



Best Practices

2024 Large Association PAC Study

BEST PRACTICES OF LARGE ASSOCIATION PACS

Sagac Public Affairs is proud to present an updated study of best practices among large association business political action committees. This study assesses the operations of more than 70 national trade and professional association PACs, each raising more than \$500,000 annually for a combined \$140 million in federal funds.

Seeking to uncover best practices by the very best in the association political action arena, this study serves as a comprehensive and informative overview of PAC fundraising and administrative tactics. Areas such as governance, planning, transparency, fundraising, compliance, human resources, and metrics are evaluated.

Thank you to those who participated in both crafting the research instrument and providing input for responses. The findings from this project will give professionals working for business political action committees and those studying PACs the opportunity to find out what is working and what may be enhanced in this very important sector of American politics.

As you review the results, areas of opportunity exist to measure your own strategies for growing and increasing the influence of your PAC. You will also discover insights that will lead you to improve your financial return and expand your reach. Finally, take advantage of the data to benchmark the performance of other top performing business PACs against your own efforts.

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CONTENTS

- 2** BEST PRACTICES OF
LARGE ASSOCIATION PACS
- 3** ABOUT THE AUTHORS
- 4** DEMOGRAPHICS
- 5** GOVERNANCE
- 6** PLANNING
- 7** TRANSPARENCY AMONG
MEMBERS
- 8** FUNDRAISING
- 10** COMPLIANCE
- 11** HUMAN RESOURCES AND
METRICS

ABOUT THE AUTHORS



Trey Richardson

Managing Partner
Sagac Public Affairs

Trey has influenced the direction of political finance activities throughout the United States for three decades. As a leader in the political community, he helps clients raise and spend some \$360 million each election cycle. He serves as managing partner of Sagac Public Affairs, a national company providing communications, market research, and fundraising solutions to America's top business political action committees.



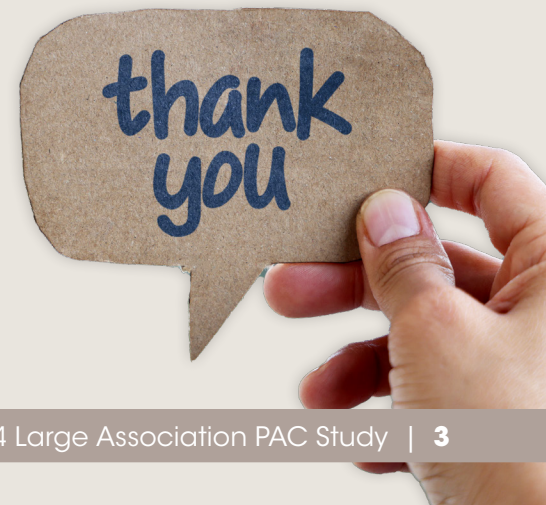
Chad Taylor

Head of Strategy and Planning
Sagac Public Affairs

Chad has over 10 years of experience in primary research, strategic consulting, and data analytics. During his career, he has helped enterprises across an array of industries derive meaningful, actionable insight from market research and data. His experience in implementing numerous quantitative and qualitative market research studies, objectively interpreting data, and formulating analysis allows Sagac to maintain its position at the forefront of science-driven communications and fundraising efforts.

THANK YOU **PAC Professionals**

Sagac Public Affairs
would like to thank
the more than 70 PAC
professionals and
organizations for their
input and advice in
developing this study
and analysis.



