

Effective Ways to Use Your PAC Board

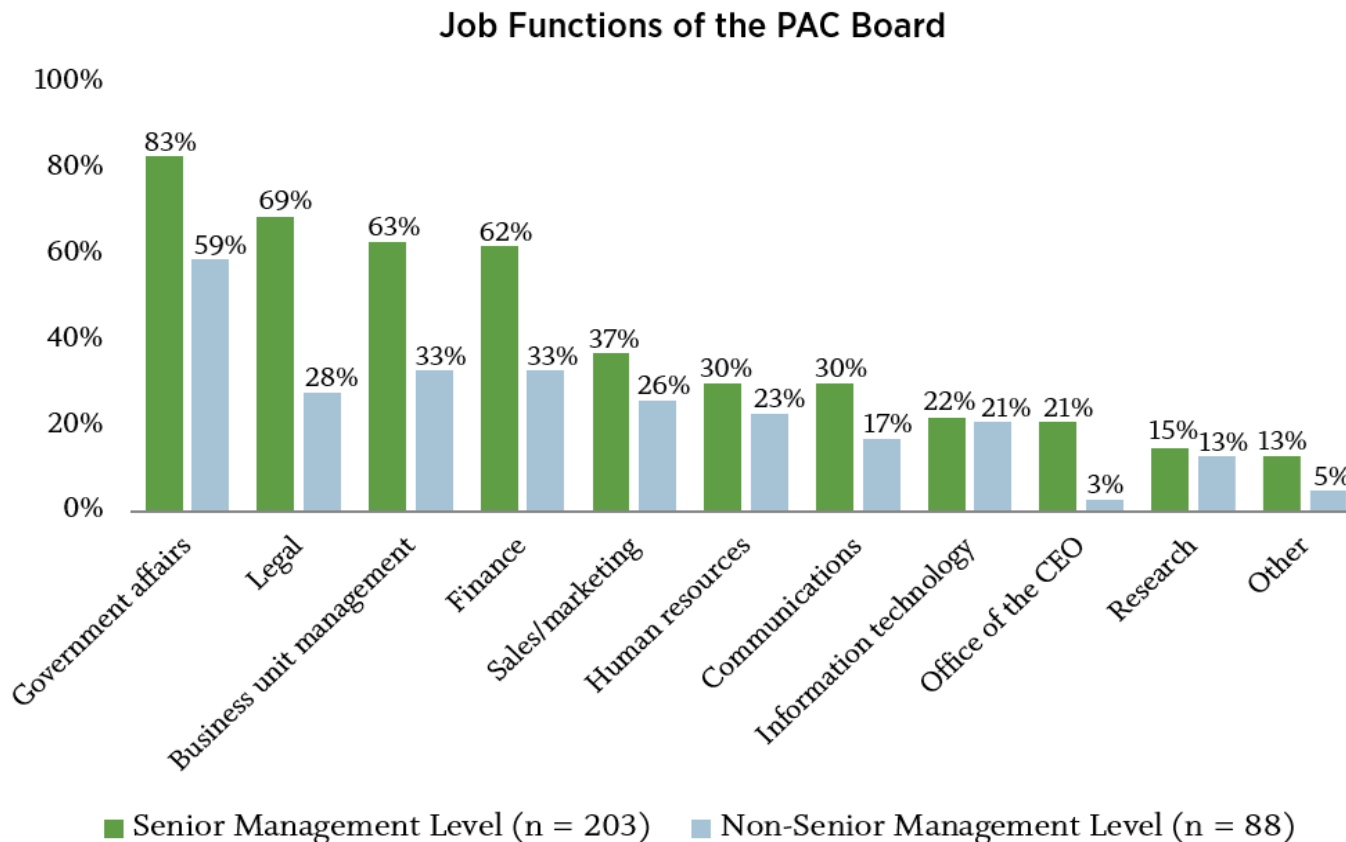
April 28, 2016

Benchmarking Reports



Corporate PAC Boards

- Ranked top five most effective solicitors
- Median size of 9 PAC Board members (11 - \$1M+ PACs)
- Diversity of functions/titles:



