Trends in Business Political Action Committees

2011 - 2012 Election Cycle
About the Authors

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Study Co-sponsors

The Graduate School of Political Management
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SAGAC
PUBLIC AFFAIRS

NABPAC
NATIONAL ASSOCIATION OF BUSINESS POLITICAL ACTION COMMITTEES

LOBBYISTS.INFO
Methodology

Trends in Business Political Action Committees is a qualitative online study of America’s top business political action committee activities during the 2011 – 2012 election cycle.

Field Dates: April 22 – May 21, 2013

Participation: 39% Association / 61% Corporation

Number: 151
Please describe your type of organization.

- All Association (ASSOC): 38.9%
- Individual Trade Association (ITA): 16.8%
- Corporate Trade Association with corporate members (CTA-C): 16.1%
- Corporate Trade Association with individual and corporate members (CTA-IC): 6%
- Corporation (Corp): 61.1%
FUNDRAISING
What was the average annual amount donated to your federal PAC by your members/employees in 2012

<table>
<thead>
<tr>
<th>Amount Range</th>
<th>ASSOC</th>
<th>CORP</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0 - $250</td>
<td>54.5%</td>
<td>27%</td>
</tr>
<tr>
<td>$251 - $500</td>
<td>20.4%</td>
<td>27%</td>
</tr>
<tr>
<td>$501 - $1,000</td>
<td>9%</td>
<td>28.5%</td>
</tr>
<tr>
<td>$1,001 - $2,000</td>
<td>9%</td>
<td>16%</td>
</tr>
<tr>
<td>$2,001 - $3,000</td>
<td>2.2%</td>
<td>0%</td>
</tr>
<tr>
<td>$3,001 - $4,000</td>
<td>2.2%</td>
<td>1%</td>
</tr>
<tr>
<td>$4,001 or more</td>
<td>2.2%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Mean Association: $633
Mean Corporation: $598
About what percent of your members/employees contributed to your federal PAC in 2012?

Mean Association: 14.8%
Mean Corporation: 18.2%

- 1% - 9%: 44% / 44.8%
- 10% - 19%: 23.2% / 22.9%
- 20% - 29%: 14.2% / 12.6%
- 30% - 39%: 5.3% / 9%
- 40% - 49%: 1.7% / 2.2%
- 50% - 59%: 3.5% / 0%
- 60% - 69%: 1.7% / 3.4%
- 70% - 79%: 1.7% / 1.1%
- 80% - 89%: 3.5% / 1.1%
- 90% - 100%: 0% / 2.2%
How much money do you estimate your PAC will raise in 2013?

![Bar chart showing the distribution of estimated PAC fundraising goals for 2013. The chart includes categories such as $0 - $100,000, $100,001 - $200,000, $200,001 - $300,000, $300,001 - $400,000, $400,001 - $500,000, $500,001 - $600,000, $600,001 - $700,000, $700,001 - $800,000, $800,001 - $900,000, $900,001 - $1 Million, and More than $1 Million. The data is broken down by ASSOC and CORP categories.]
In 2012, what was the average cost per dollar raised for your PAC operation?

Mean Association: 43.6%
Mean Corporation: 31.3%
During an election year, what is the best month to raise funds?

- March & September
During a non-election year, what is the best month to raise funds?

March & April
Does your organization provide PAC charitable match as an incentive for donors to participate?

- Yes: 10.3%
- No: 89.7%

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.3%</td>
<td>89.7%</td>
</tr>
</tbody>
</table>
What is the ratio of the match to the donor’s contribution to the charity?

- 1% - 20%
- 21% - 40%
- 41% - 60%
- 61% - 80%
- 81% - 101%
- Greater than 101%

[Bar chart showing distribution of ratios for ASSOC and CORP]
Based on your experience, please tell us how effective you believe each of the following methods is in raising funds.