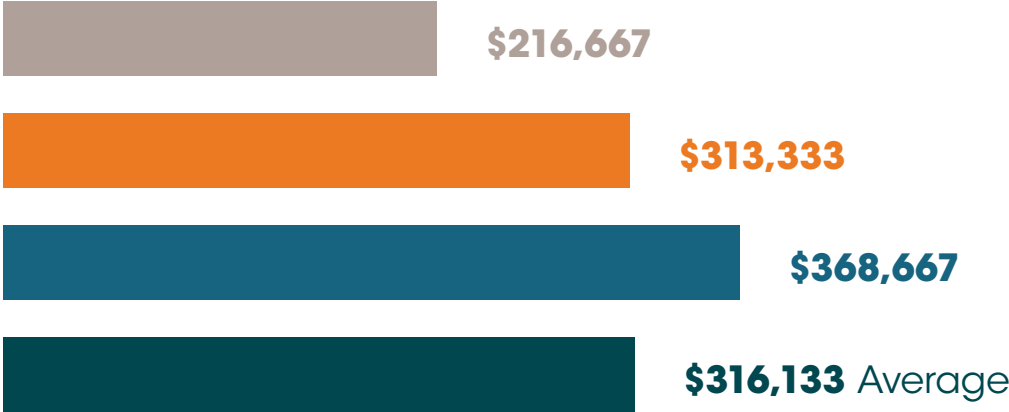
DEMOGRAPHICS

Graph Key

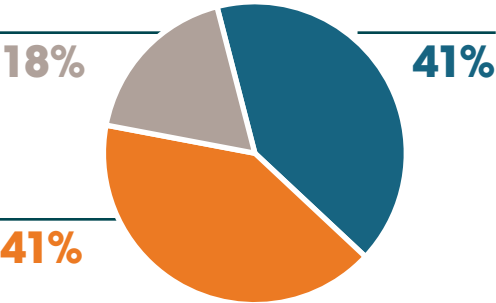


Annual PAC Operational Budget

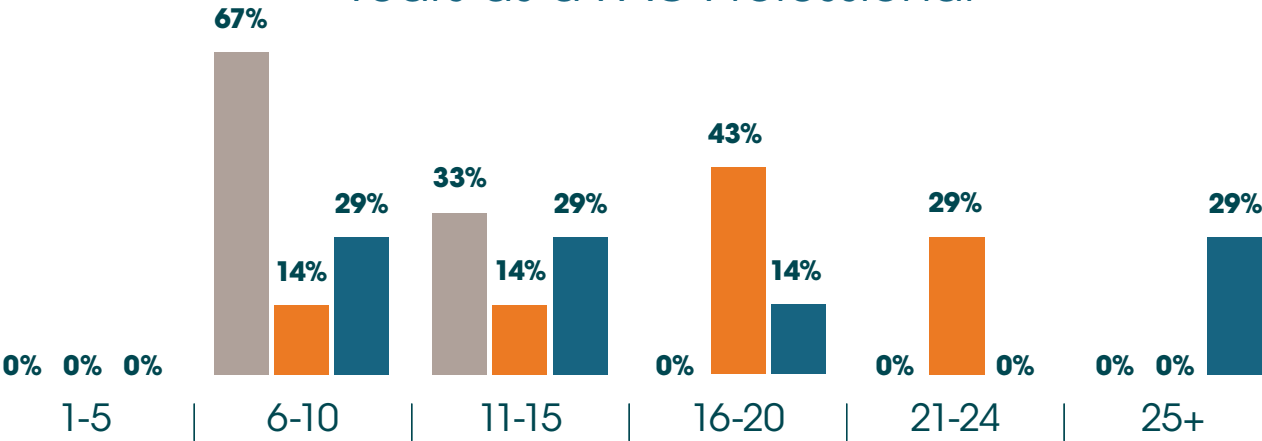
(Including budget items such as fundraising, consulting, technology, compliance, etc.)



Organization Types



Years as a PAC Professional



GOVERNANCE

What is the composition of your PAC board?

- 12% State-based
- 12% Regionally-based
- 71% Appointed by association leadership
- 6% Self-appointed
- 24% Other

Does your PAC board have written roles and responsibilities?

- 94% Yes
- 6% No

Does your PAC board actively engage in any of the following activities?

- 82% Fundraising
- 53% Budget approval
- 29% Disbursements
- 82% Strategic planning
- 94% Setting policies and procedures
- 82% Determining fundraising goals and PAC strategies

Are all PAC board members giving at their suggested levels?

