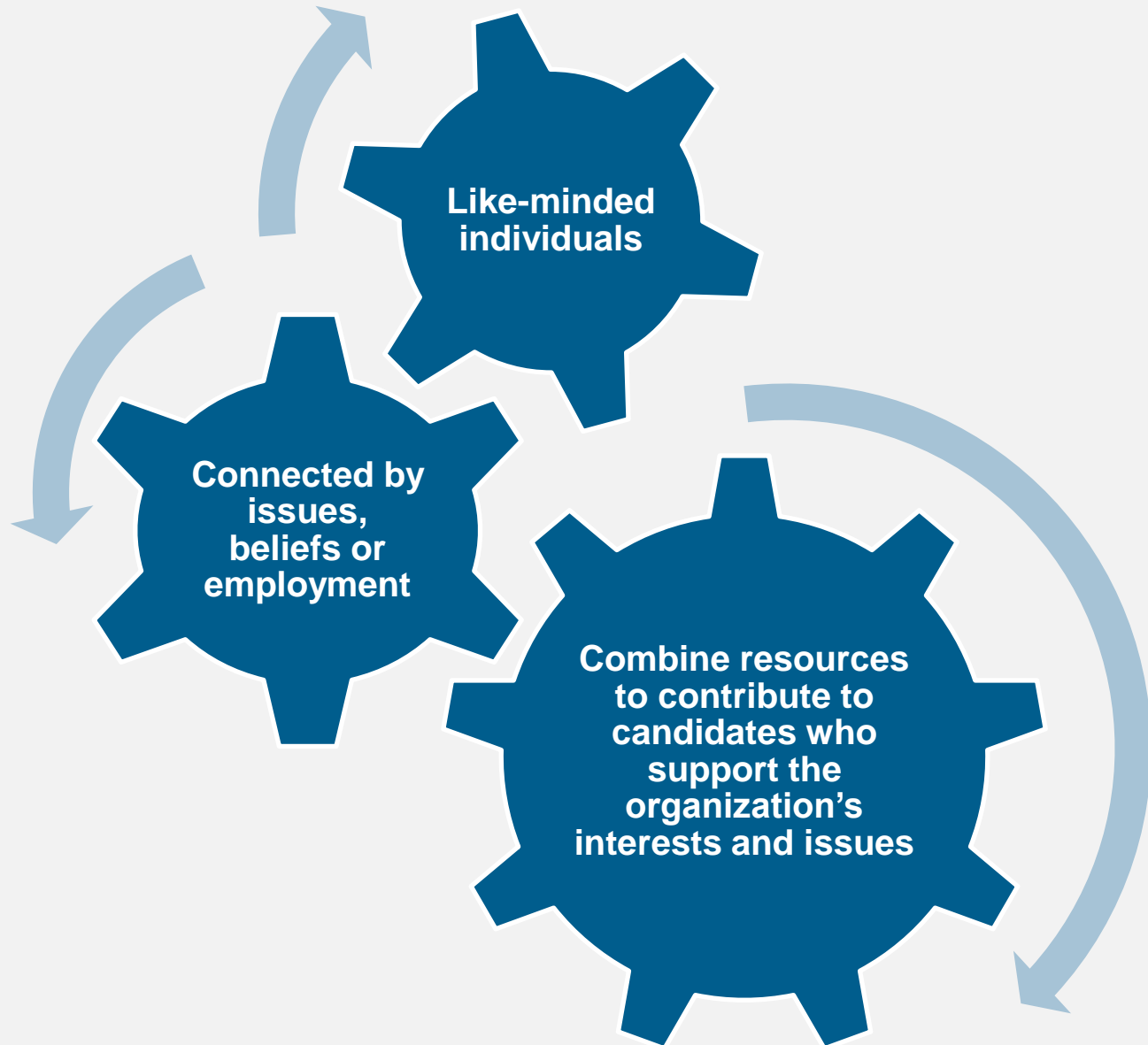
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# The Role of PACs



# The Role of PACs:

Supporting candidates is the only thing a company or association cannot do for itself and for which it *relies on its employees/members for support.*

**It does this through a PAC.**



# 4,800+ *connected* federal PACs

(connected to corporation or association)