<table>
<thead>
<tr>
<th>Method</th>
<th>Total</th>
<th>Association</th>
<th>Corporation</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-on-one solicitation PAC staff</td>
<td>75.1%</td>
<td>69.0%</td>
<td>79.2%</td>
</tr>
<tr>
<td>One-on-one solicitation volunteers</td>
<td>73.1%</td>
<td>86.2%</td>
<td>74.9%</td>
</tr>
<tr>
<td>Dues billing/Payroll deduction</td>
<td>72.5%</td>
<td>70.7%</td>
<td>73.6%</td>
</tr>
<tr>
<td>Email solicitation</td>
<td>63.8%</td>
<td>56.9%</td>
<td>68.1%</td>
</tr>
<tr>
<td>Dinners, receptions or food events</td>
<td>52.3%</td>
<td>65.5%</td>
<td>44.0%</td>
</tr>
<tr>
<td>Raffles, auctions or give-aways</td>
<td>47.0%</td>
<td>55.1%</td>
<td>41.8%</td>
</tr>
<tr>
<td>Sporting, cultural or other events</td>
<td>40.2%</td>
<td>53.5%</td>
<td>31.9%</td>
</tr>
<tr>
<td>Volunteer telephone calls</td>
<td>35.6%</td>
<td>55.2%</td>
<td>23.1%</td>
</tr>
<tr>
<td>Direct mail</td>
<td>34.9%</td>
<td>43.8%</td>
<td>26.4%</td>
</tr>
<tr>
<td>Club memberships</td>
<td>32.2%</td>
<td>36.3%</td>
<td>29.7%</td>
</tr>
<tr>
<td>Gift programs</td>
<td>26.8%</td>
<td>22.4%</td>
<td>29.7%</td>
</tr>
<tr>
<td>Professional telephone calls</td>
<td>20.8%</td>
<td>27.6%</td>
<td>16.5%</td>
</tr>
</tbody>
</table>
Please list the percentage of money you raised in 2011-12 by each fundraising method.

<table>
<thead>
<tr>
<th>Method</th>
<th>Total</th>
<th>Association</th>
<th>Corporation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dues billing/Payroll deduction</td>
<td>23.2%</td>
<td>16.5%</td>
<td>52.0%</td>
</tr>
<tr>
<td>Email solicitation</td>
<td>19.2%</td>
<td>15.2%</td>
<td>31.2%</td>
</tr>
<tr>
<td>Dinners, receptions or food events</td>
<td>18.8%</td>
<td>21.0%</td>
<td>17.2%</td>
</tr>
<tr>
<td>One-on-one solicitation PAC staff</td>
<td>18.6%</td>
<td>19.7%</td>
<td>14.7%</td>
</tr>
<tr>
<td>One-on-one solicitation volunteers</td>
<td>15.3%</td>
<td>13.7%</td>
<td>9.8%</td>
</tr>
<tr>
<td>Direct mail</td>
<td>12.1%</td>
<td>10.8%</td>
<td>13.4%</td>
</tr>
<tr>
<td>Raffles, auctions or give-aways</td>
<td>11.9%</td>
<td>16.5%</td>
<td>9.0%</td>
</tr>
<tr>
<td>Sporting, cultural or other events</td>
<td>8.9%</td>
<td>8.9%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Club memberships</td>
<td>5.3%</td>
<td>5.2%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Gift programs</td>
<td>1.5%</td>
<td>1.6%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Volunteer telephone calls</td>
<td>0.3%</td>
<td>7.7%</td>
<td>0.3%</td>
</tr>
<tr>
<td>Professional telephone calls</td>
<td>0.3%</td>
<td>8.2%</td>
<td>0.3%</td>
</tr>
</tbody>
</table>
What do you believe is the most convenient way for donors to make contributions to your PAC?

<table>
<thead>
<tr>
<th>Method</th>
<th>ASSOC</th>
<th>CORP</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-time check</td>
<td>10.3%</td>
<td>1.1%</td>
</tr>
<tr>
<td>One-time credit card</td>
<td>43.1%</td>
<td>1.1%</td>
</tr>
<tr>
<td>Small, recurring credit card</td>
<td>20.7%</td>
<td>0%</td>
</tr>
<tr>
<td>Dues billing</td>
<td>10.3%</td>
<td>0%</td>
</tr>
<tr>
<td>Payroll deduction</td>
<td>15.5%</td>
<td>97.8%</td>
</tr>
</tbody>
</table>
In your experience with fundraising efforts, what types of recognition or benefits do you believe are most effective among donors?

<table>
<thead>
<tr>
<th>Type of Recognition or Benefit</th>
<th>Total</th>
<th>Association</th>
<th>Corporation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunities to network officials</td>
<td>80.6%</td>
<td>86.2%</td>
<td>77.0%</td>
</tr>
<tr>
<td>Insider information</td>
<td>69.8%</td>
<td>74.1%</td>
<td>67.1%</td>
</tr>
<tr>
<td>Opportunities to network peers</td>
<td>69.2%</td>
<td>70.7%</td>
<td>68.2%</td>
</tr>
<tr>
<td>Thank-you letters</td>
<td>67.8%</td>
<td>74.1%</td>
<td>63.8%</td>
</tr>
<tr>
<td>Public recognition (signage)</td>
<td>57.7%</td>
<td>86.2%</td>
<td>39.6%</td>
</tr>
<tr>
<td>Lapel pins or ribbons</td>
<td>53.7%</td>
<td>81.1%</td>
<td>36.3%</td>
</tr>
<tr>
<td>Public recognition (invitations, ads)</td>
<td>50.3%</td>
<td>75.9%</td>
<td>34.1%</td>
</tr>
<tr>
<td>Photo opportunities</td>
<td>49.7%</td>
<td>56.9%</td>
<td>45.1%</td>
</tr>
<tr>
<td>Gifts (coffee cups, specialty items)</td>
<td>39.6%</td>
<td>36.2%</td>
<td>41.8%</td>
</tr>
<tr>
<td>Certificates or awards</td>
<td>26.8%</td>
<td>34.4%</td>
<td>22.0%</td>
</tr>
</tbody>
</table>
How important are the following persons to ensure the success of your PAC fundraising campaign?

