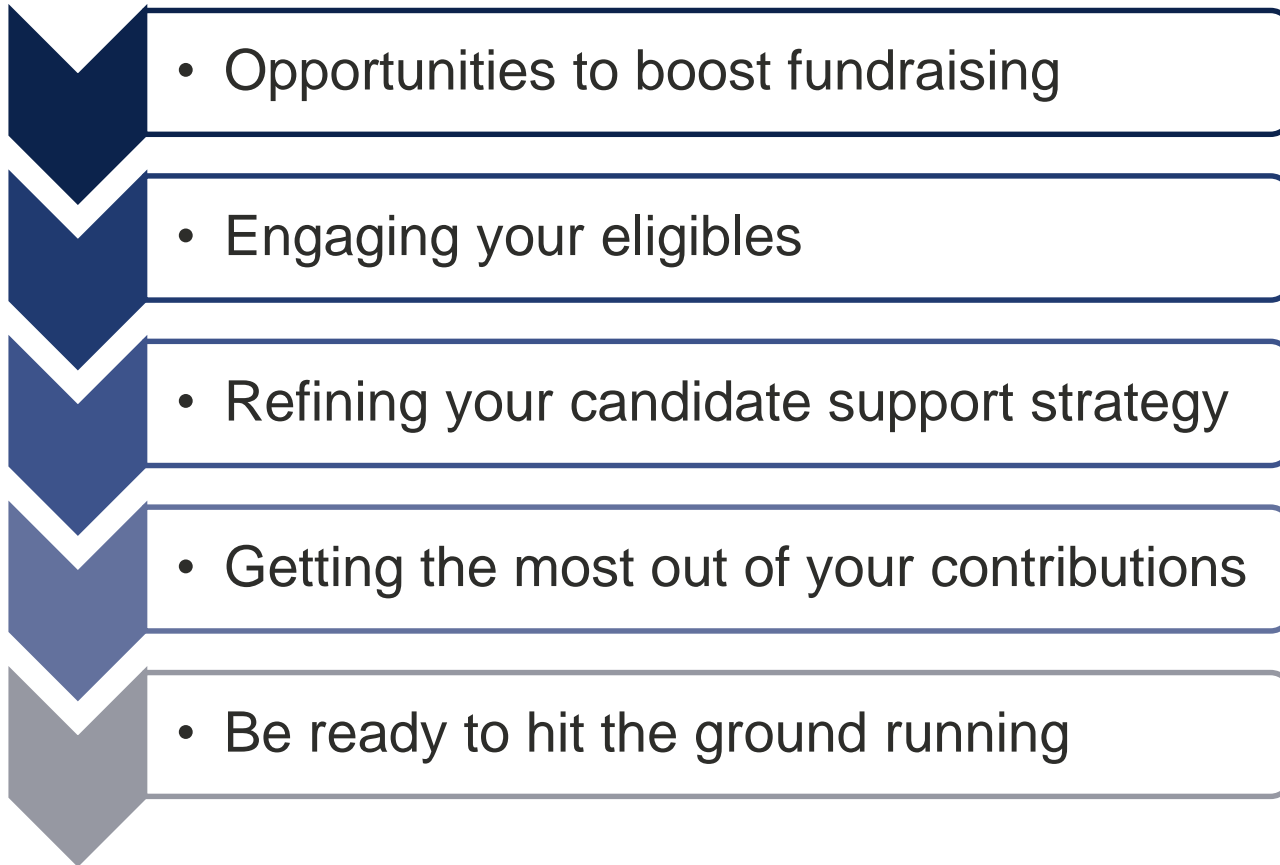


CREATING AN ELECTION-YEAR PAC PLAN

Hannah Wesolowski

Associate Director, Political Engagement
Public Affairs Council

TODAY'S AGENDA

- 
- Opportunities to boost fundraising
 - Engaging your eligibles
 - Refining your candidate support strategy
 - Getting the most out of your contributions
 - Be ready to hit the ground running

CREATING AN ELECTION YEAR PAC PLAN

WHY NOW?