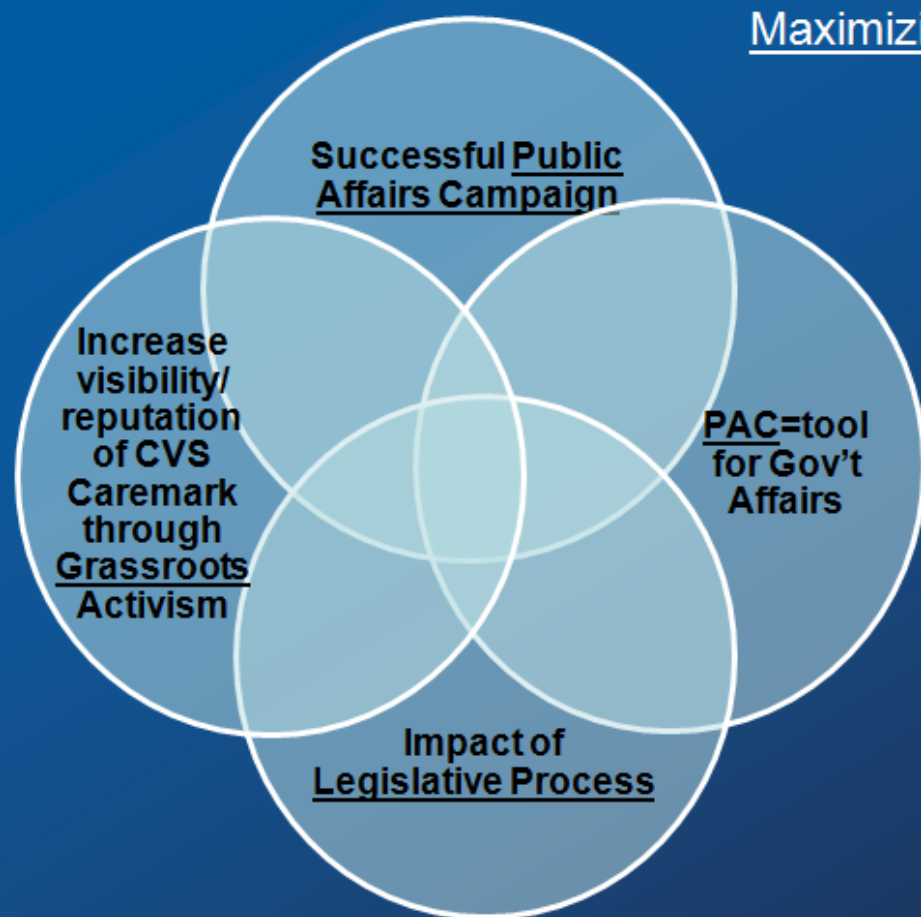


PACs contributed \$453.3 million to federal candidates  
in 2012 election cycle

– \$433.7 million in 2010 election cycle

# Demonstrating Impact on Organizational Priorities

## Maximizing the Government Affairs “Sweet Spot”



Goal-Helping employees understand how legislation and regulation shape CVS Caremark as a pharmacy innovator and as an employer

Outcome-Energized employee base, increased PAC receipts and educated Grassroots advocates able to impact legislative outcomes

### Impact-By the Numbers

Number of Employees	200,000
Presence in states, DC, PR	46
Federal legislators	535
State legislators	7,300+

# It Takes A Village...

- PAC boards: Members cross business functions, locations and titles
- Legal counsel: Active in compliance activities
- CEOs/leadership: Contribute to PAC, endorse PAC, attend events, sign solicitations
- IT, Finance, Board Relations



# Who Supports the PAC?

Corporate PAC Contributors	Median Participation Rate	Median Contribution Amount	Percentage of Contributions from Segment
Overall	20%	\$881	100%
Senior management	60%	\$1,933	54%
Restricted class/salaried employees	16%	\$531	41%
Corporate board	67%	\$2,639	2%

Association PAC Contributors	Median Participation Rate	Median Contribution Amount	Percentage of Contributions from Segment
Overall	23%	\$647	100%
Association staff senior mgmt.	75%	\$2,143	7%
Association staff (non-senior management)	53%	\$1,439	2%
Association board	98%	\$2,216	24%
Individual members	10%	\$367	49%
Member company senior mgmt.	66%	\$837	10%

# Common Hurdles



## Misinformation

- Super PAC vs. connected PAC
- Buying access
- Nothing is happening in Washington...



