SURVEY REPORT

Trends in Federal Business Political Action Committees

2015 – 2016 Election Cycle

About the Authors

Trey Richardson is managing partner of Sagac Public Affairs, a national company providing communications, research, fundraising and management solutions to America's top business political action committees. He 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.

Michael Cornfield, a political scientist, is an Associate Professor of Political Management and Research Director of the Global Center for Political Engagement at The George Washington University Graduate School of Political Management. He teaches, studies and consults on campaign strategy and message, with specializations in presidential rhetoric, advocacy training, and political uses of the Internet.

Study Co-sponsors

The Graduate School of Political Management
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Panel Acknowledgment

- Victoria Adams, Merck
- Shannon Aimone, JPMC
- Linda Auglis, NBWA
- Jan Baran, Wiley Rein
- Jennifer Brooks, Northup Grummond
- Mike Cornfield, GSPM
- Jordan Edmund, Sagac
- Mica Hider, ACC
- Meaghan Killion-Joyce, International Paper
- Greg Knopp, ACEC
- Kipp Maloney, NFIB
- Jessica Naake, Deloitte
- Richard McDonnell, General Motors
- Meredith McNeely, Raytheon
- Matt Meehan, Pfizer
- Scott Reiter, NAR
- Courtney Schorenborn, ICBA
- Bridget Sewell, PCI
- Brandy Stacks, Prudential
- Cole Stout, Sagac

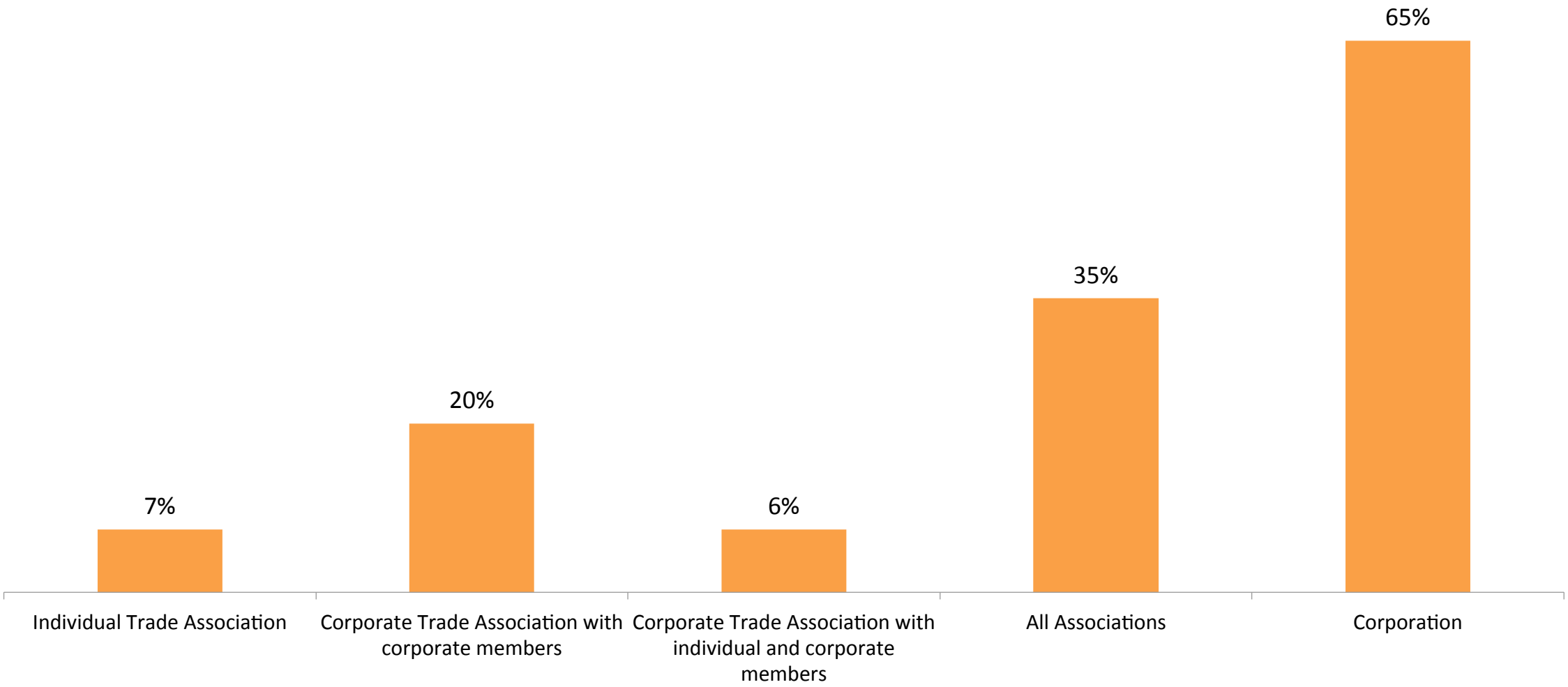
Methodology

Trends in Business Political Action Committees is a qualitative online study of America's top business political action committee activities during the 2015 – 2016 election cycle.

Field Dates: April 17 – May 19, 2017

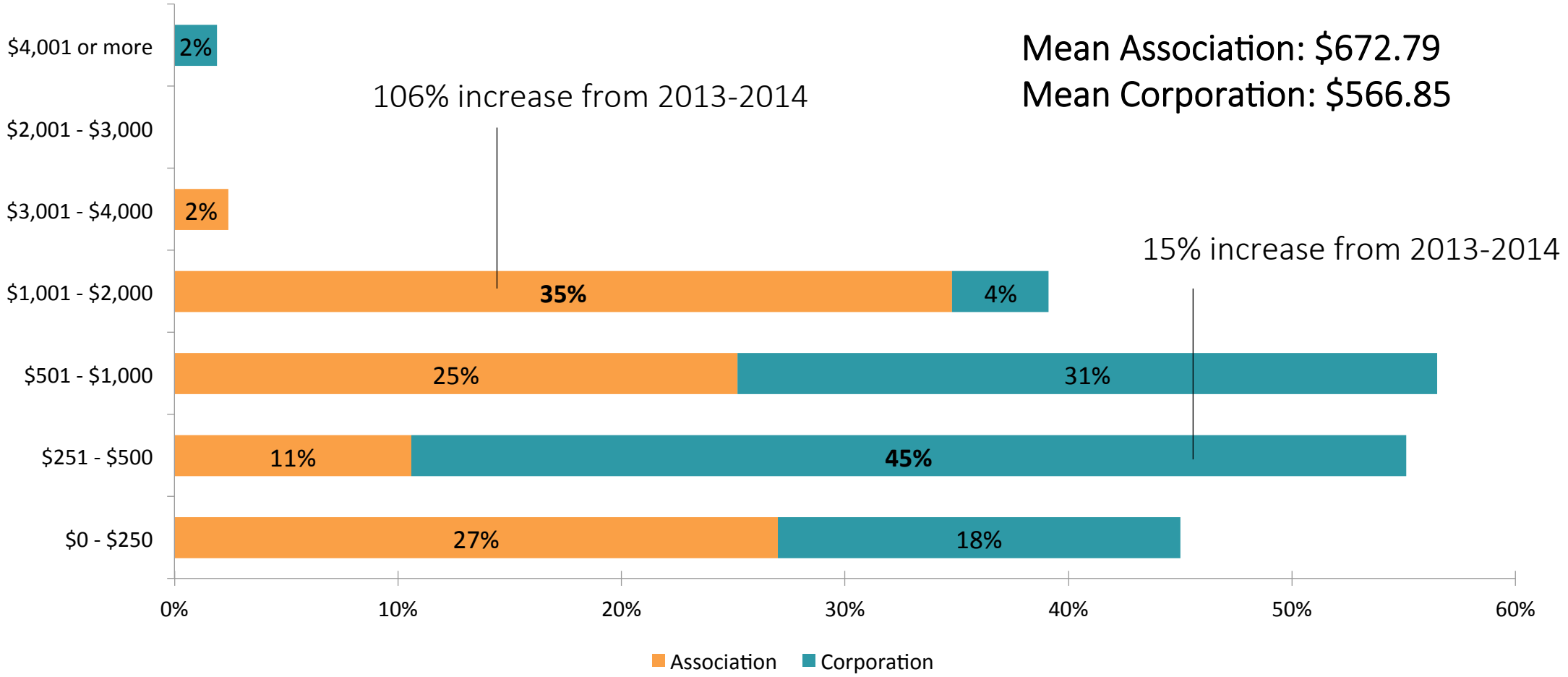
Participation: 34.7% Association / 65.3% Corporation

Please describe your type of organization.

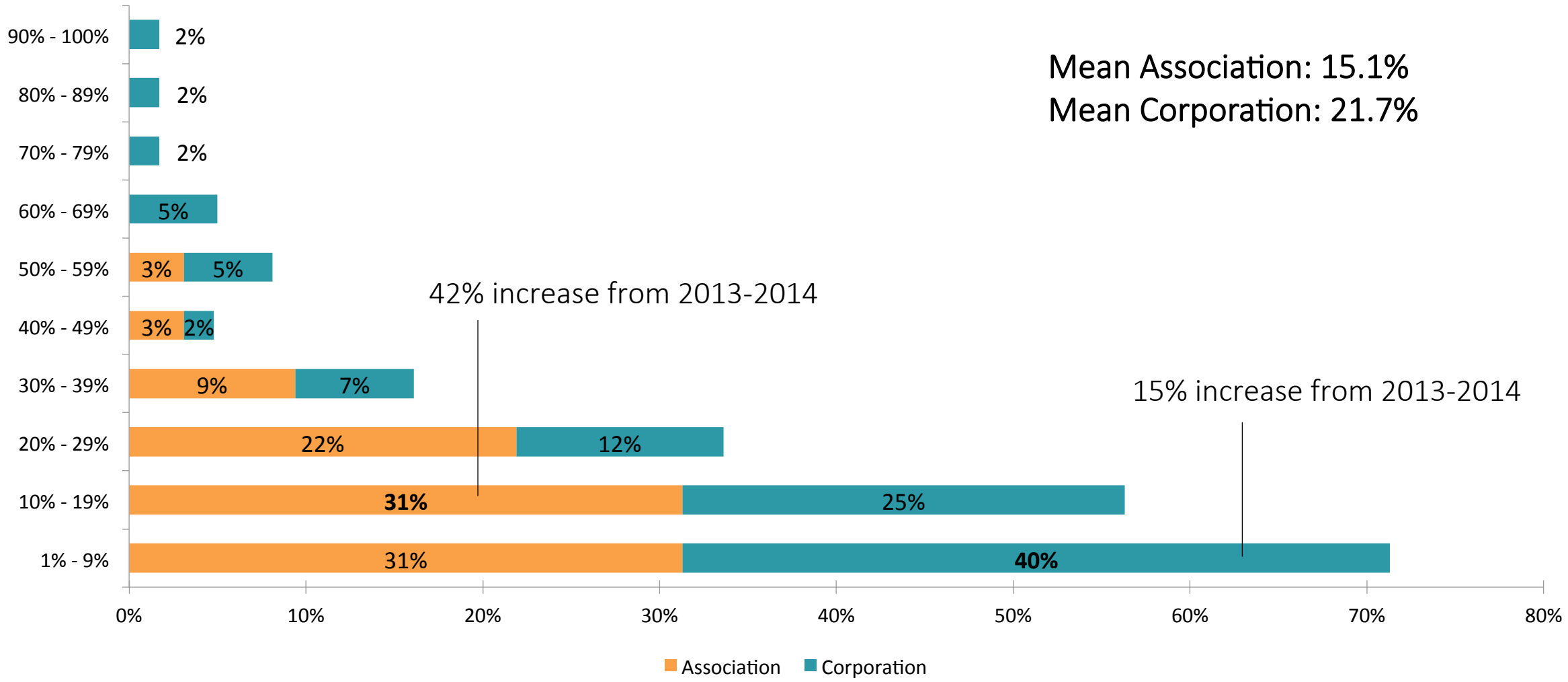


Fundraising

What was the average annual individual contribution your Federal PAC received from members/employees in 2016?

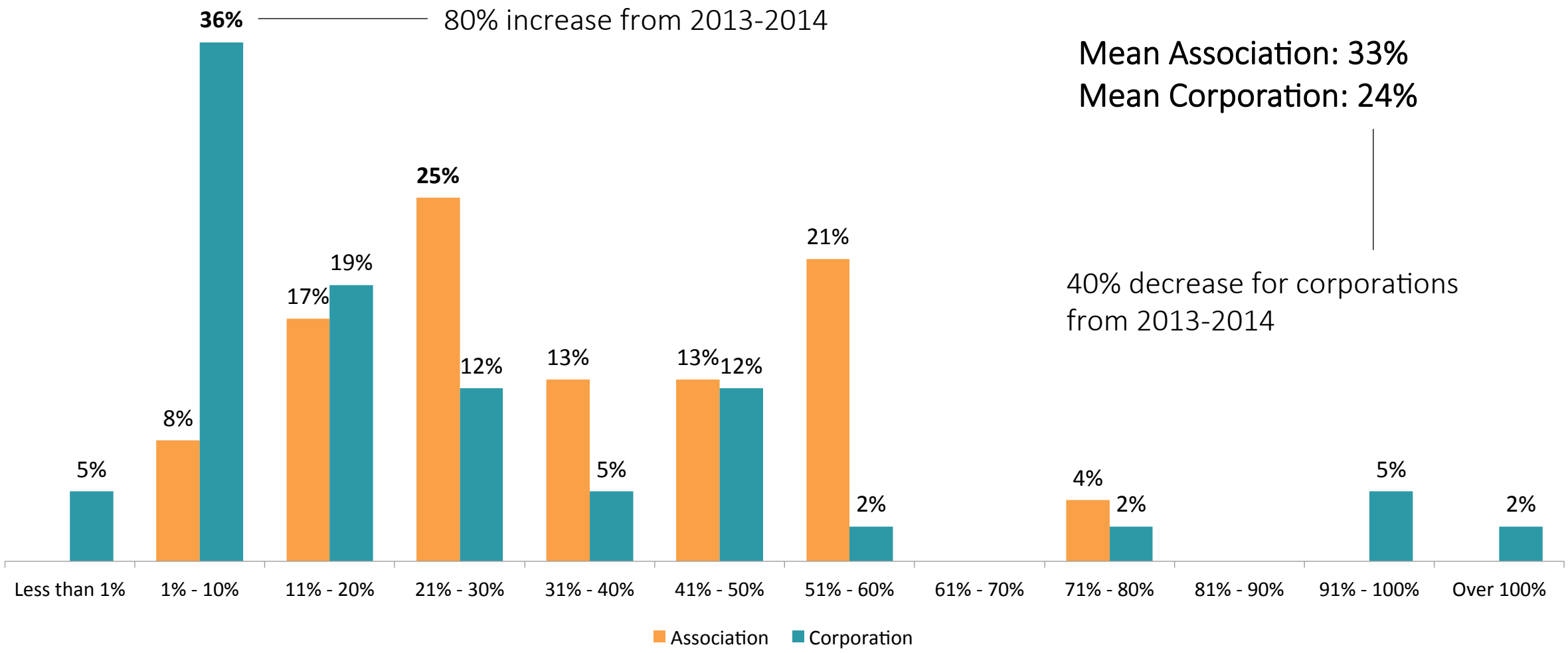


About what percent of your members/employees contributed to your Federal PAC in 2016?