- 47% Yes
- 35% No
- 18% We don't have suggested giving levels

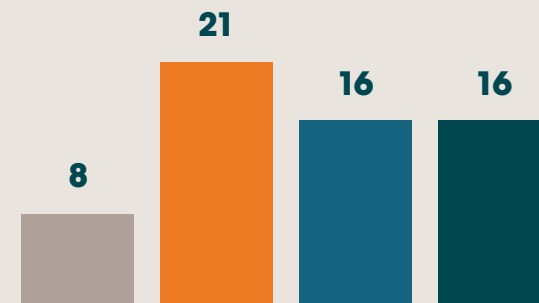
Are there term limits for those serving on the PAC board?

- 65% Yes
- 35% No

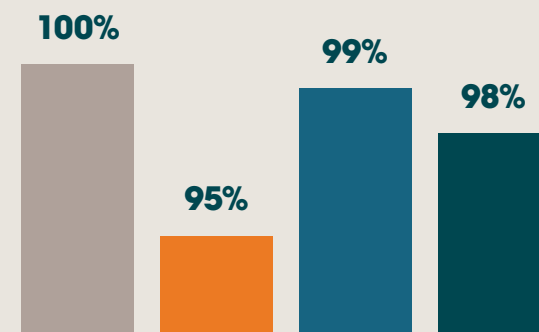
With regard to your association's board of directors, are all directors giving at suggested giving levels?

- 6% Yes
- 63% No
- 31% We don't have suggested giving levels

PAC Board Size



PAC Board Members Giving to the PAC



Graph Key



PLANNING

Do you have a written mission statement for your PAC?

65% Yes
35% No

Do you have written strategic goals and/or objectives for your PAC?

82% Yes
18% No

How often do you revise your PAC's goals and objectives?

6% Quarterly
41% Annually
24% Election Cycle
29% Other

How often do you update your PAC's governing bylaws?

6% Annually
12% Election Cycle
82% Other

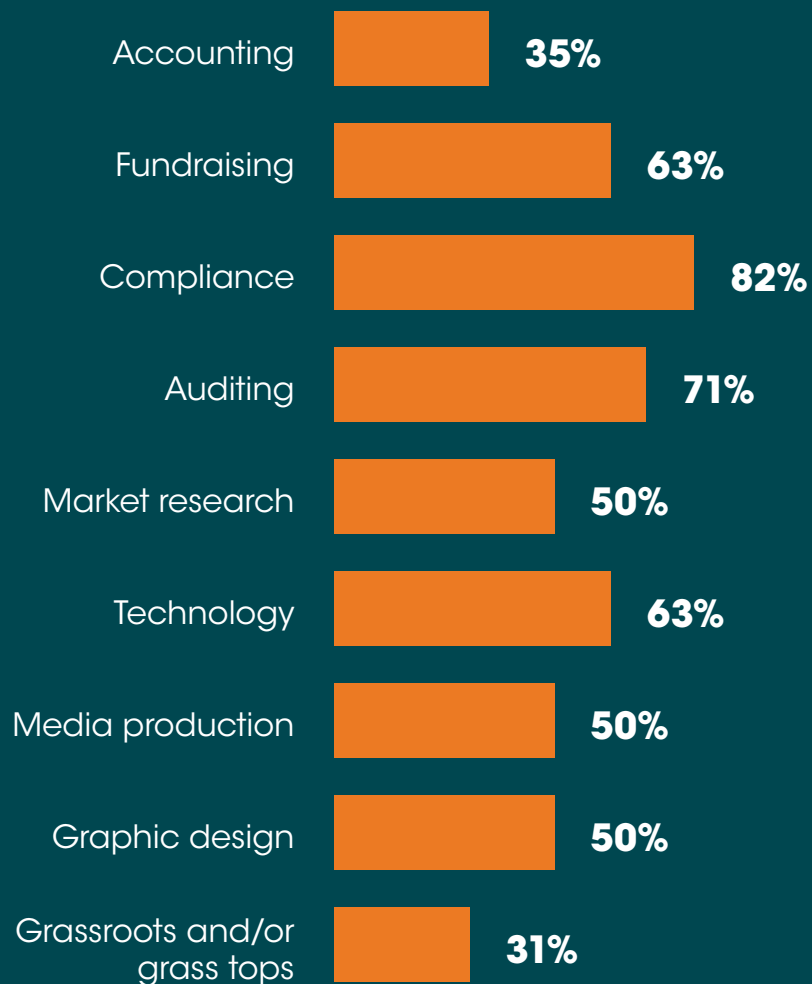
Do you have a written action plan and schedule for achieving PAC goals and objectives?