## Myths

- PACs buy elections/votes
- Lobbyists' slush fund




## Attitudes towards politics in general

Attrition/retirements  
& generational differences



	<b>Connected PAC</b> (connected to a corporation or association)	<b>Super PAC</b>
<b>Source of Funds</b>	Restricted Class (eligible employees)	Public (PACs and individuals), including corporate and union money
<b>Purpose and Use of Funds</b>	Directly supports candidates for federal or state office using funds contributed by company employees	A committee that can spend funds on independent expenditures only. <b>Super PACs CANNOT directly support candidates for office.</b>
<b>Contribution Limits</b>	In most cases, \$5,000.	No limits – can accept unlimited contributions from corporations, associations, unions and individuals.
<b>Corporate Funds Allowed?</b>	No. Can only be used for administrative expenses.	Yes. Corporations can contribute unlimited funds to a super PAC.
<b>Disclosure</b>	All receipts and expenditures are reportable to the FEC.	All receipts and expenditures are reportable to the FEC.

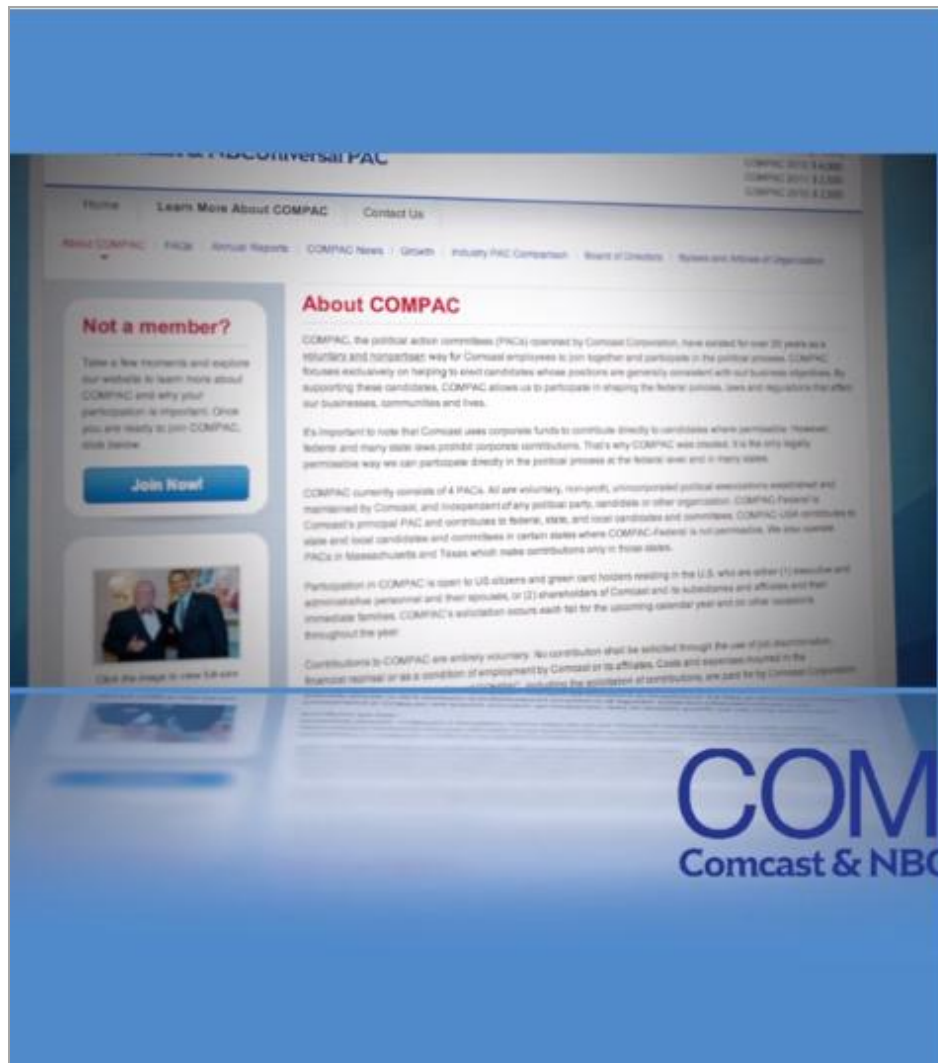
**\*\*A traditional connected PAC remains the only vehicle a company may use to fund a candidate's campaign\*\***