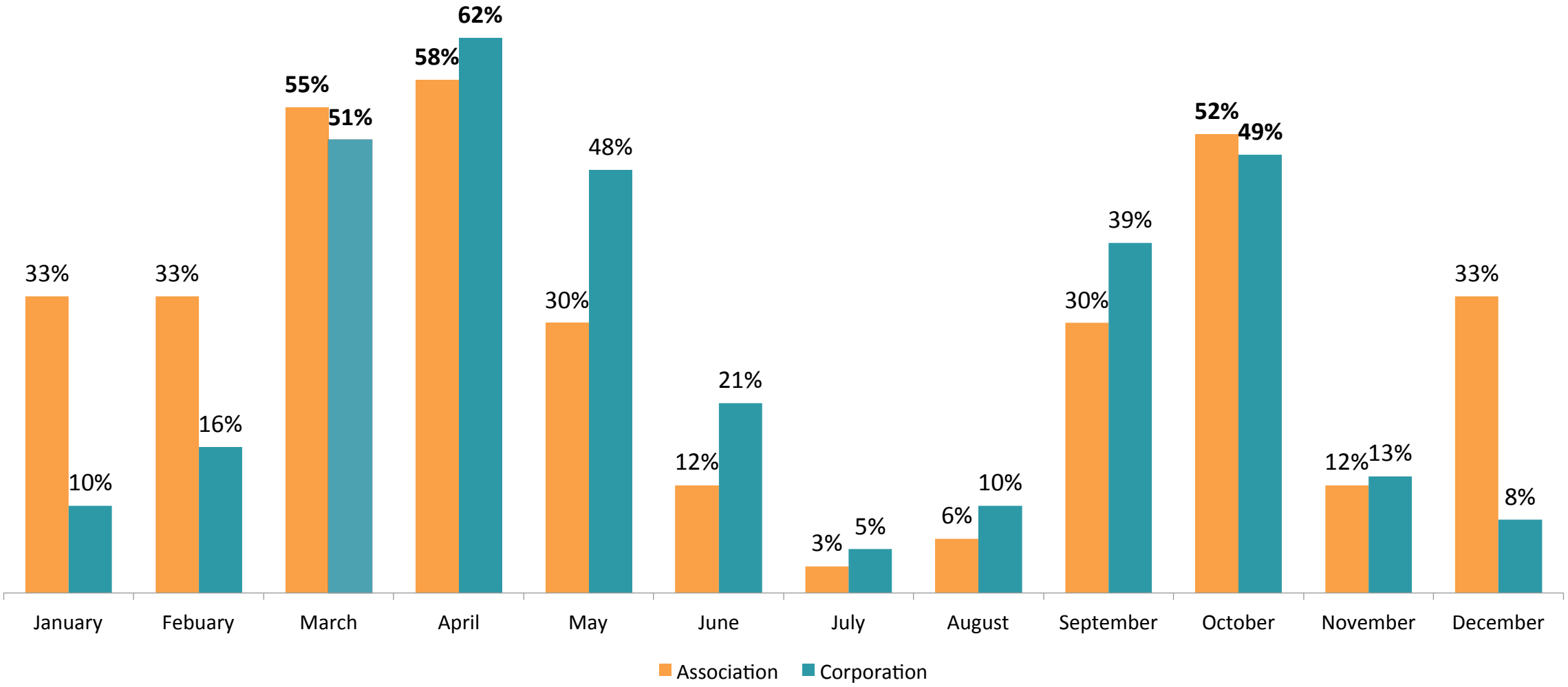


How much do you estimate your PAC will raise in the 2018 election cycle?

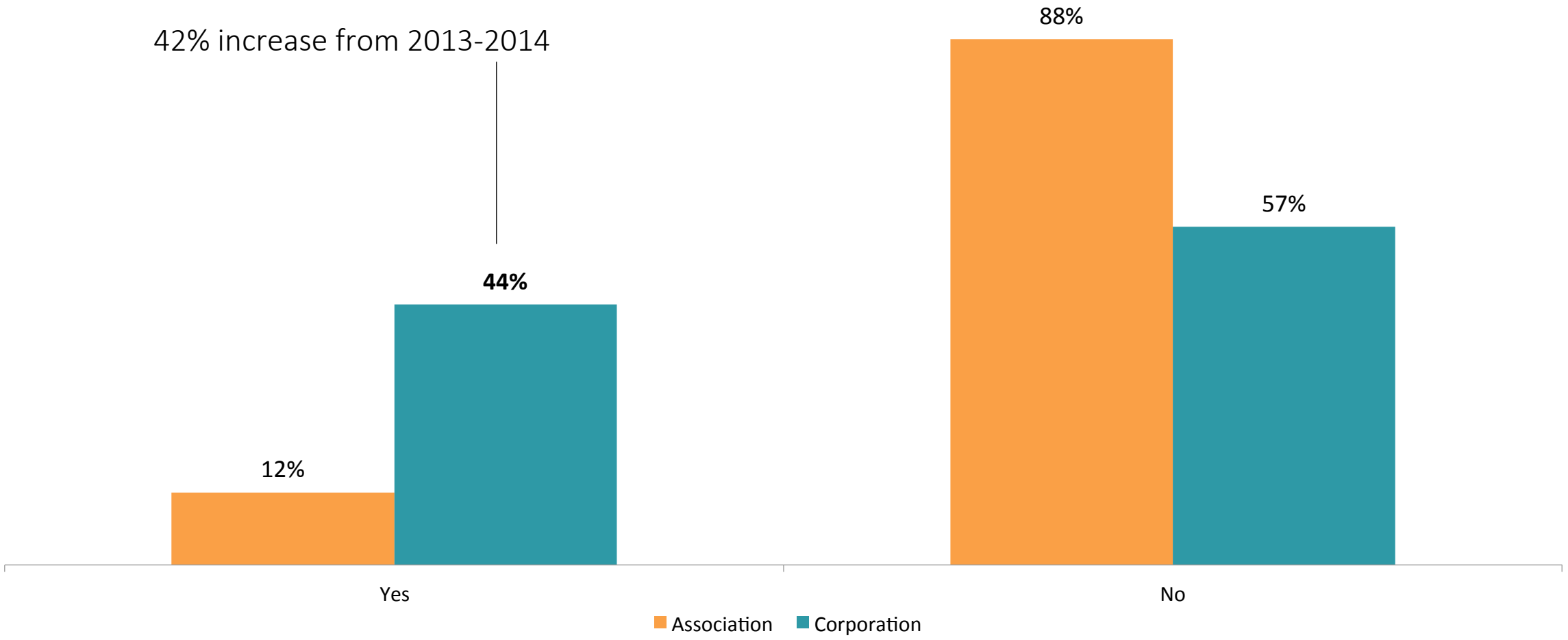
In 2016, what was the average cost per dollar raised (percentage) for your PAC operation?



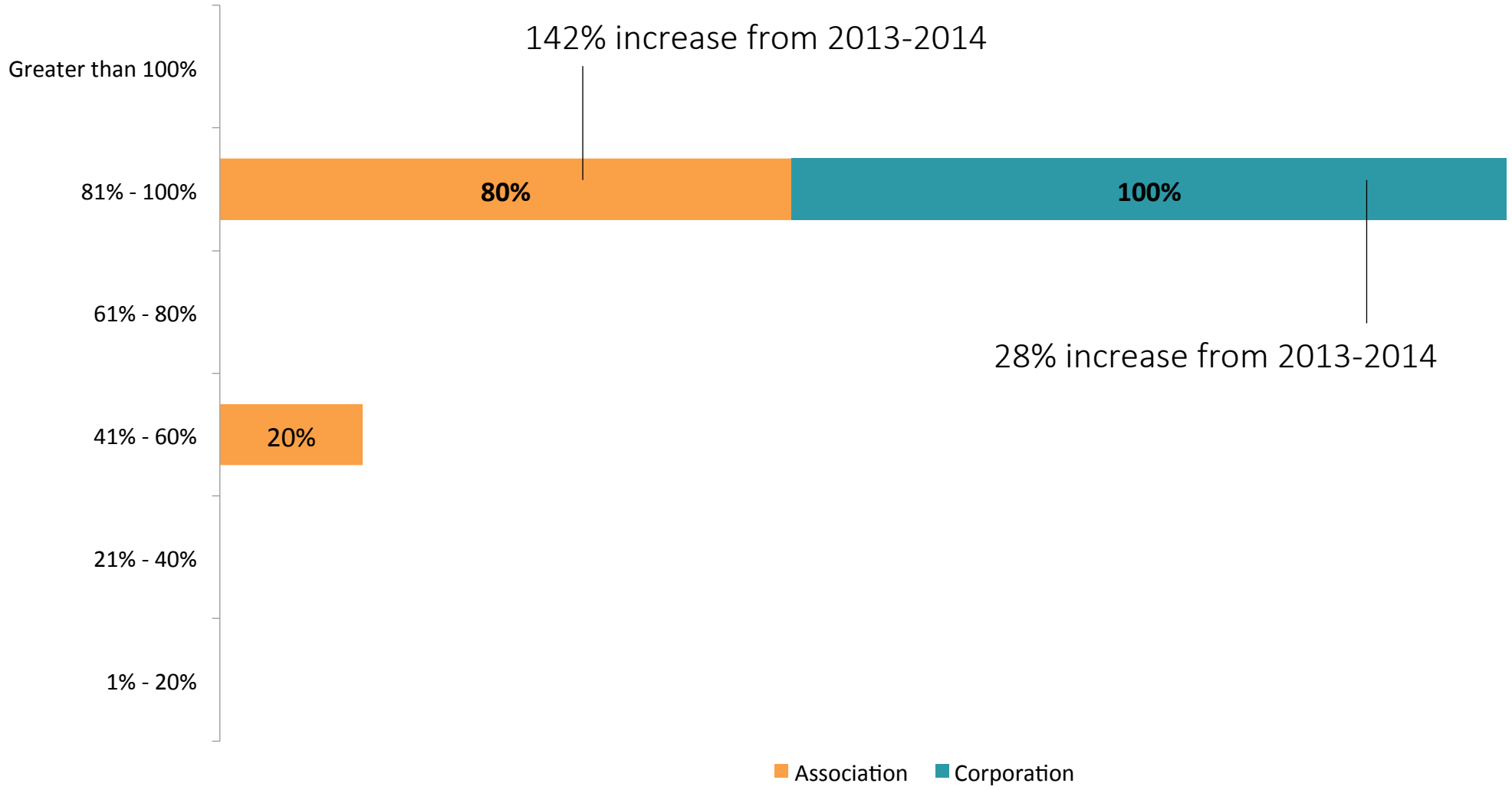
What is the best month to raise funds for your PAC?



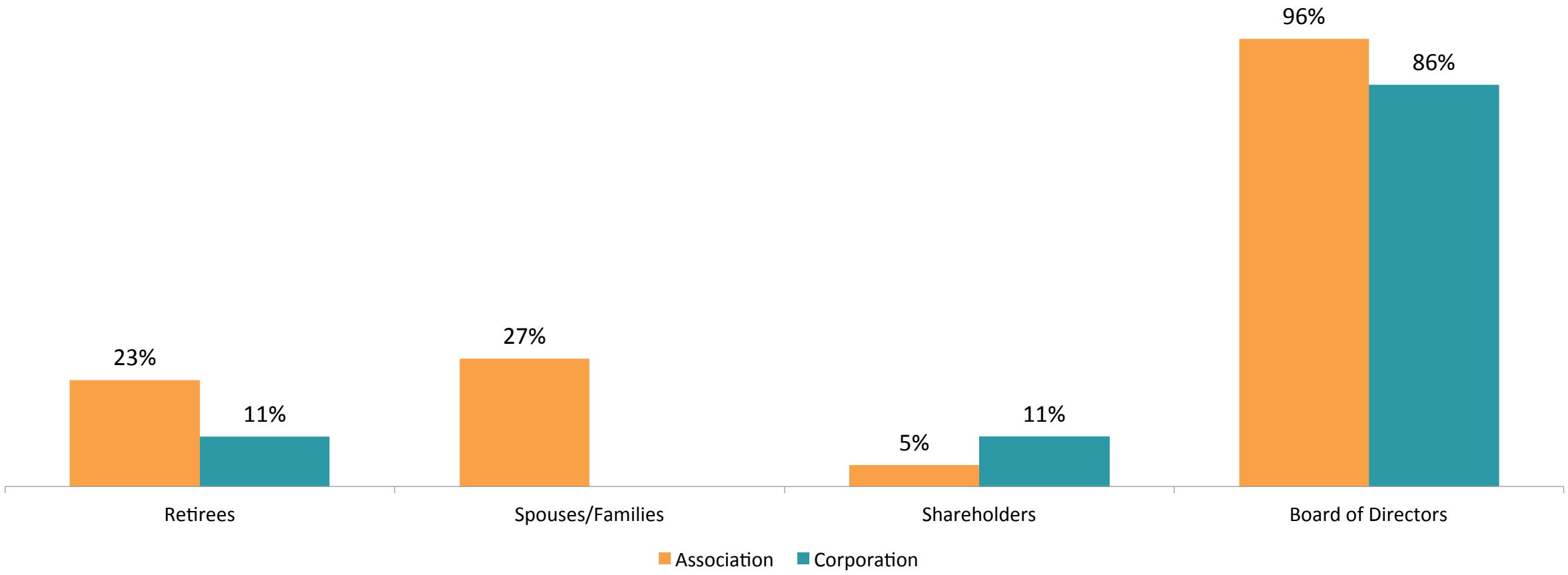
Does your organization provide PAC charitable match as an incentive for donors to participate?