Assess what's working

Identify gaps

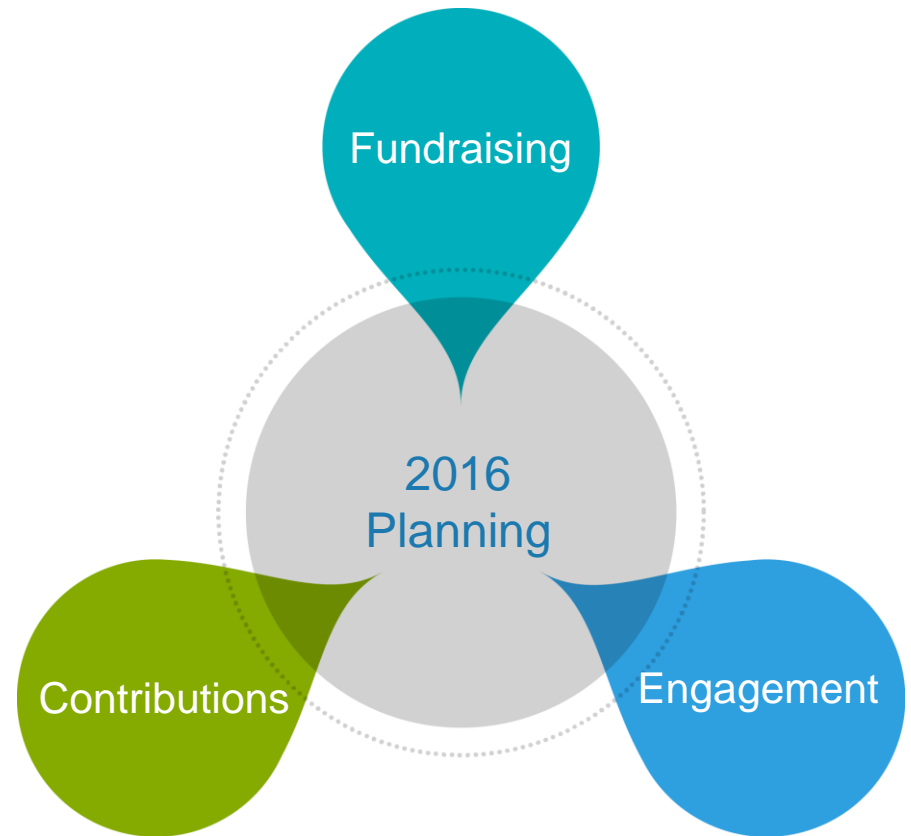
Fundraising

Candidate outreach

Start the planning and stakeholder
engagement

Get buy-in

Be ready to hit the ground running



BOOSTING FUNDRAISING IN AN ELECTION YEAR

What information do you need before you head into 2016?

Updates on candidate support strategy

Possible survey of membership/employee base?

Information on leadership/meeting opportunities throughout the year

Collateral you need to develop – newsletters, videos, website updates, etc.

BOOSTING FUNDRAISING IN AN ELECTION YEAR

Are you going into 2016 hitting your 2015 goals?

Ties into your candidate/political giving

Things to look at:

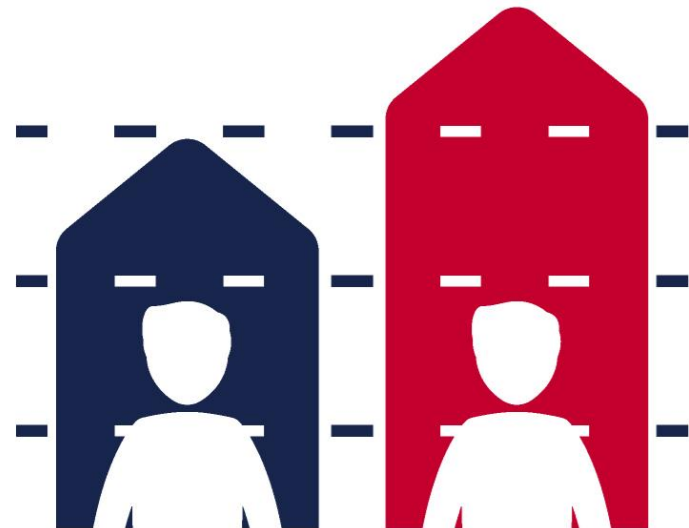
Election year calendar

Legislative opportunities

Sense of urgency

Education about the process

Generating buzz



BOOSTING FUNDRAISING IN AN ELECTION YEAR

Legislative Tie-in:

Finite window to make that connection (max: first two quarters)

Insider baseball makes employees/members feel engaged

Include updates in solicitations

Highlight champions who the PAC supports



Sense of Urgency:

Politics is not a spectator sport

Only one chance to make it right

Educate on how contributions work – what you do with them, why giving early matters

Updates on primaries keep elections front-of-mind

Countdown clocks/progress toward goals

BOOSTING FUNDRAISING IN AN ELECTION YEAR

Educate about the Process:

Feature town halls with special guests to talk about the election (pundits, party representatives, etc.)