# Debunking the Myths

Education and re-education plays a big role

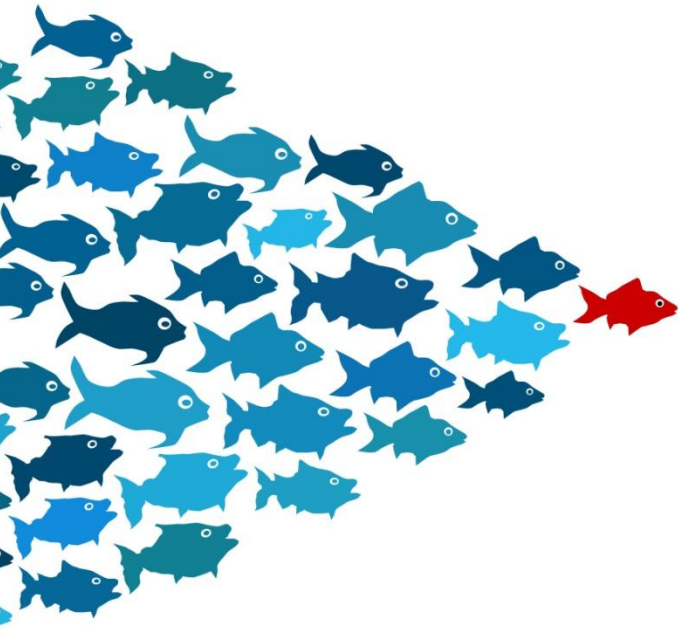
- Lunch and learns
- Small group meetings
- Newsletters
- Candidate townhalls (in-person and virtual)
- Annual reports
- Websites



Just Visit  
[www.ComcastPAC.com](http://www.ComcastPAC.com)

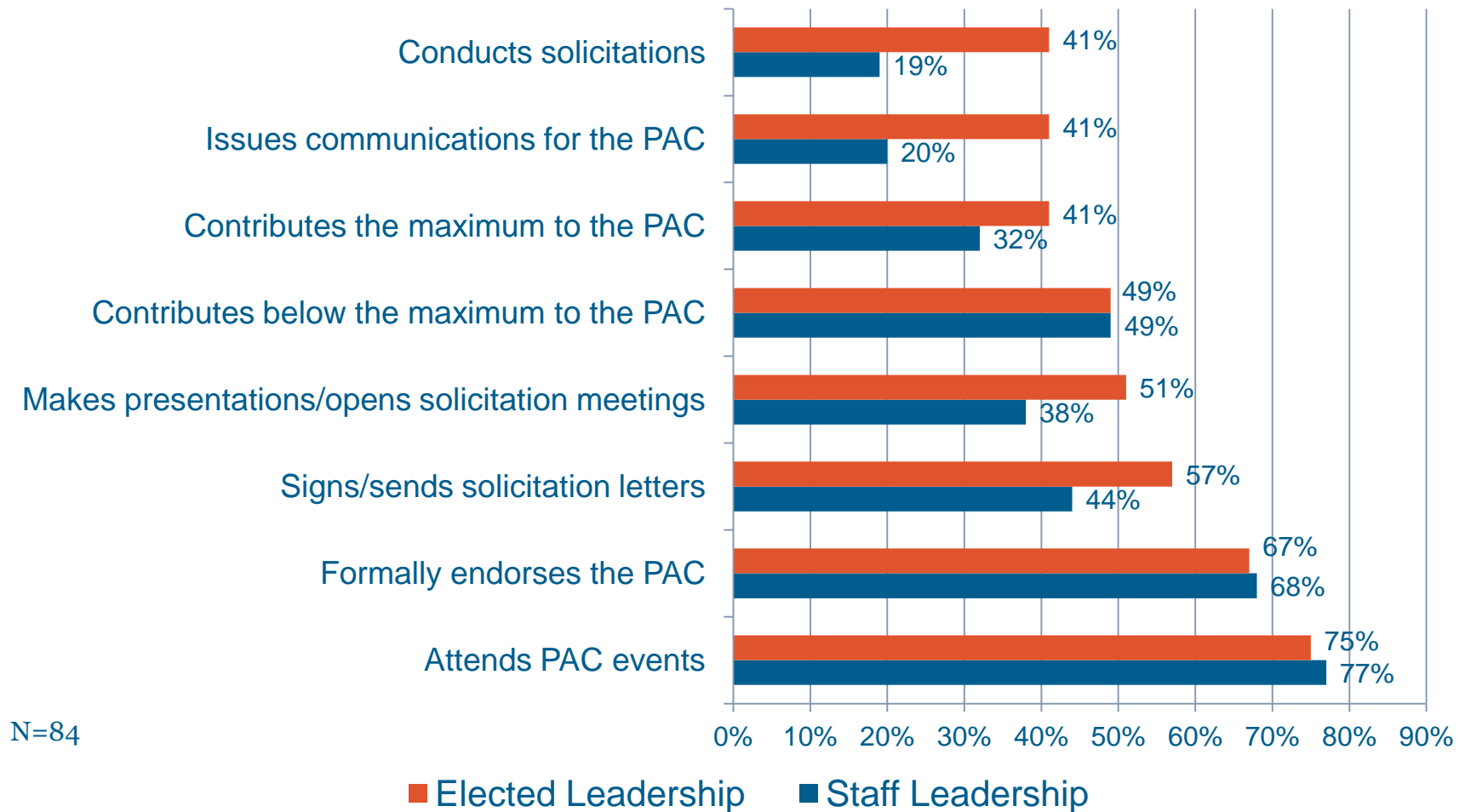
**COM★PAC**  
Comcast & NBCUniversal PAC