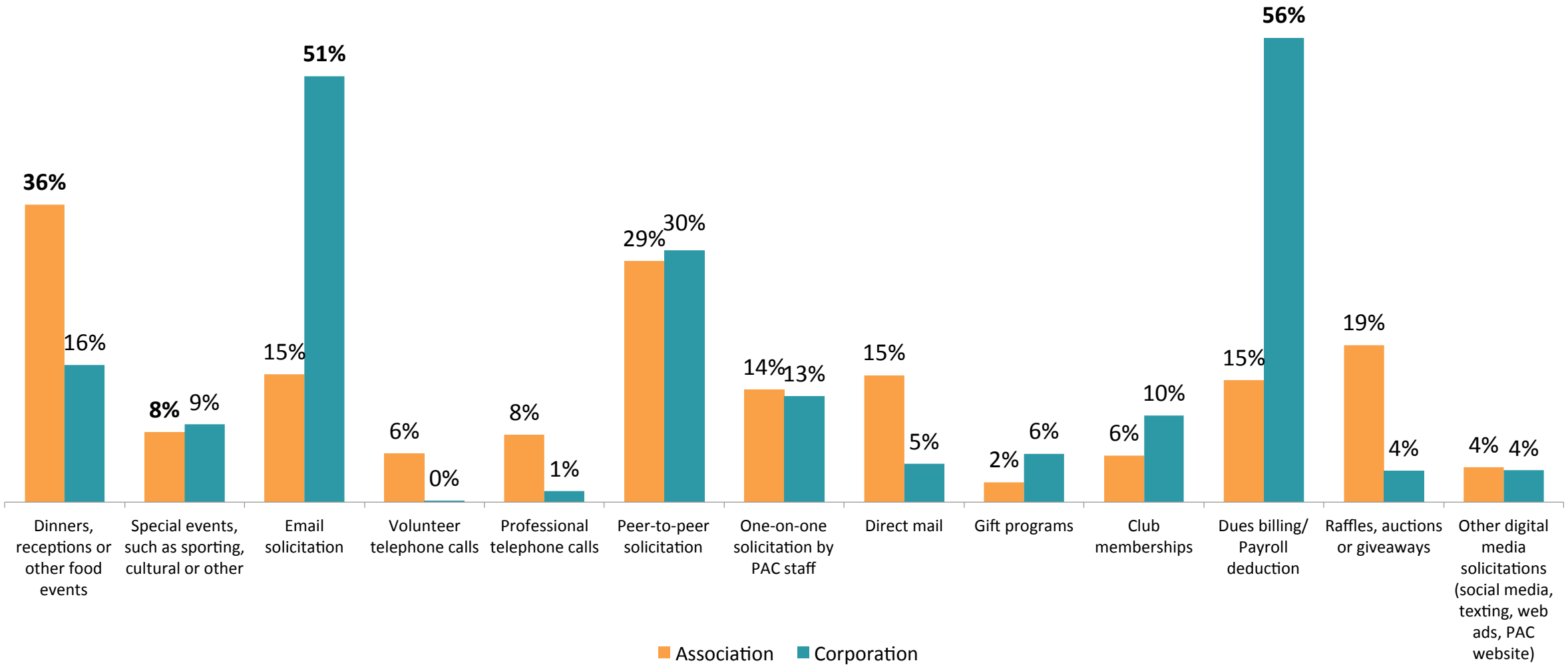
What is the ratio of the match to the donor's contribution to the charity (e.g. 50 percent of a donor's contribution)?



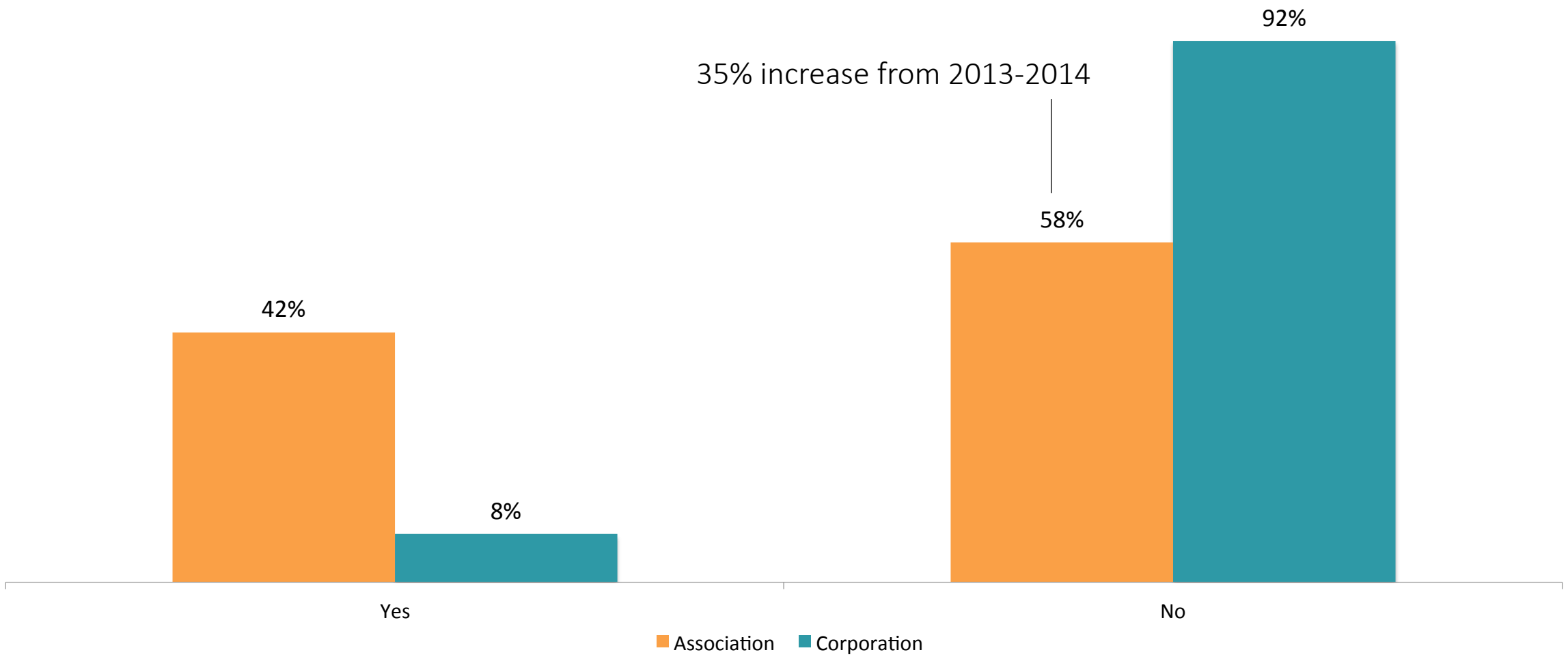
In addition to soliciting eligible members/employees, does your organization also solicit any of the following?



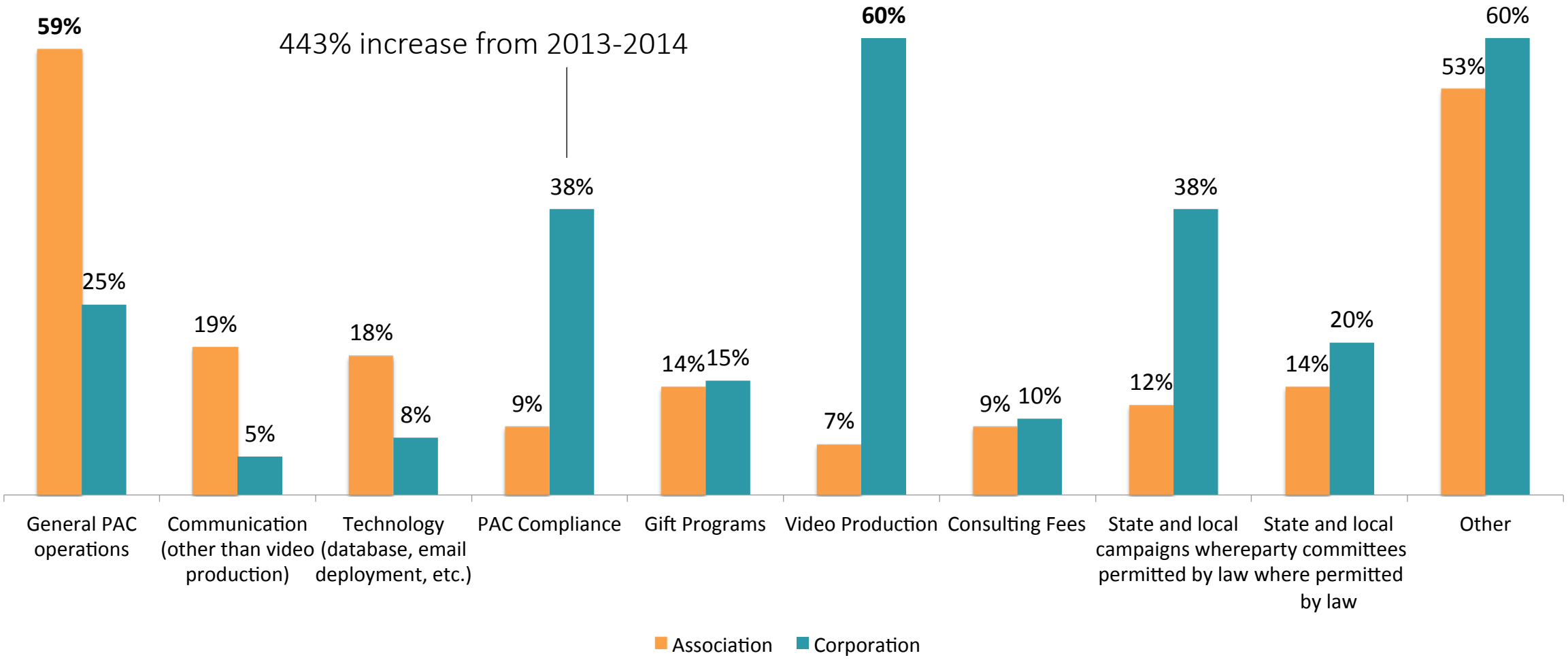
List the percentage of money you raised using each of these fundraising methods.



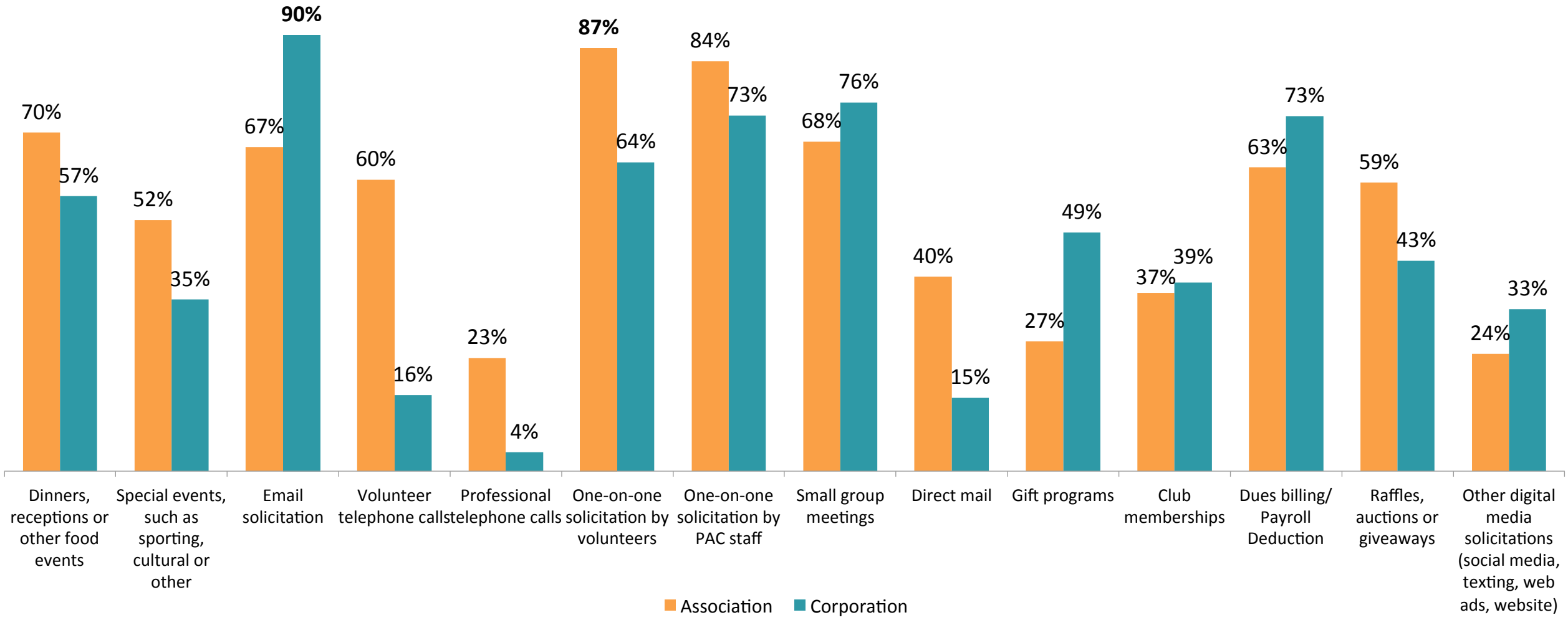
Do you maintain a soft dollar account for use in political activities?