76% Yes
24% No

Who in your organization has responsibility for approving the PAC's governing bylaws?

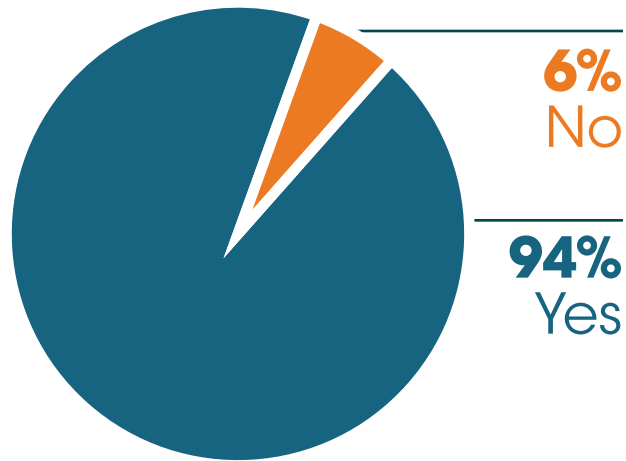
71% PAC board
41% Association board
0% Association membership
12% Association staff
6% Other

Outside Consultants Are Used For:

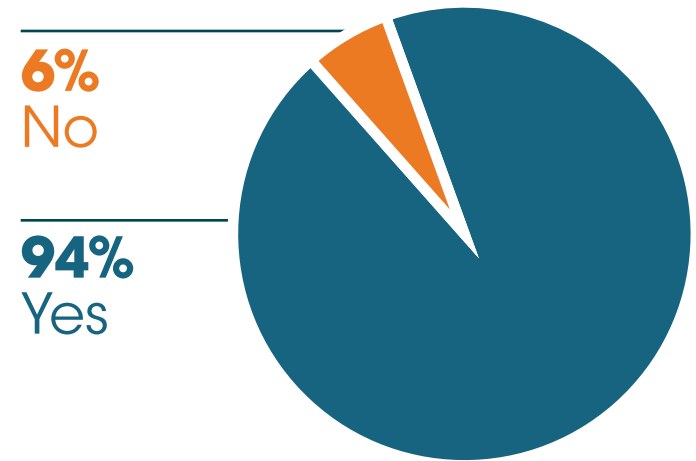


TRANSPARENCY AMONG MEMBERS

Distribute Decision-Making Information



Distribute Annual or Election Cycle PAC Report



How Information is Made Available



FUNDRAISING

How does your PAC board assist in fundraising activities?

- 21%** Host events
- 50%** Make presentations
- 100%** Peer solicitation
- 86%** Send letters/emails
- 71%** Make phone calls

What objections have you encountered from non-donors toward donating to the PAC?

- 29%** Have not been asked to contribute
- 53%** Did not know about the PAC
- 47%** Economy (Unable to afford)
- 82%** Don't like to whom the disbursements go
- 6%** Lack of transparency
- 82%** I don't like politics
- 35%** Signed prior authorization for another trade association
- 47%** Competition for money among other PACs and candidates

Do you implement PAC education efforts as a component of your PAC fundraising campaign?