# Fundraising: Leadership Involvement

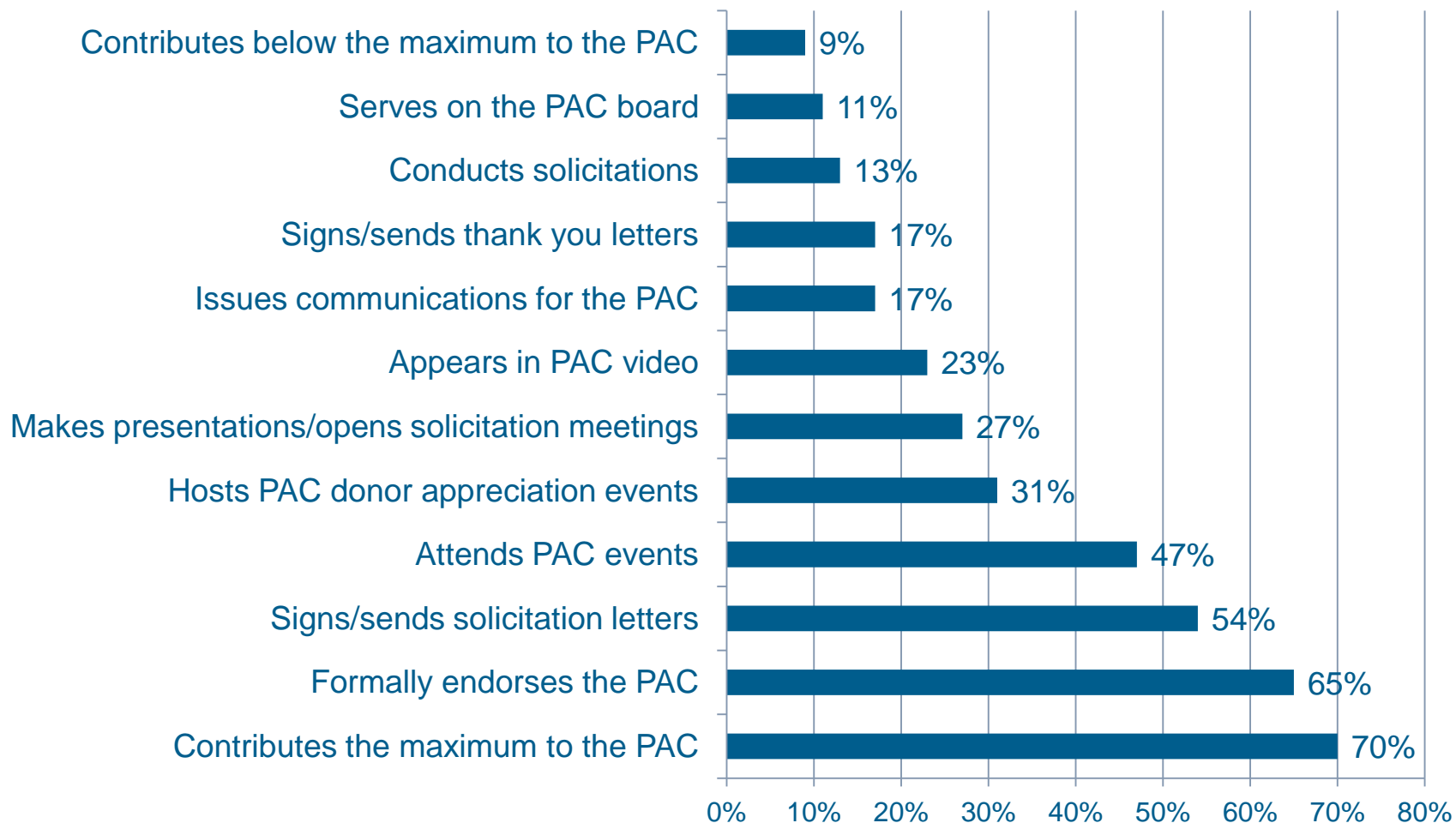


- Need buy-in
  - Helps make case for resources
  - Visible support of the PAC trickles down
- Associations: Elected leader involvement more critical than CEO involvement
- Corporations: CEO involvement corresponds strongly with size of PAC