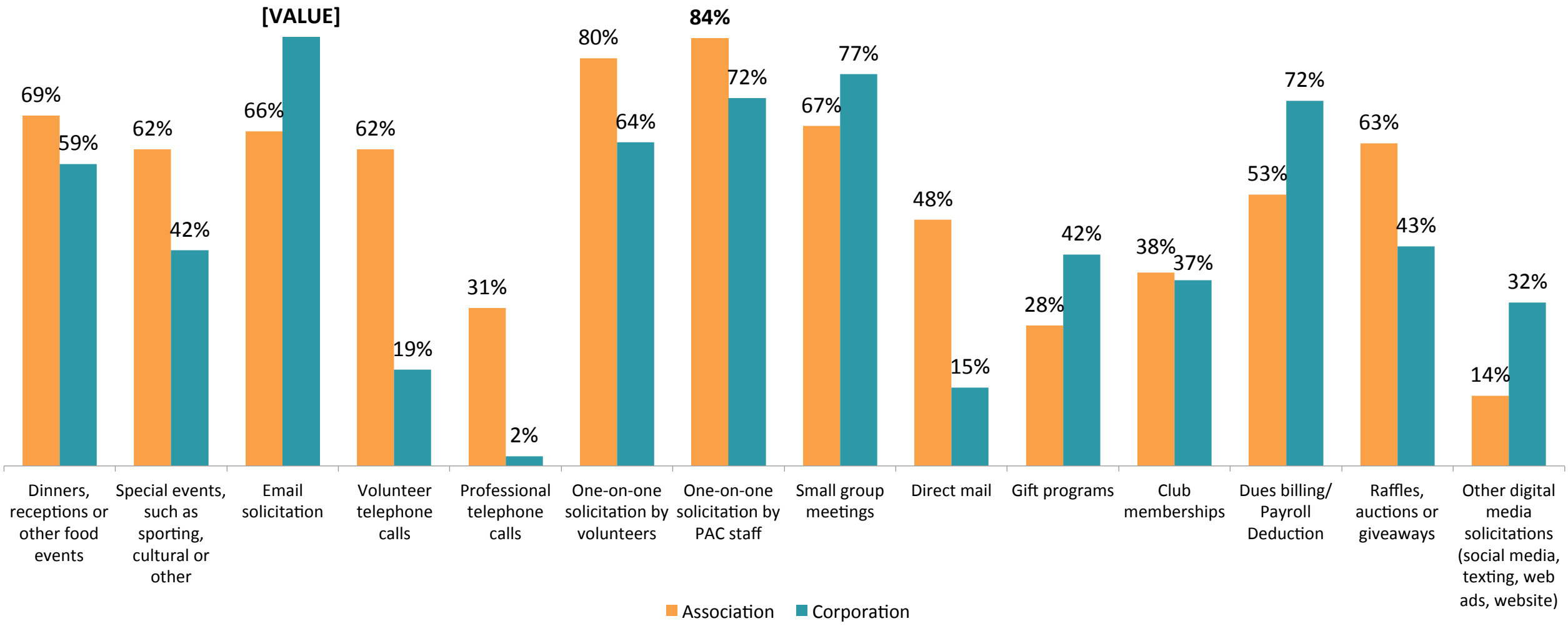
What percentage of these soft dollar funds support the following expenditures?



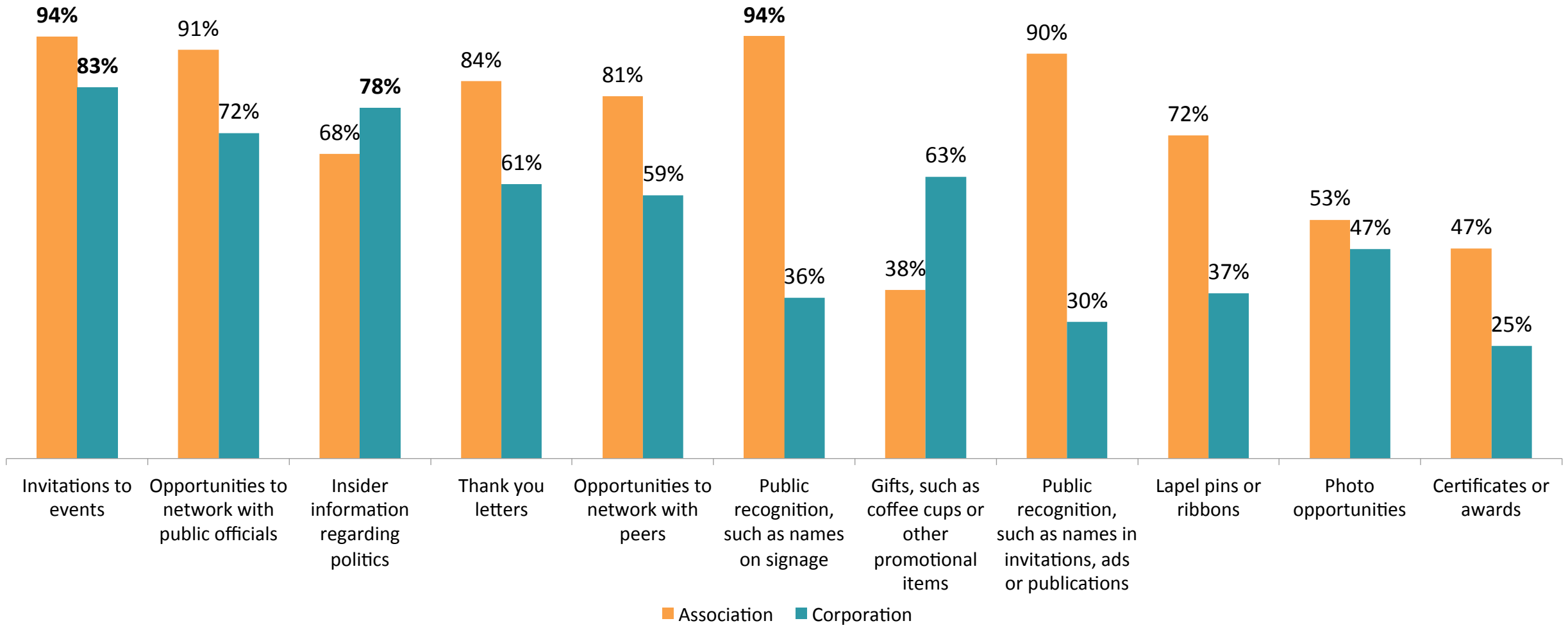
Based on your experience, please tell us how effective you believe each of the following methods is in raising funds during an **election** year.



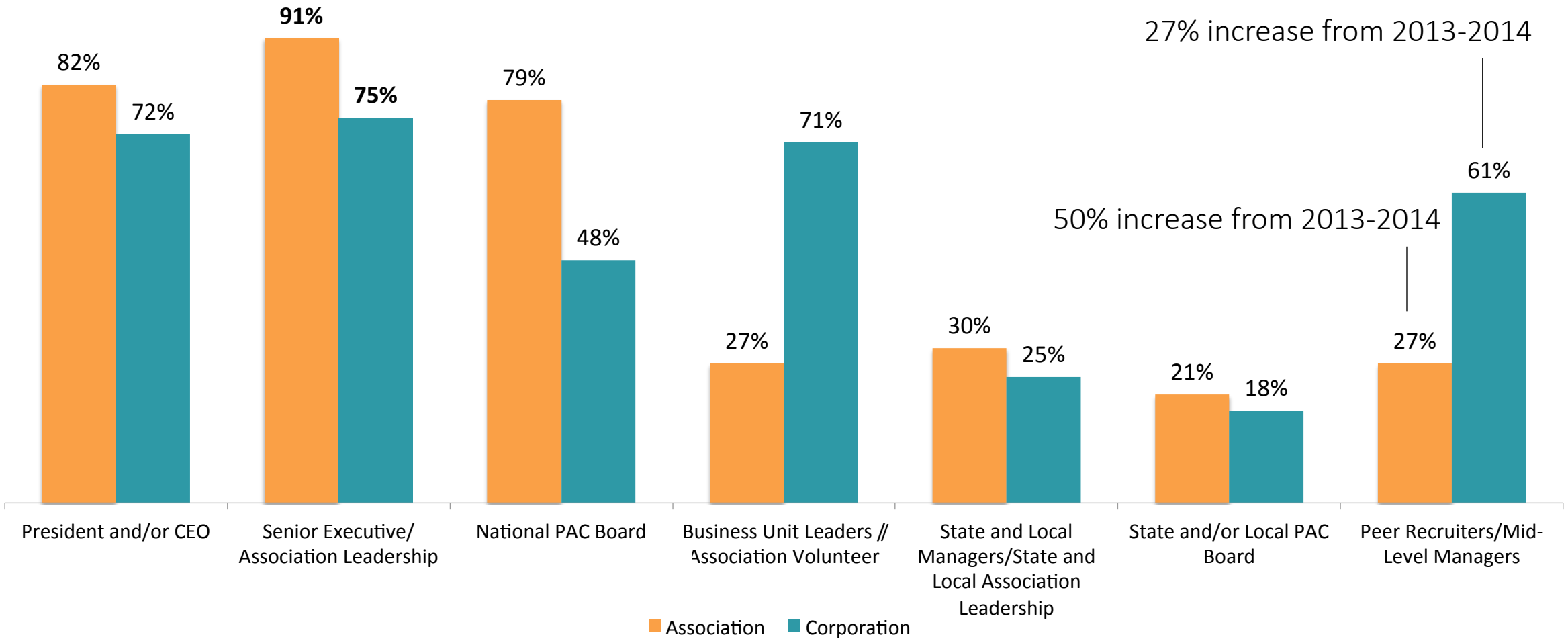
Based on your experience, please tell us how effective you believe each of the following methods is in raising funds during a **non-election** year.



In your experience with fundraising efforts, what types of recognition or benefits do you believe are most effective among donors?

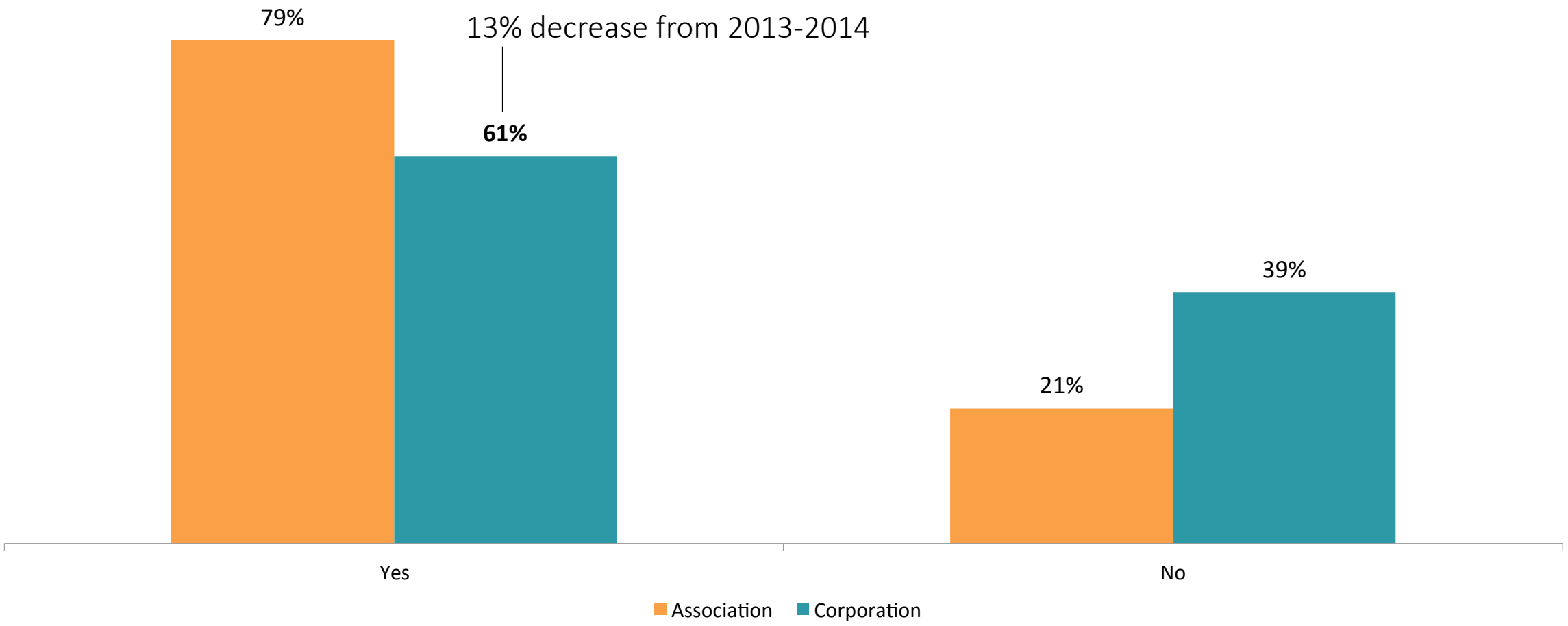


Within your organization, which of the following directly participate in soliciting PAC funds?