- State & Local Managers/State & Local Association Leadership: 60.4%
- Business Unit Leader/Regional Association Volunteers: 75.2%
- PAC Board: 75.9%
- President and/or CEO: 97.3%
- Senior Executive/Association Leadership: 98.0%
What format do you use for communicating political information?

- Newsletters: ASSOC 90%, CORP 0%
- Flyers: ASSOC 60%, CORP 40%
- Emails: ASSOC 40%, CORP 60%
- Brochures: ASSOC 80%, CORP 20%
- Direct Mail: ASSOC 70%, CORP 30%
- Advertising: ASSOC 20%, CORP 80%
- Educational Programs: ASSOC 50%, CORP 50%
- Meetings: ASSOC 10%, CORP 90%
- None of the above: ASSOC 10%, CORP 10%
- Other: ASSOC 0%, CORP 0%
Does your organization have a "key contact" program whereby employees/members meet with and/or communicate with members of Congress on a regular basis?

- Yes: 44.8%
- No: 55.2%

[Bar chart showing 75.8% 'No']

[ASSOC: red, CORP: blue]
Does your organization hold seminars or provide educational guides to train members/employees on how to effectively communicate with Congress?

- Yes: 70.7%
- No: 29.3%
Does your organization train members and employees who are running for public office?

<table>
<thead>
<tr>
<th></th>
<th>ASSOC</th>
<th>CORP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>8.6%</td>
<td>3.3%</td>
</tr>
<tr>
<td>No</td>
<td>91.4%</td>
<td>96.7%</td>
</tr>
</tbody>
</table>
Does your organization engage in partisan communications activities?

- Yes: 24.1%
- No: 94.5%
Does your organization engage in independent expenditure activities?

Yes  No

25.9%  25.9%

6.6%  74.1%

93.4%  93.4%
Does your organization engage in issue advocacy activities?

Yes: 60.3%
No: 39.7%

ASSOC: 45.1%
CORP: 54.9%
DISBURSEMENTS
Did your PAC contribute to any national political party committees in 2012?

Yes | No
---|---
72.4% | 27.6%
62.6% | 37.4%
Did your PAC contribute to leadership PACs in 2012?

- Yes: 84.5% (ASSOC 79.1%, CORP 15.5%)
- No: 15.5% (ASSOC 20.9%, CORP 15.5%)
Did your PAC contribute to 527 political organizations in 2012?

Yes: 12.1%  16.5%
No: 87.9%  83.5%
Did your PAC engage in in-kind fundraising activities on behalf of federal candidates in 2012?

Yes
- ASSOC: 29.3%
- CORP: 25.3%

No
- ASSOC: 70.7%
- CORP: 74.7%
What is the amount of your average contribution to U.S. House candidates during the last election cycle?

Mean Association: $2,763
Mean Corporation: $2,336
What is the amount of your average contribution to U.S. Senate candidates during the last election cycle?

Mean Association: $3,499
Mean Corporation: $3,784
In politics today, do you consider yourself a ...

<table>
<thead>
<tr>
<th>Category</th>
<th>Association</th>
<th>Corporation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean Democrat</td>
<td>39.7%</td>
<td>18.7%</td>
</tr>
<tr>
<td>Mean Republican</td>
<td>48.2%</td>
<td>71.5%</td>
</tr>
</tbody>
</table>
How many years have you been in your current job?

- 3 years or less: 41.4%
- 4 – 10 years: 32.8%
- 11 – 20 years: 20.7%
- More than 20 years: 5.2%
Not including yourself, how many people or employees work with you and are dedicated to or spend a large percentage of their time supporting your PAC or Committee activities?

Mean Association: 1.8 staff
Mean Corporation: 1.5 staff
In what year were you born?

Mean Association: 41 years old
Mean Corporation: 43 years old

0 – 25 years old
26 – 35 years old
36 – 45 years old
46 – 55 years old
56 – 65 years old
65 + years old

ASSOC
CORP
Please indicate your gender.

Male
- ASSOC: 50%
- CORP: 33%

Female
- ASSOC: 50%
- CORP: 67%
Thank you

For more information about this study or to receive additional copies, please contact:

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