Corporate PAC Boards: Top Activities

- Approves change to bylaws **90%**
- Approves contributions to candidates **77%^**
- Provides internal budget planning/oversight **51%**
- Manages strategic planning/goal setting **49%**
- Signs/sends solicitation letters **46%**
- Conducts fundraising **32%***
- Plans solicitations **28%**
- Recruits PAC ambassadors/champions **27%***
- Hosts PAC donor appreciation events **27%***

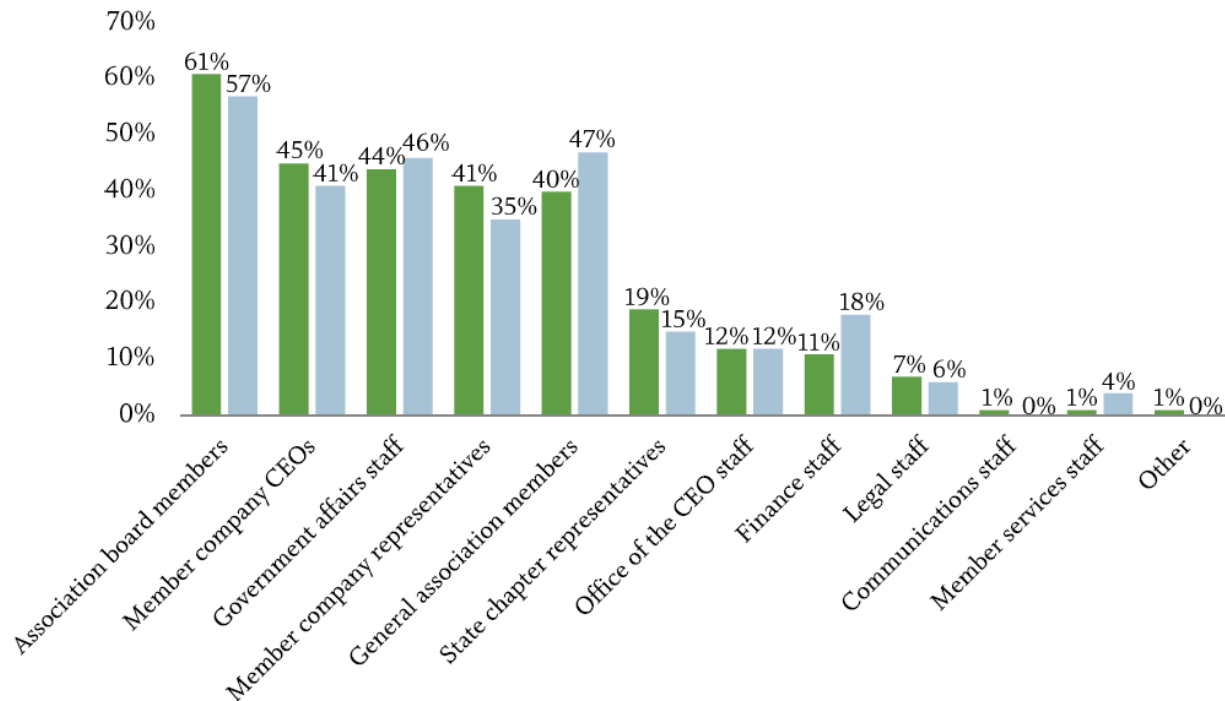
^ Significantly less for \$1M+ PACs

** Significantly higher for \$1M+ PACs*

Associations PAC Boards

- Ranked **#1** most effective solicitor
- Median size of **12** PAC Board members
- Diversity of sources:

Trends in Jobs/Sources of the PAC Board



Associations: PAC Boards Most Effective

Association
board of directors

participation rate

All other
members

94%

when PAC board
solicitors **are used**

20%

66%

when PAC board
solicitors **are not used**

15%

(n = 75)

(n = 66)

Association PAC Boards: Top Activities

- Approves change to bylaws **75%**
- Manages strategic planning/goal setting **63%**
- Approves contributions to candidates **62%**
- Conducts fundraising **57%**
- Signs/sends solicitation letters **55%**
- Recruits PAC ambassadors/champions **43%**
- Provides internal budget planning/oversight **30%**
- Hosts PAC donor appreciation events **30%**
- Plans solicitations **29%**