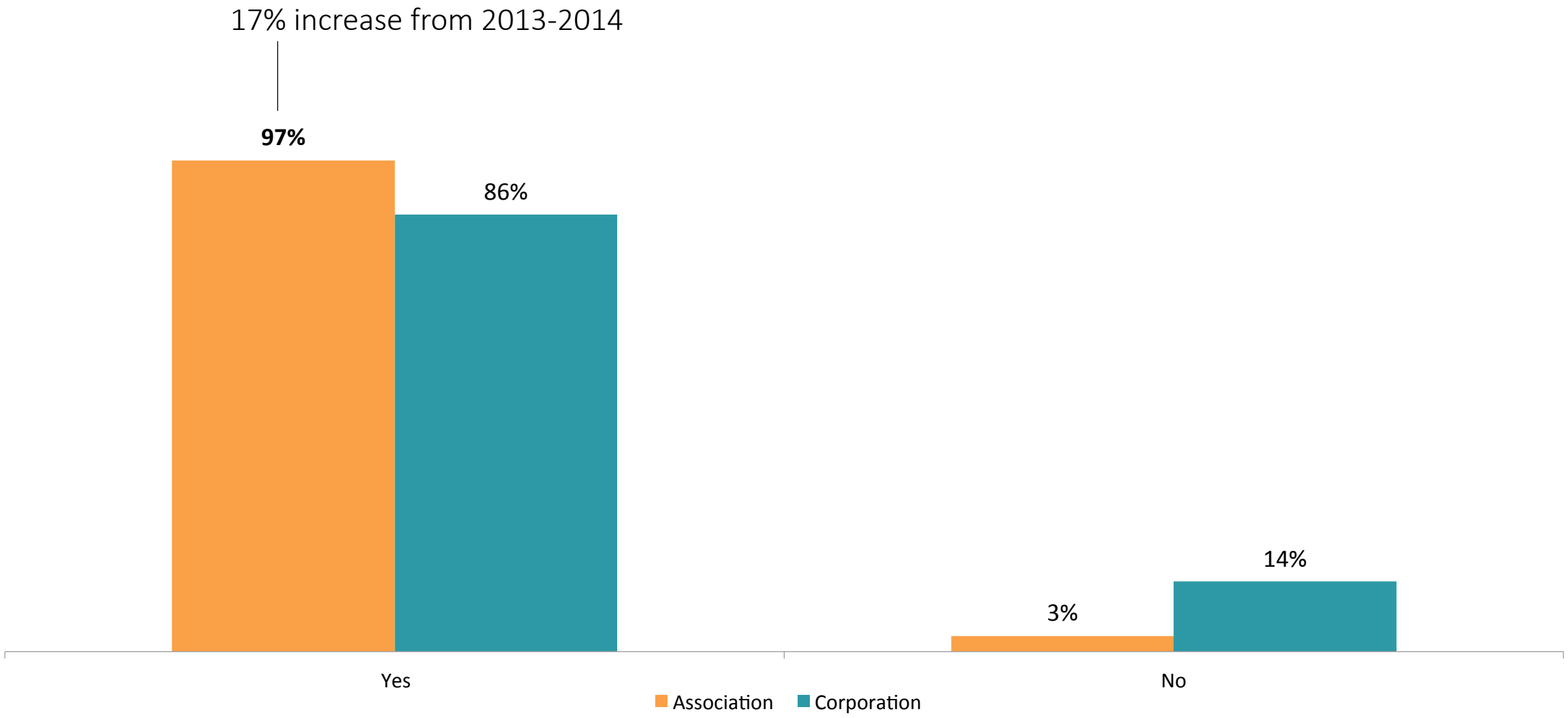


Disbursements

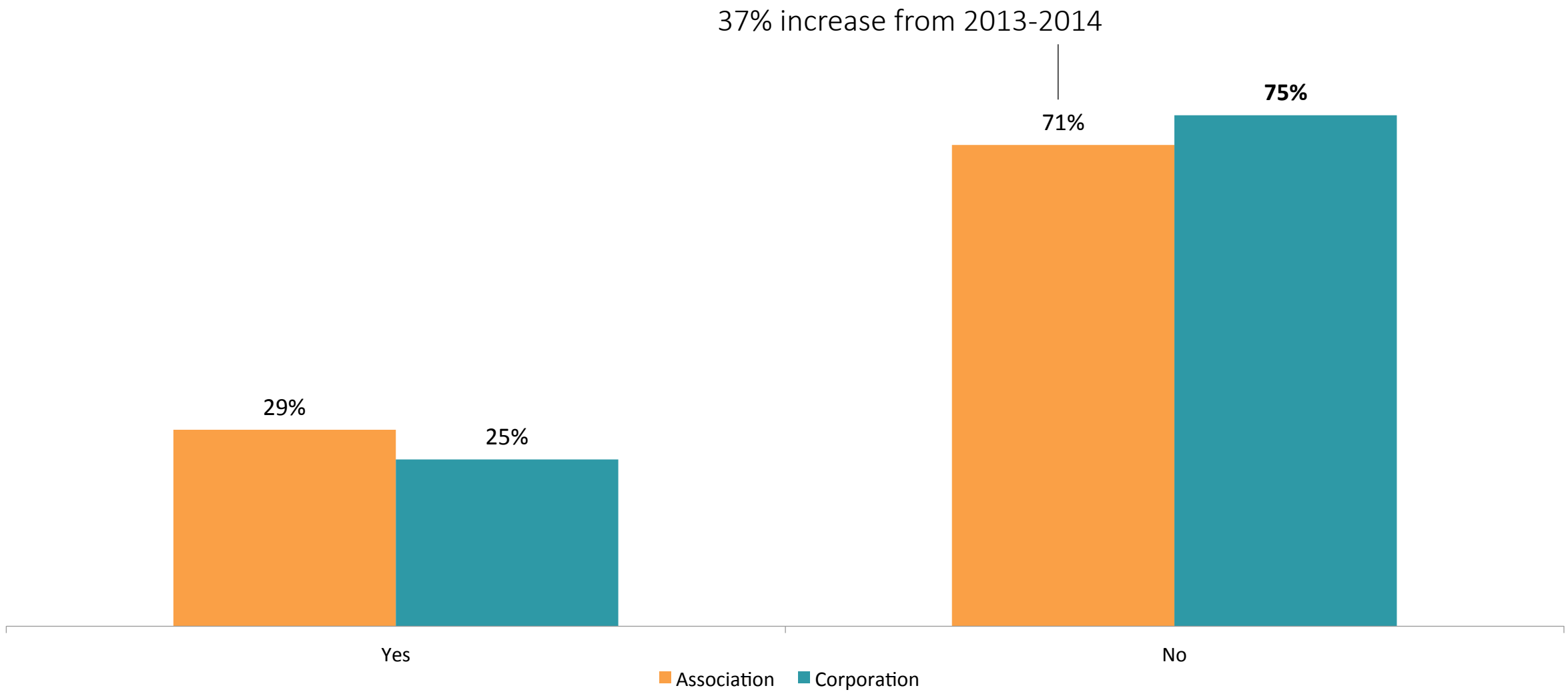
Did your PAC contribute to any of the national political party committees in 2016?



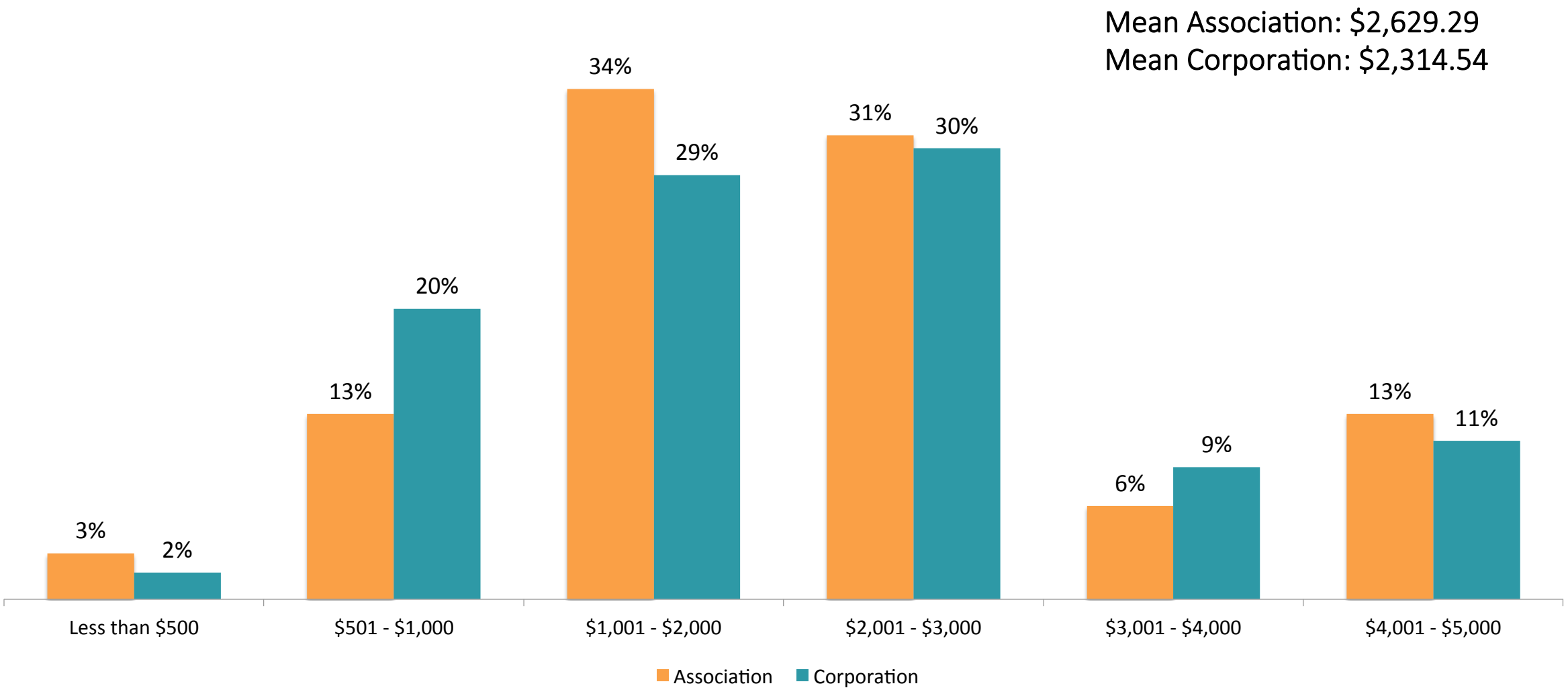
Did your PAC contribute to leadership PACs in 2016?



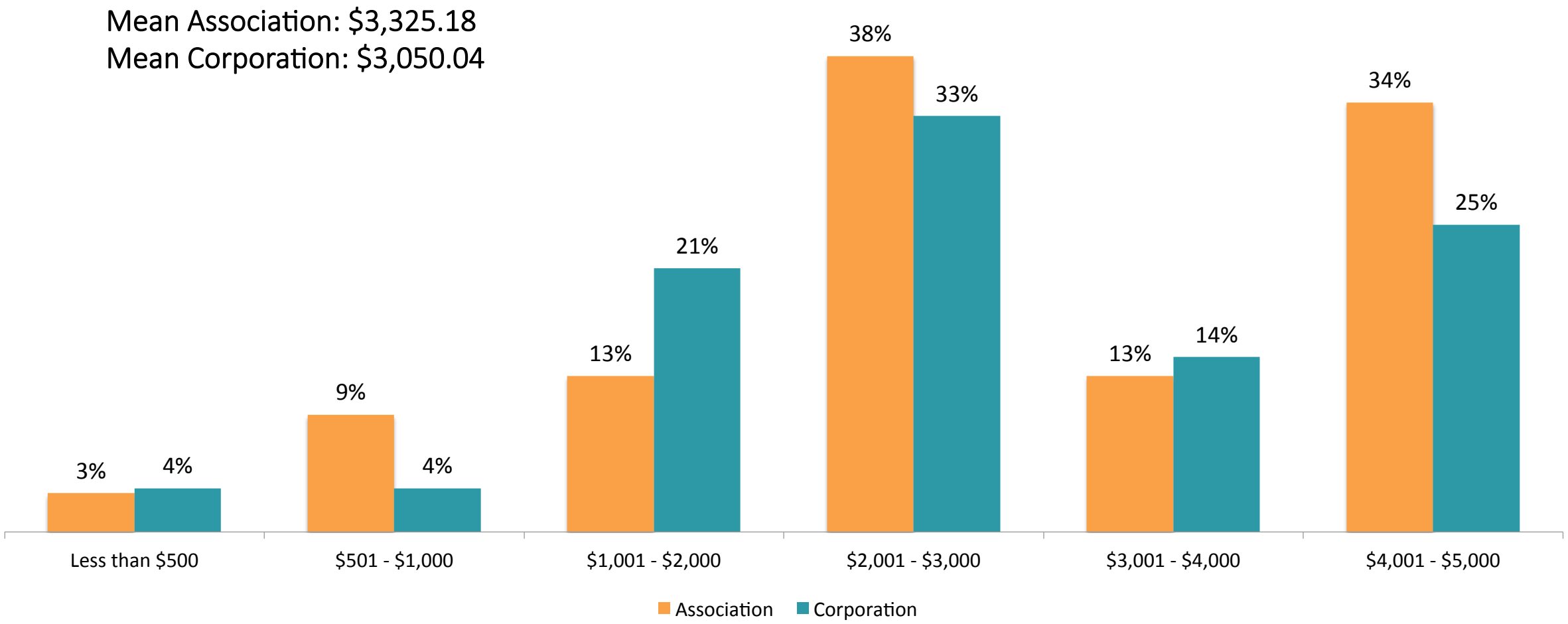
Did your PAC engage in in-kind fundraising activities for federal candidates in 2016?