- 76%** Yes
- 24%** No

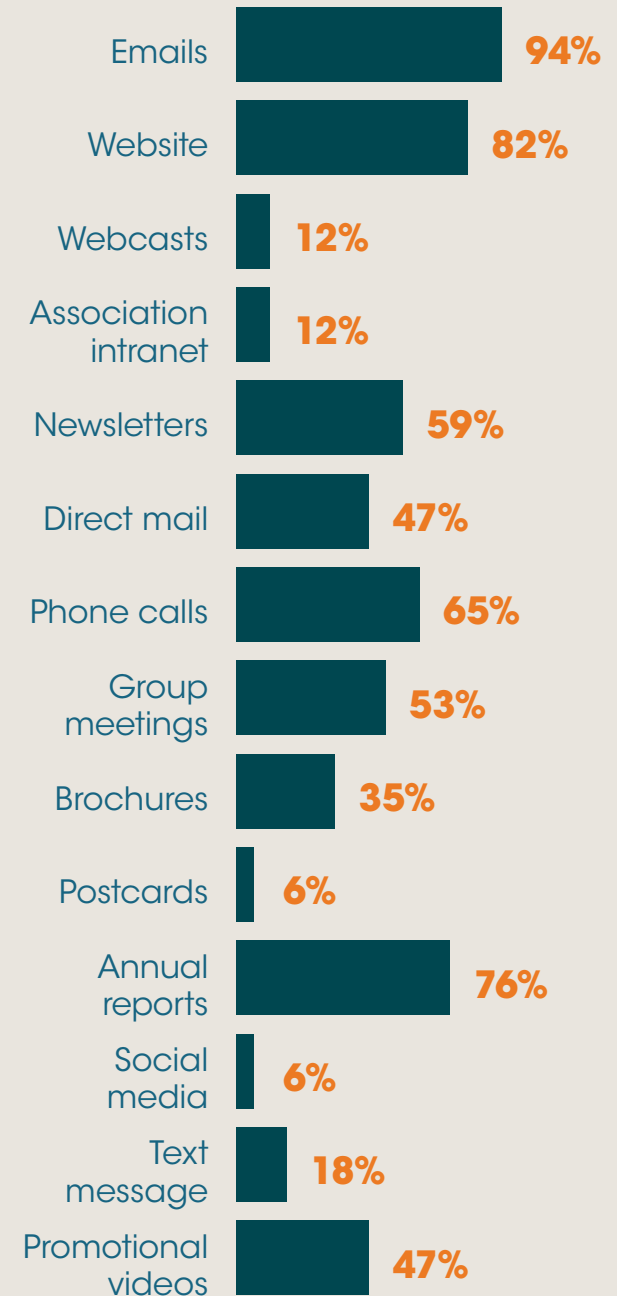
What special events do you host for donors?

- 100%** Receptions
- 25%** Dinners
- 0%** Specialty events (i.e., golf tournaments)
- 25%** Auctions
- 58%** Calls with speakers or VIPs

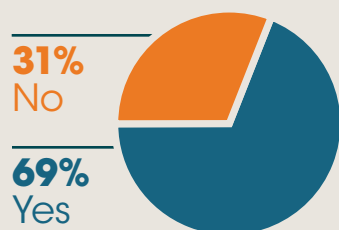
What recognition/benefit programs or elements do you provide to donors?

- 82%** Donor clubs
- 82%** Recognition pins
- 41%** Certificates or awards
- 100%** Thank-you letters
- 76%** Thank-you items such as a coffee mug, lapel pin, or an award
- 88%** Public recognition (i.e., names listed)
- 47%** Opportunities to meet elected officials
- 71%** Invitations to special events, such as dinners and receptions
- 12%** Charitable match
- 65%** Special communications containing political insider information
- 47%** Hospitality suite at association events
- 35%** Attending local events
- 47%** PAC check presentation