Educate about issues (e.g., fun pop quiz used to dispel myths)

Talking points to leadership, PAC board, peer champions for presentations



Generating Buzz:

Use annual meetings/leadership retreats (e.g. mock polls, election info)

Launch a contribution campaign where every contribution or increases allows donor to vote for candidate, party, issues, etc.

Hold in-district fundraisers for the PAC with candidates, chiefs of staff, etc.

Tailor election-year incentives

BOOSTING FUNDRAISING IN AN ELECTION YEAR

Election Year Calendar:

Give prospective members opportunity to attend in-district events with current member/PAC champion

Contest to attend convention

Primary day event at HQ

Speakers at annual meetings



ENGAGING ELIGIBLES IN AN ELECTION YEAR

Many opportunities to be the source of important information to eligibles:

GOTV

Election-related bulletins and updates

Candidate support information

Post-election reports



GET-OUT-THE-VOTE INITIATIVES

PAC can sponsor:

Voter registration drives

Website with registration and election information

Email reminders about deadlines/where to get information

Races to watch

Why?

PAC seen as doing more than just soliciting contributions

Believers in **good government** and **voter engagement**

PROVIDE OTHER ELECTION INFORMATION

Educate your eligibles/members:

Races to watch/snapshots of races (e.g., Top 10 lists)

Bring in political analysts to speak

Profile/interview candidates the PAC supports in communications

Hold mock elections on issues, candidates, parties

Map of PAC contributions in each state

Debrief on top issues in the debates

Provide “live updates” from conventions

Prepare timely post-election report



PAC GIVING STRATEGY

Determine where you are right now:

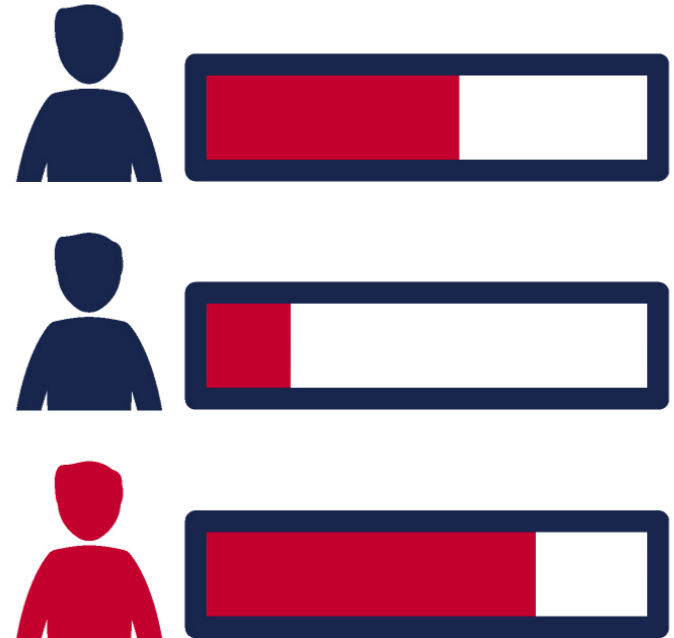
Partisan breakdown

Where you are for cycle budget
(what's remaining to give? does it match
up to what you will raise?)

New candidates that have emerged

Party giving

What to set aside in reserve



WHEN AND WHERE TO GIVE

Beware of the primary calendar!

In-district efforts help to make connection prior to election

Headquarter events – candidate discusses race/PAC

Luncheon or event with candidate –
Direct fundraising, PAC donor benefit
(internal vs. external event)

Low-cost fundraising events

Check drops/coffees

Industry events



CONTACT ME:
Hannah Wesolowski
hwesolowski@pac.org
202.787.5969