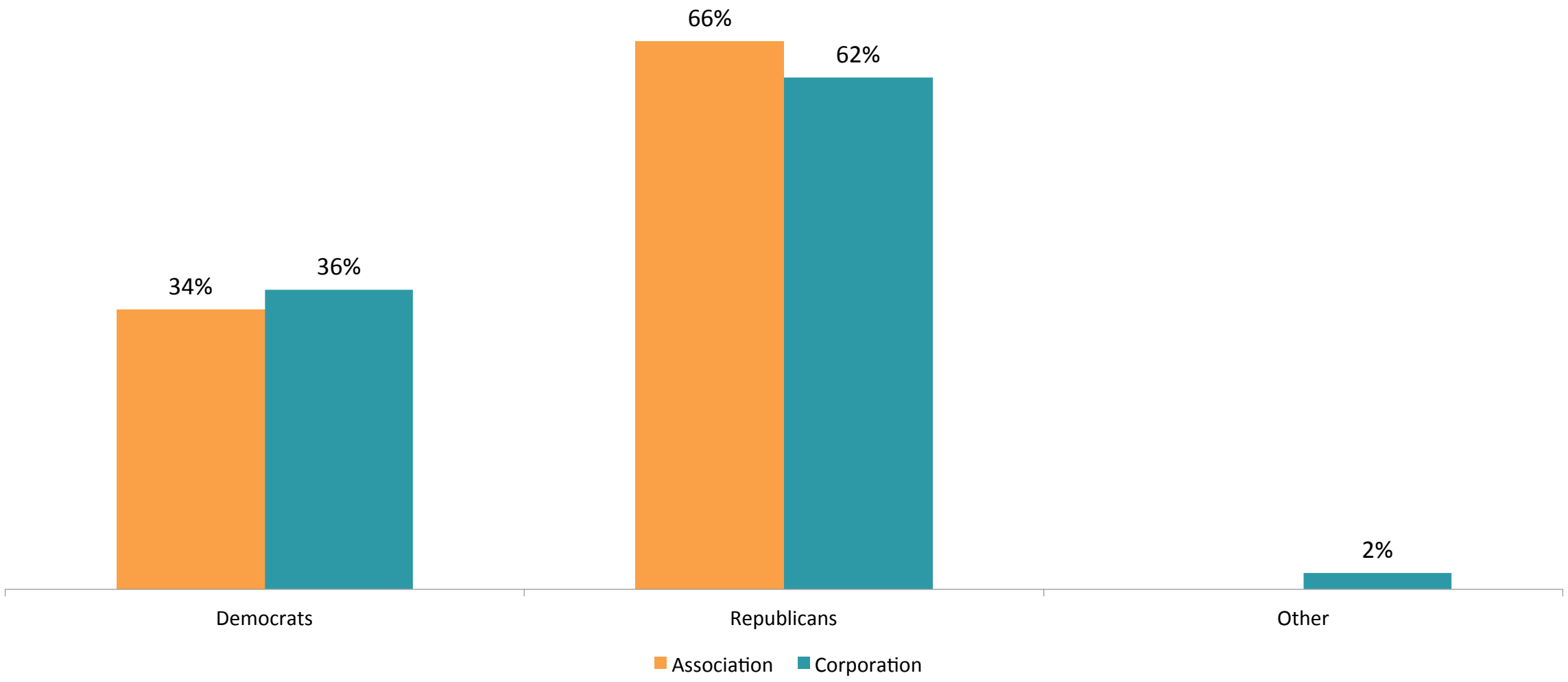
What is the amount of your average contribution to U.S. House candidates during the last election?



What is the amount of your average contribution to U.S. Senate candidates during the last election?

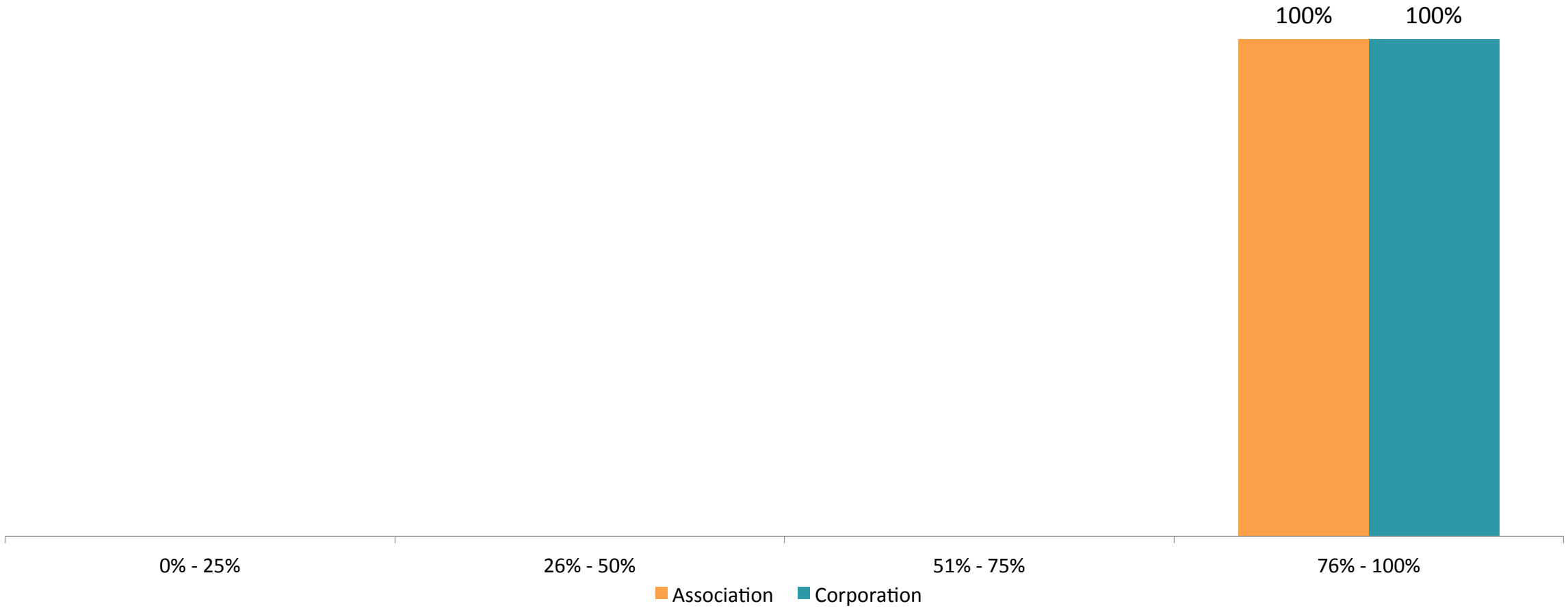


What percent of your disbursements were made to all organizations and committees that align with:

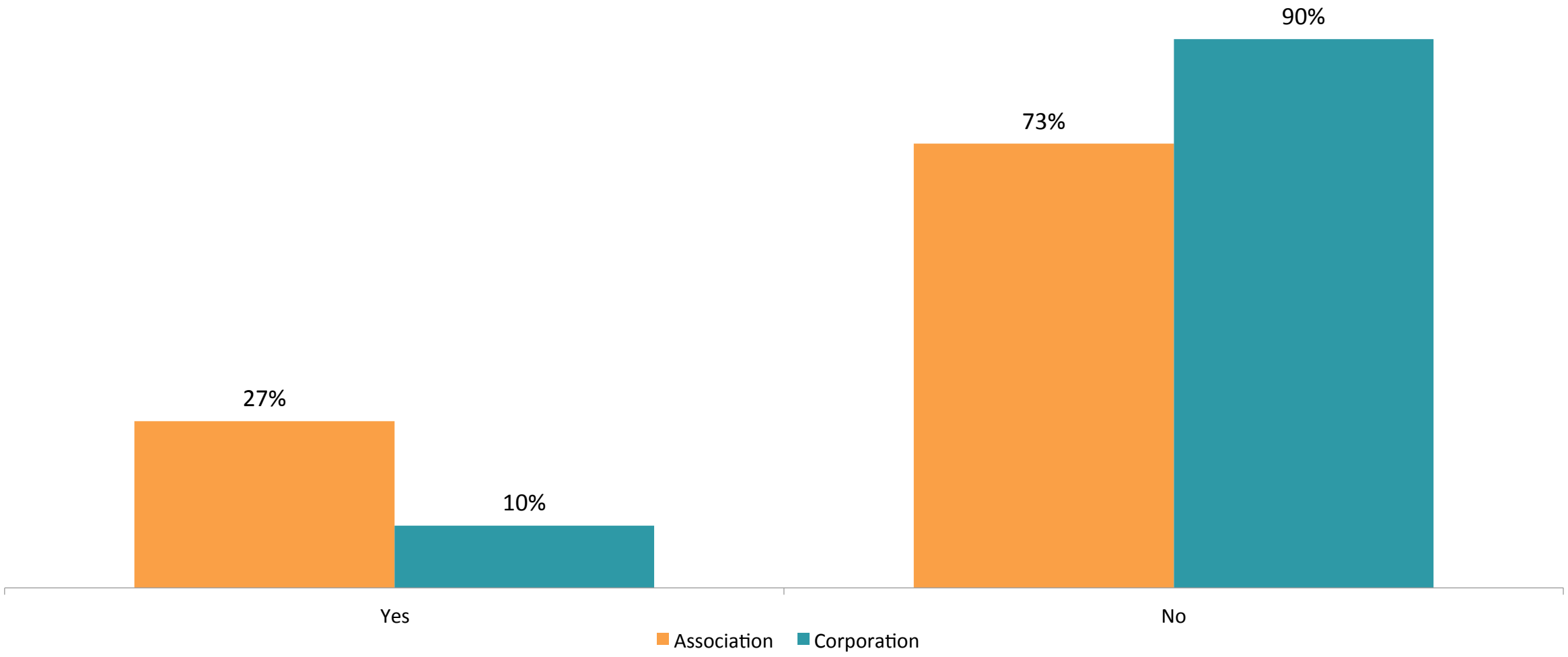


About what percent of the candidates you made disbursements to won their election?

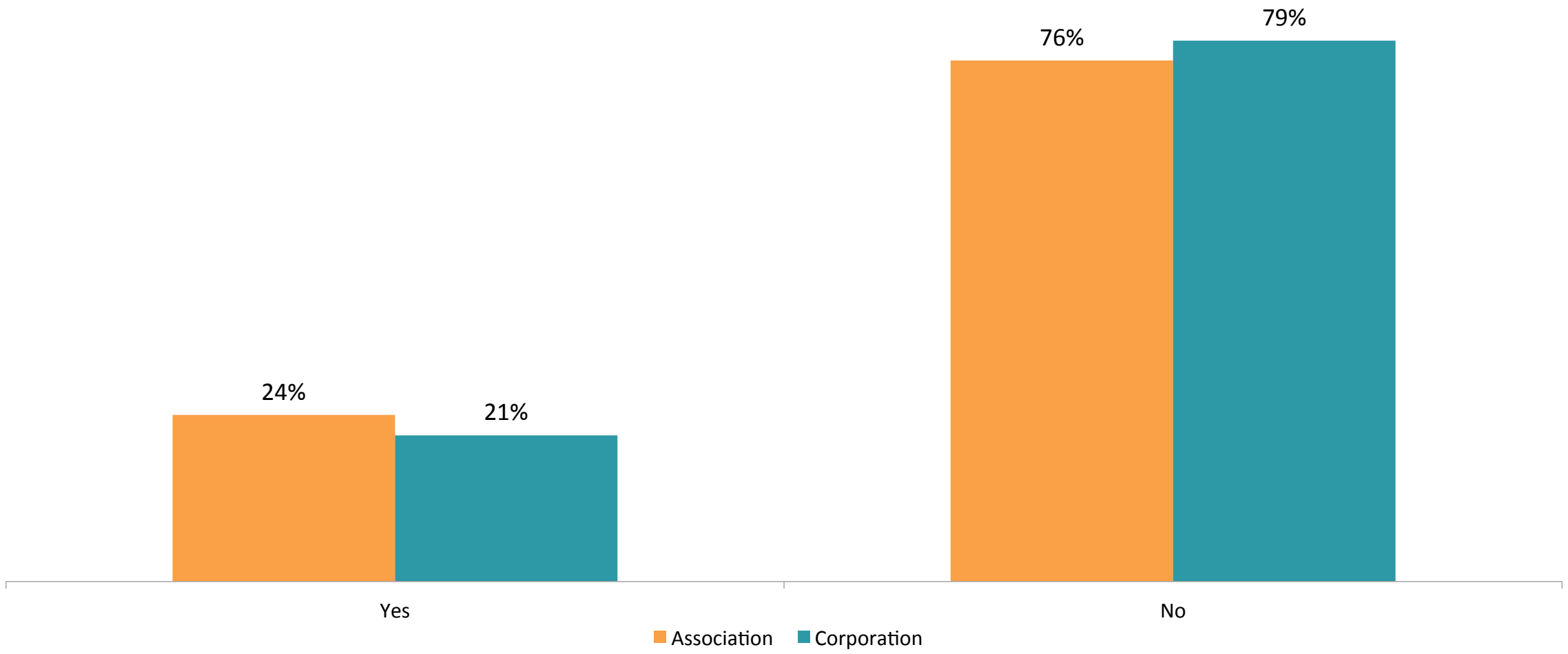
Mean Association: 93%
Mean Corporation: 94%



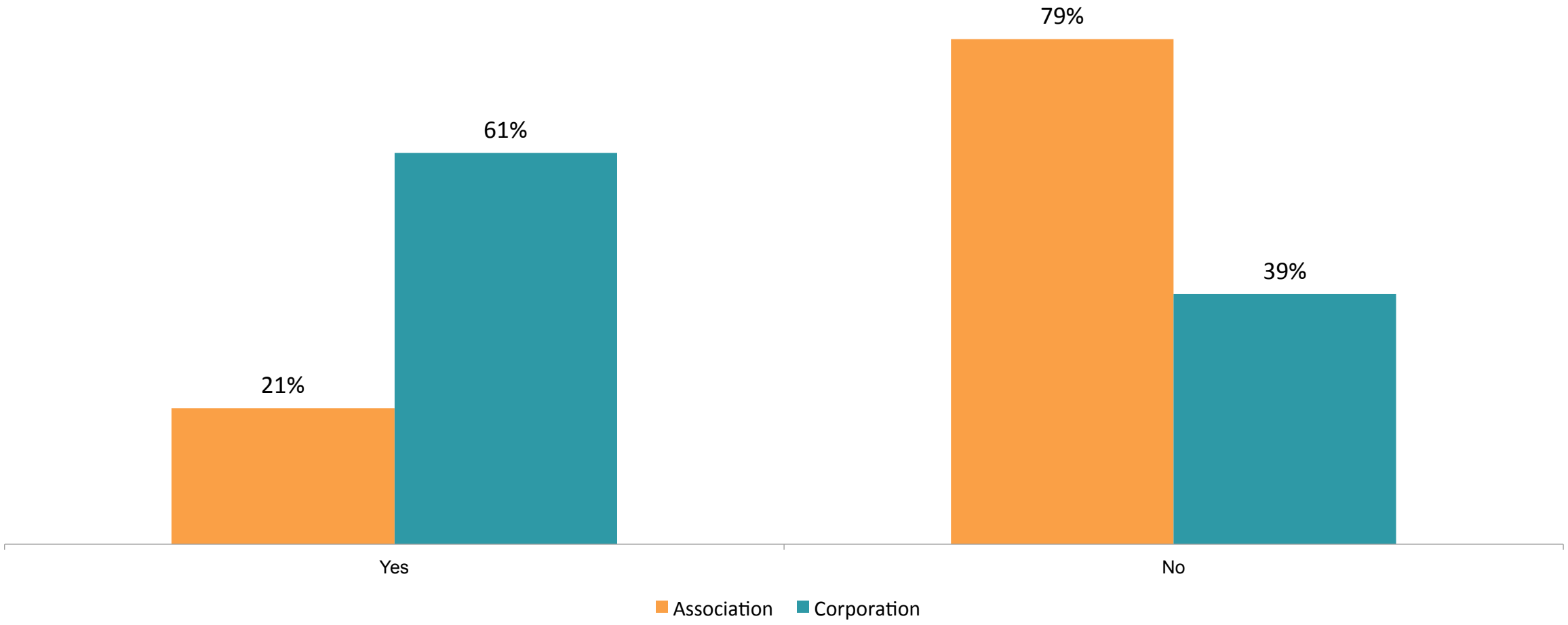
Does your organization have a formal direct giving program whereby members/employees can make direct contributions to candidates?