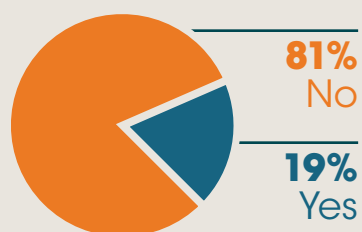
Communication Tools for Fundraising



Solicit Eligible Association Staff



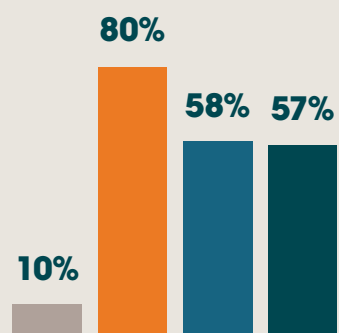
Allow Donors to Earmark Funds



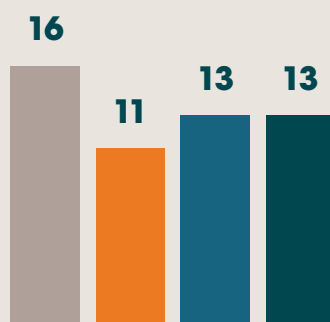
What activities do you implement for fundraising purposes?

- 12% Volunteer telemarketing
- 6% Paid telemarketing
- 59% Special events
- 41% Direct mail
- 18% Dues billing
- 12% Membership drives
- 88% Email
- 100% One-on-one solicitation
- 47% Peer-to-peer programs
- 41% Gift programs
- 24% Charitable match
- 41% Company campaigns
- 18% Text-to-give
- 53% Drawings, raffles, or sweepstakes

Fundraising by State or Local Chapters



Communications Sent Annually



Graph Key

- Corporate Trade Association (Individual and Corporate Members)
- Corporate Trade Association (Corporate Members)
- Individual Trade Association
- Average

Do you offer any of the following for the volunteer fundraisers participating in the peer-to-peer program?

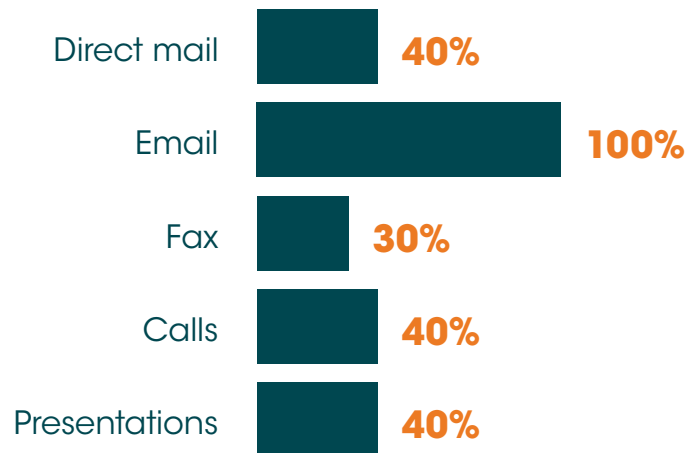
- 75% Fundraising and compliance training
- 100% Pre-developed materials
- 38% Timeline for campaign
- 100% Prospect lists

Which methods do you use to identify potential PAC donors?

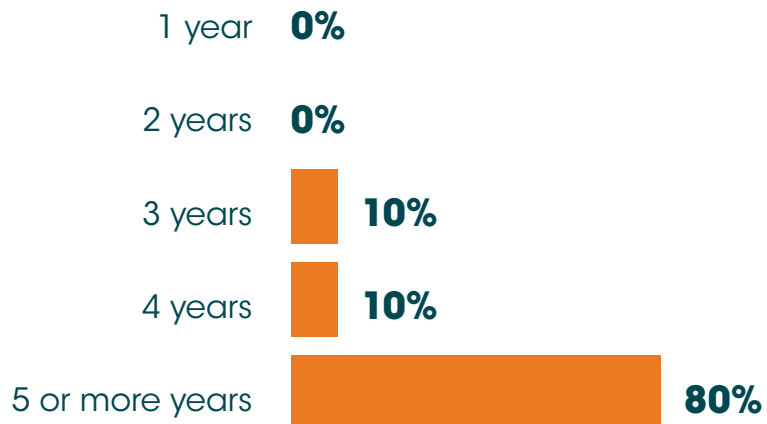
- 87% Existing donor recommendations
- 87% PAC events at annual meeting
- 40% Regional and/or state recruitment events
- 20% Direct mail communication and solicitations
- 60% Online communication and solicitations
- 7% Telemarketing
- 27% Market research
- 27% Microtargeting
- 60% Grassroots networks
- 7% Other