# How are your association's staff and elected leader involved in the PAC?

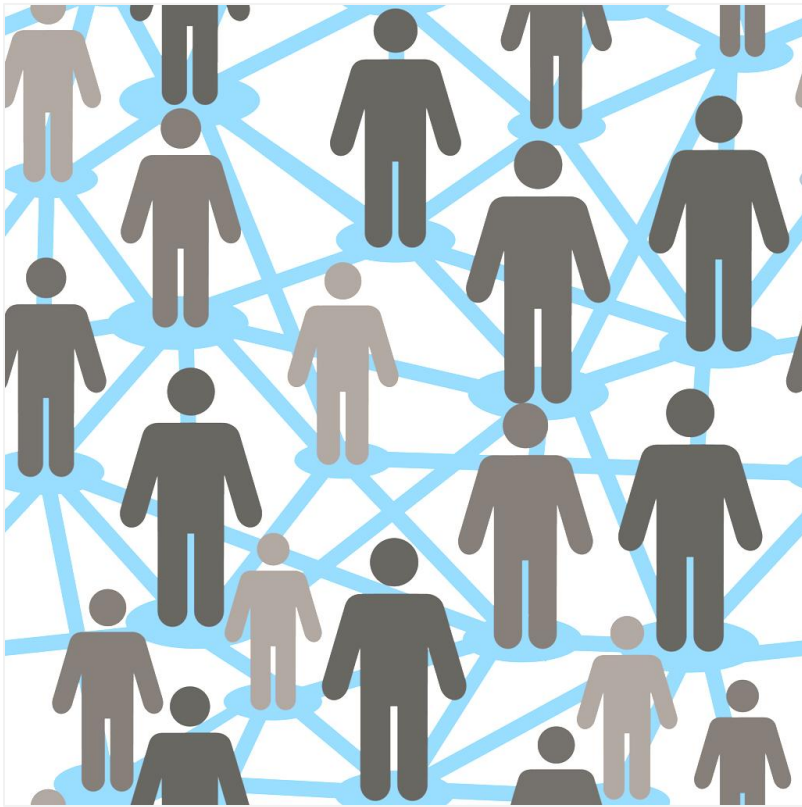


# How is your company's chief executive officer involved in the federal PAC?



N=215

# Fundraising: The Rise of Peers



## Peer solicitations:

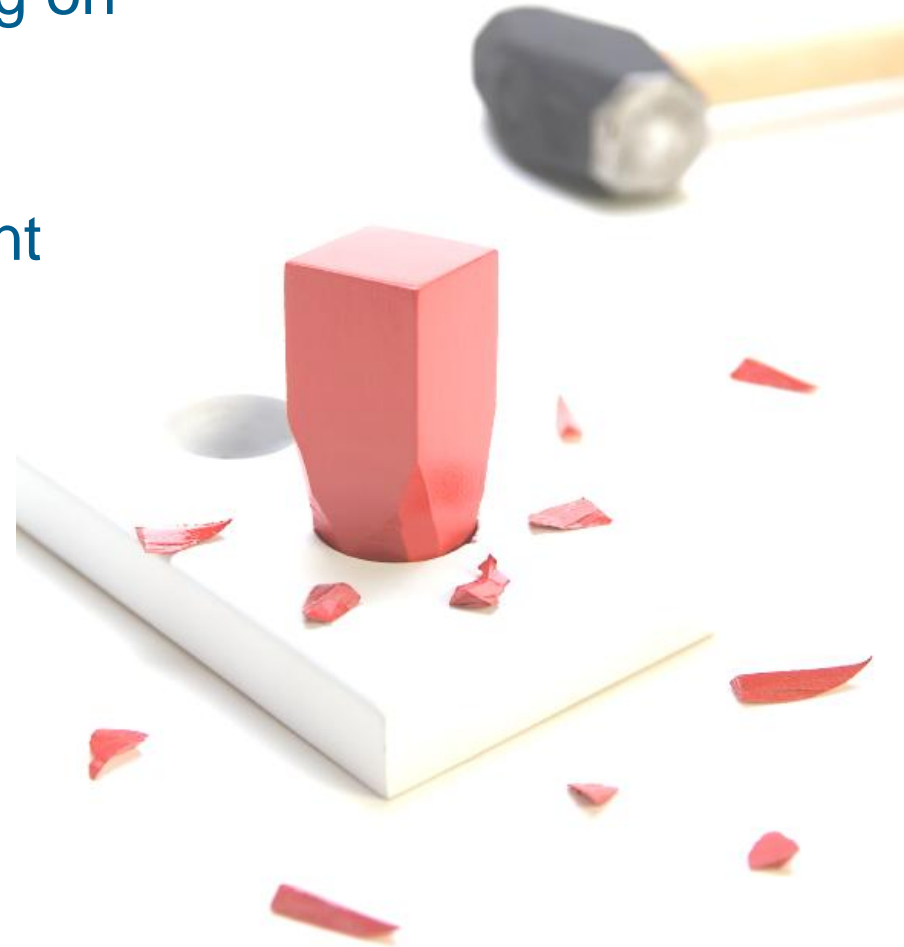
- Build trust
- Give the feeling of “everyone else is doing it”
- Provide opportunity to dispel myths
- Give a face to the PAC

# Fundraising: Focus on Culture

Tactics should match organization's culture

- Acknowledge what is going on in the organization – can't be tone deaf
- Find out what eligibles want
  - Access to management?
  - Cool speakers? Gifts?

→ Applies to solicitation tactics, incentives & recognition and transparency



# Fundraising: Incorporating Technology

- Mobile apps
- Texting contributions
- Mobile-optimized sites
- Purls (personalized URLs)
- Infographics
- Websites