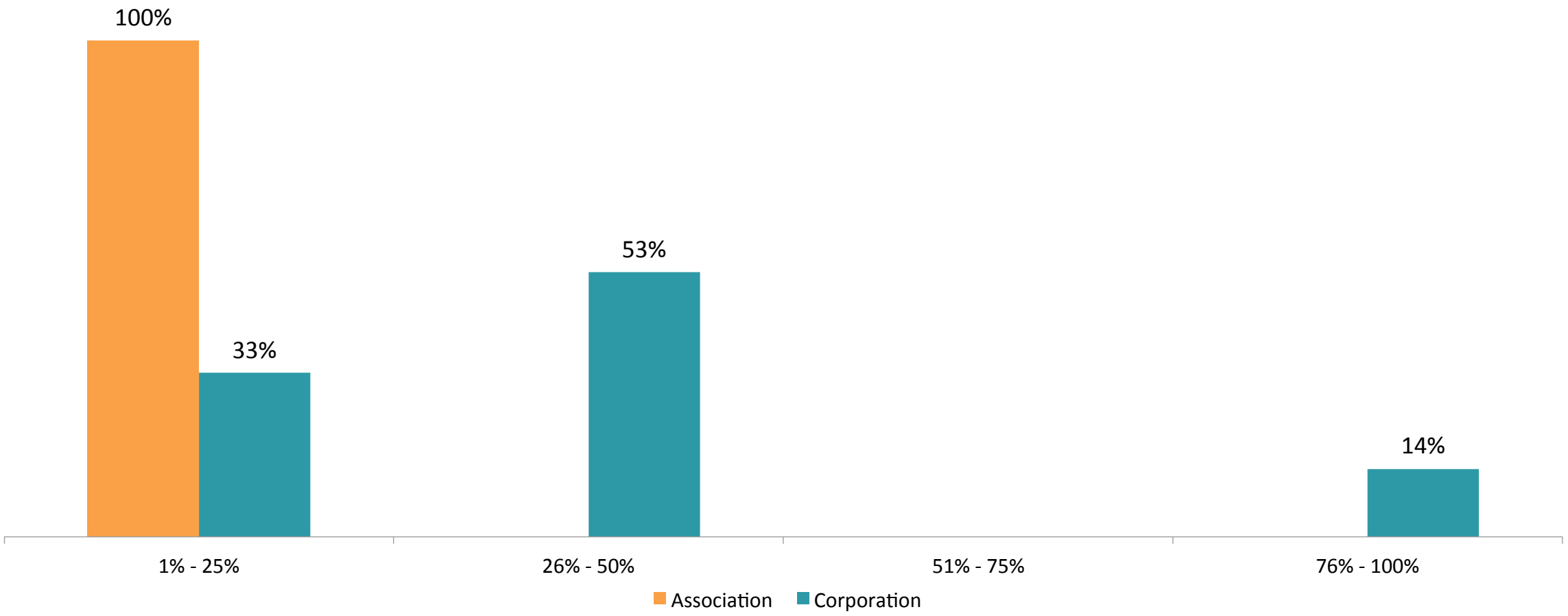
Does your company have a rule or policy prohibiting corporate political expenditures?



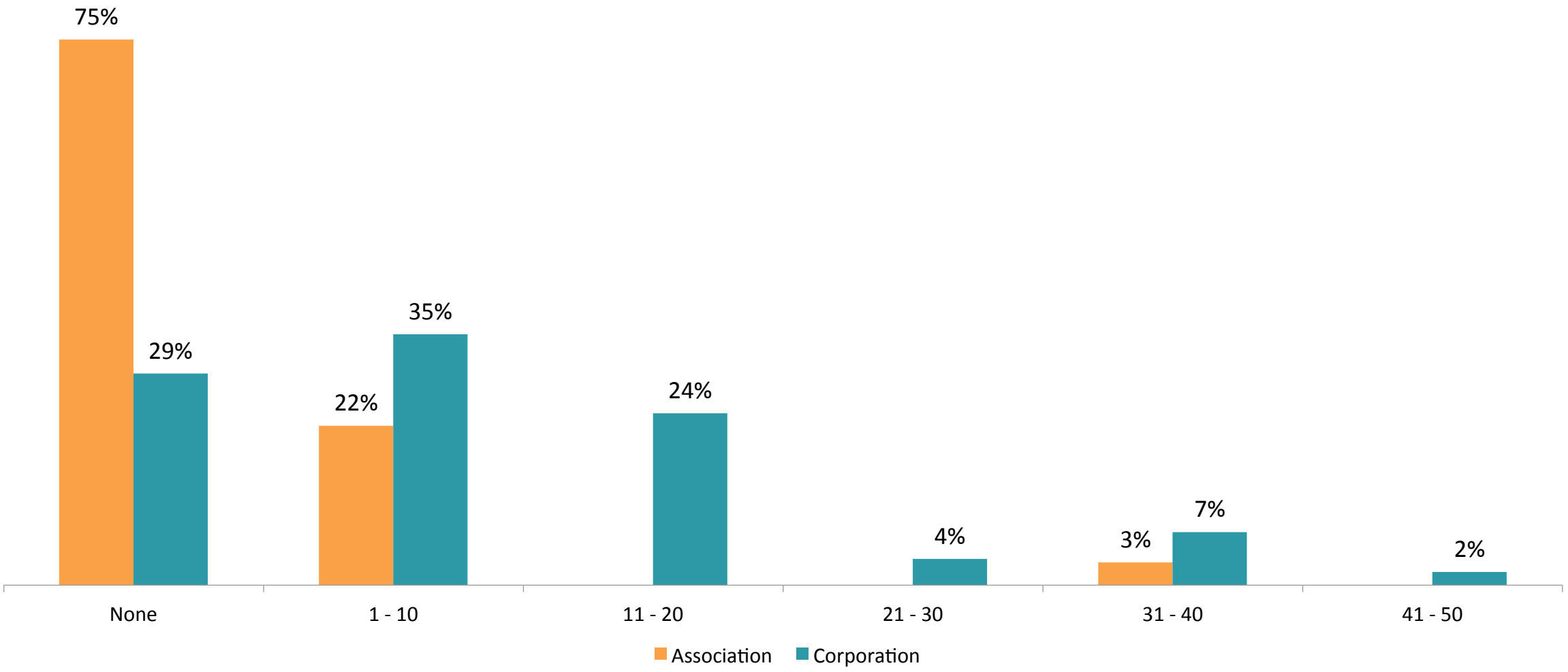
Did your PAC contribute to any state or local campaigns and/or committees in 2016?



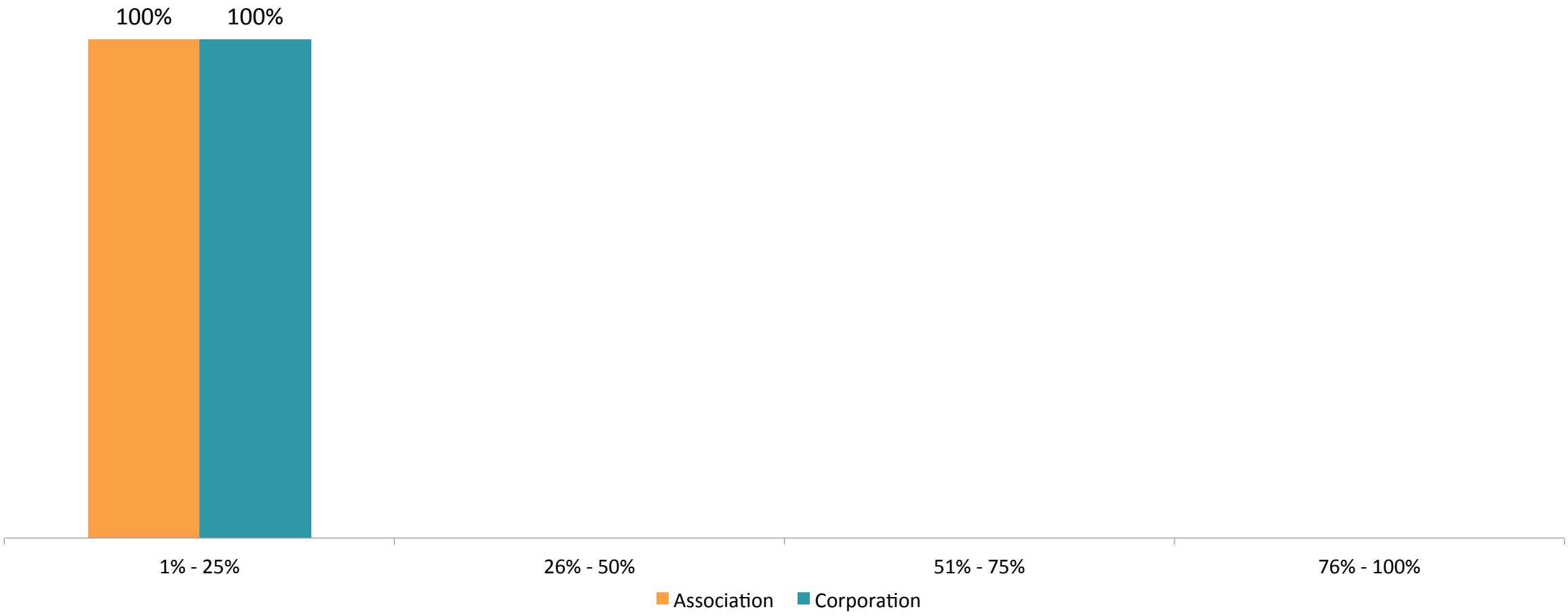
What percentage of your disbursements were given to state and local campaigns and/or committees in the 2016 election cycle?



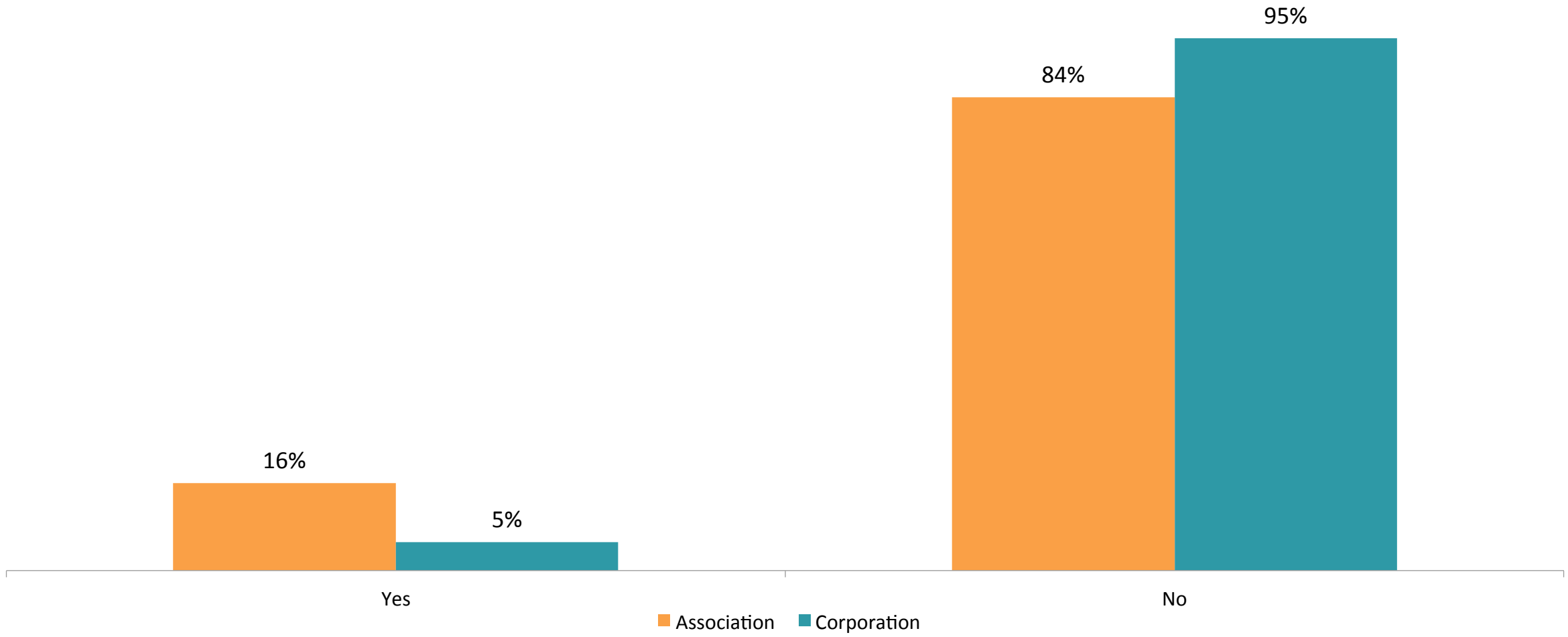
In how many states did your PAC make disbursements in connection with any state or local campaigns and/or committees during the 2016 election cycle?