COMPLIANCE

Outreach for Prior Authorization



Years Asked to be Prior Approved



100%

Adhere to the GAAP (Generally Accepted Accounting Principles) Accounting Practices

100%

Maintain Clear Policies and Accounting Practices

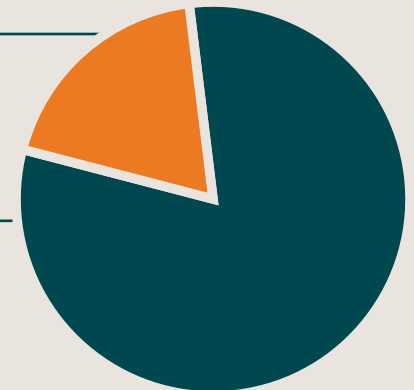
How Accounting is Administered

81%

Accounting activity is outsourced

19%

Accounting is administered internally



HUMAN RESOURCES AND METRICS

What metrics do you use to assess the impact of your PAC's actions?

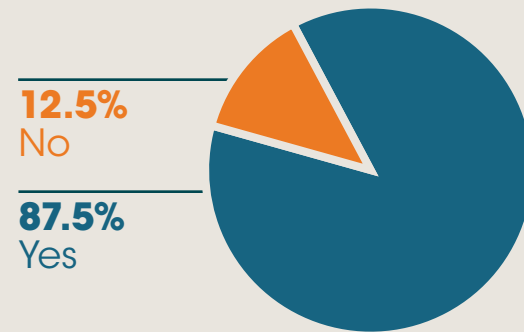
- 100%** Total amount raised in election cycle (or annually)
- 93%** Total number of donors
- 50%** Average contribution per donor
- 14%** Cost-to-fundraise
- 79%** Donor participation rates
- 43%** Email metrics (open rates/click throughs)
- 64%** Win/loss records
- 21%** Number of fundraising communications
- 64%** Number of checks distributed
- 86%** Comparative analysis to similar PACs
- 0%** Other

Who within your association receives fundraising and/or compliance training?

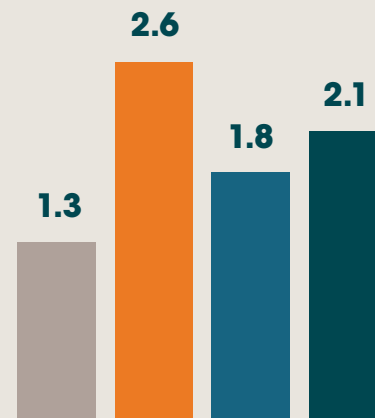
- 69%** PAC board
- 6%** Association board
- 94%** Association staff
- 38%** Volunteer fundraisers
- 0%** Other



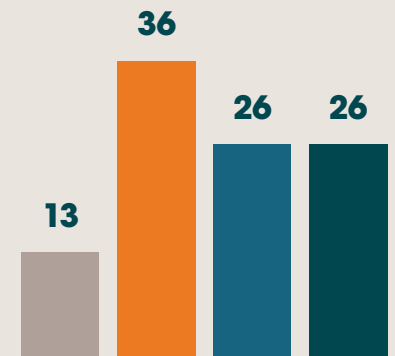
Annual Assessment of PAC Actions



Size of PAC Staff



Fundraising Volunteers Nationally



Graph Key

- Corporate Trade Association
Individual and Corporate Members
- Corporate Trade Association
Corporate Members
- Individual Trade Association
- Average



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