# Fundraising: Data is Your Friend

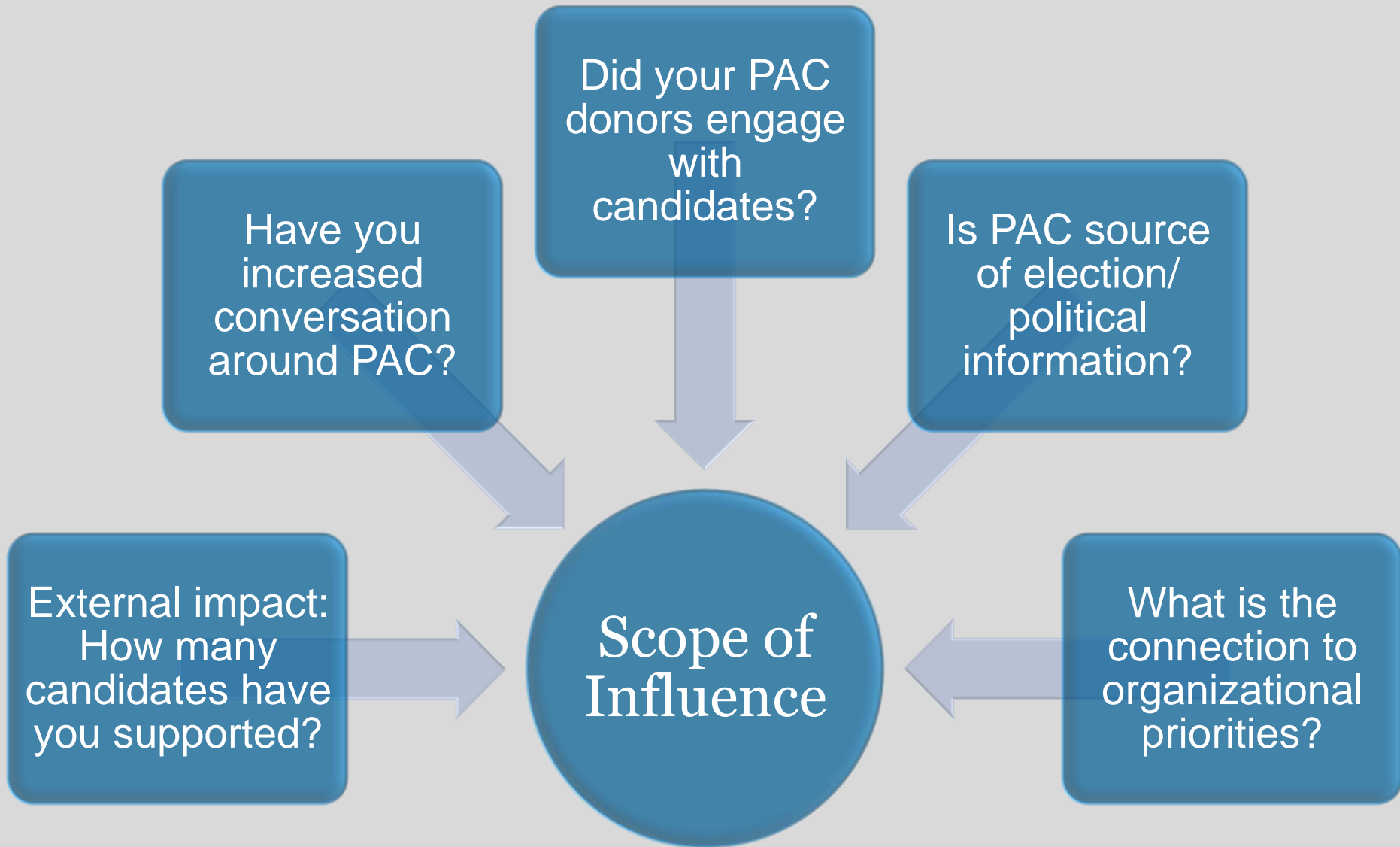
A background network diagram featuring white human icons connected by thin white lines on a light gray background, representing a social or organizational network.

## Outside your organization:

- Fundraising \$ and practices of peers
- Candidates supported by peers

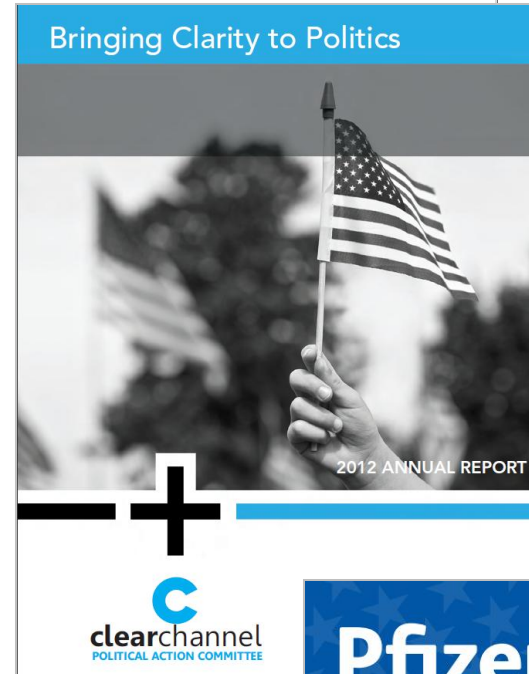
## Inside your organization:

- Who is giving to your PAC?
- How are they giving?
- Are they active in other ways?
- Have they given before but stopped giving?
- How new to the organization are they?
- Where do they live/work?



# Reporting Back

- Status updates to stakeholders
  - Annual reports
  - Transparency
- *Consistency in internal reporting mechanisms is important*



# Questions?

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