What percentage of your disbursements were given to party committees in the 2016 election cycle?

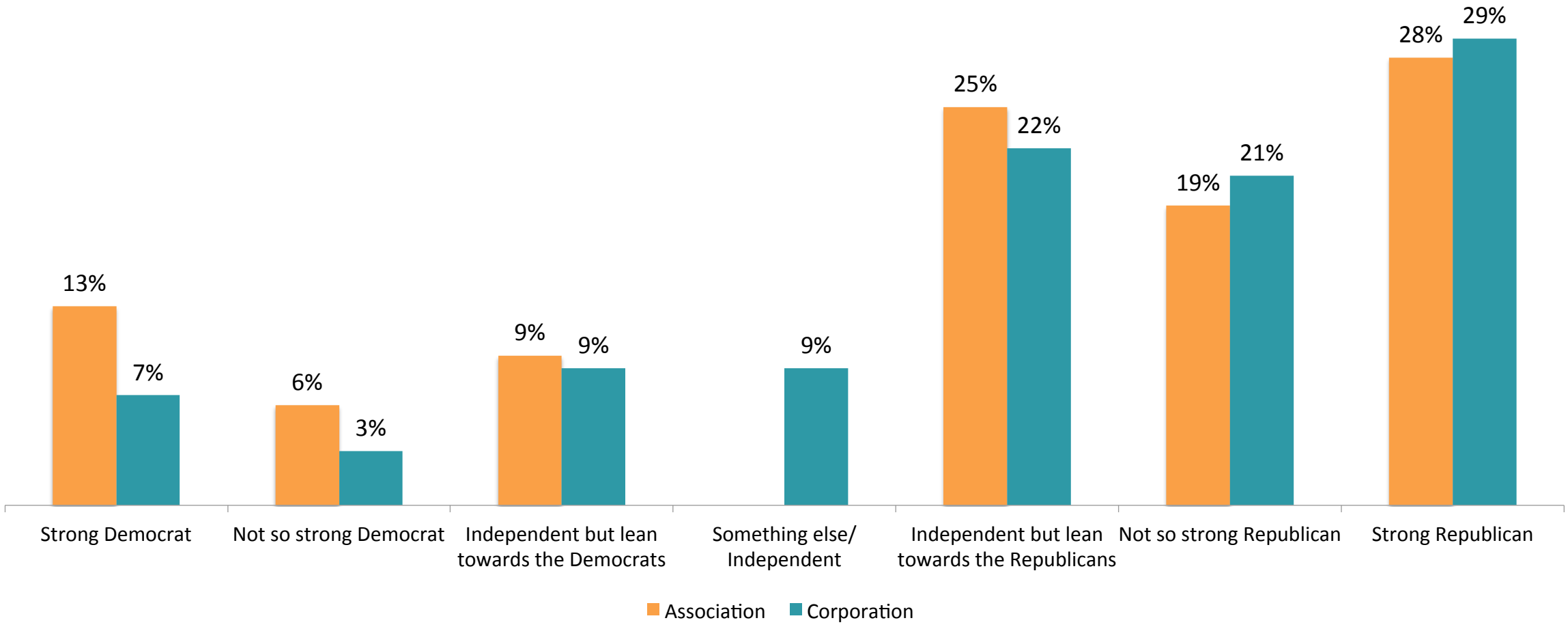


Did your PAC contribute to 527 political organizations in 2016?

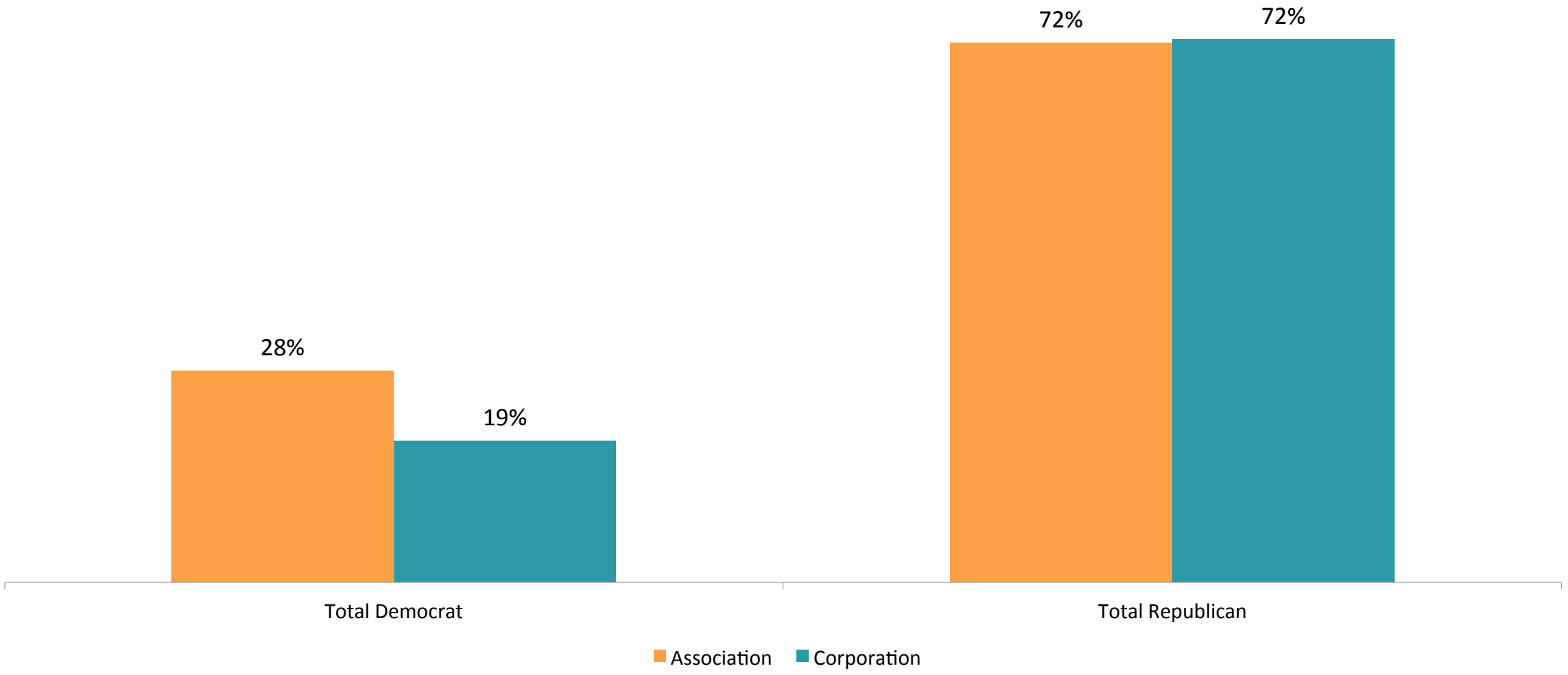


Demographics

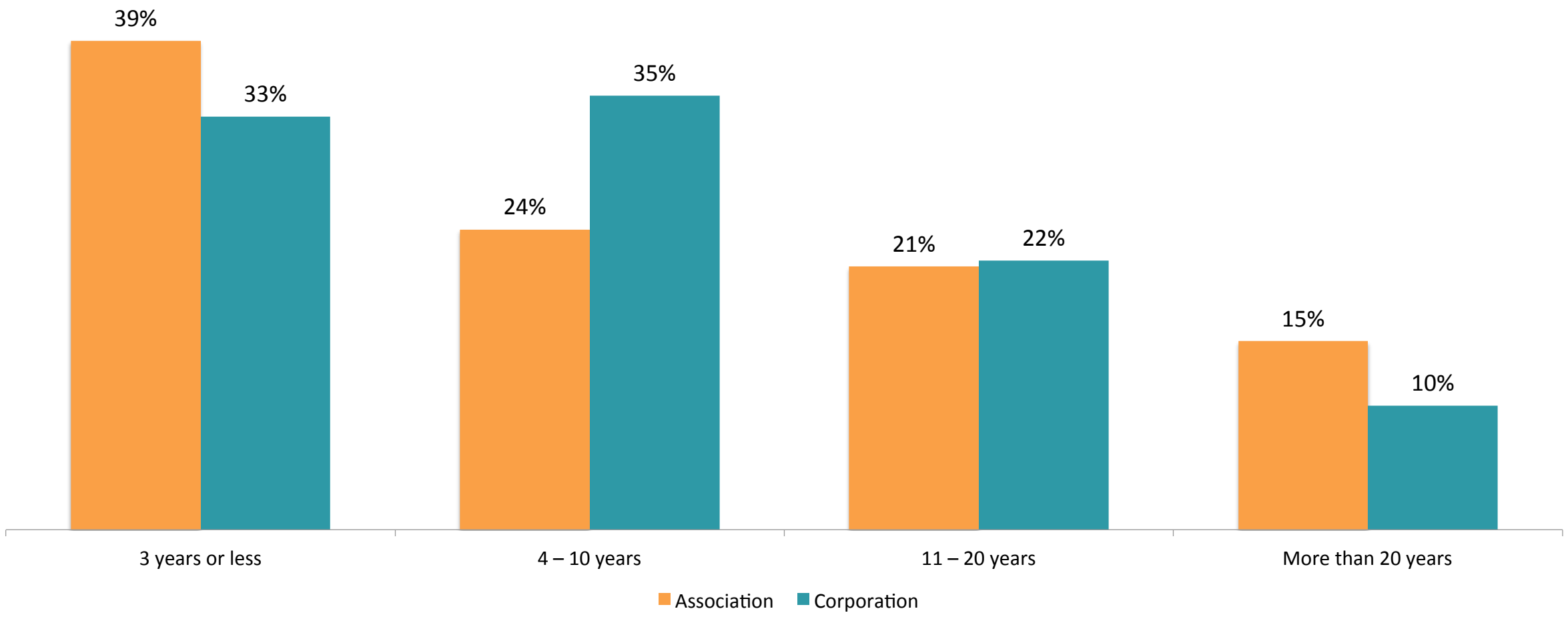
In politics today, do you consider yourself a…



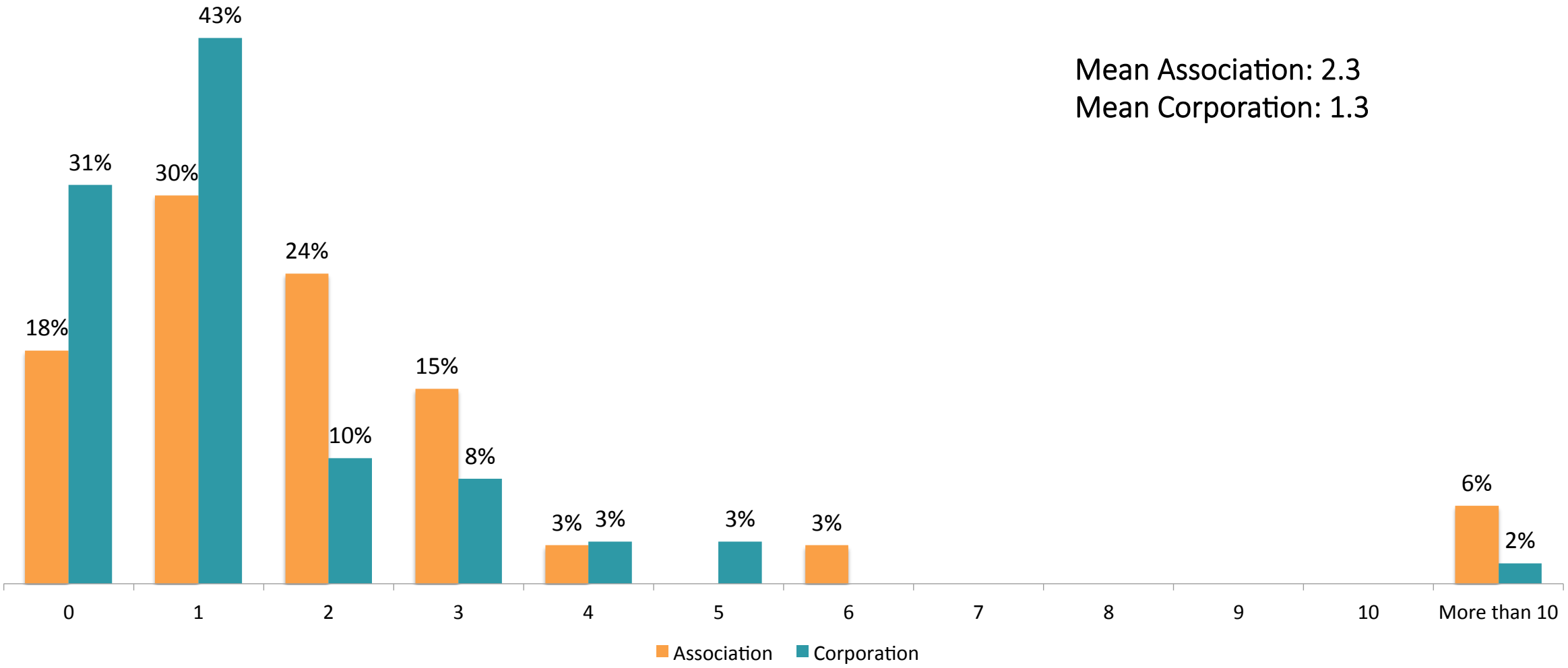
Total Democrat/Republican



How many years have you been in your current job?

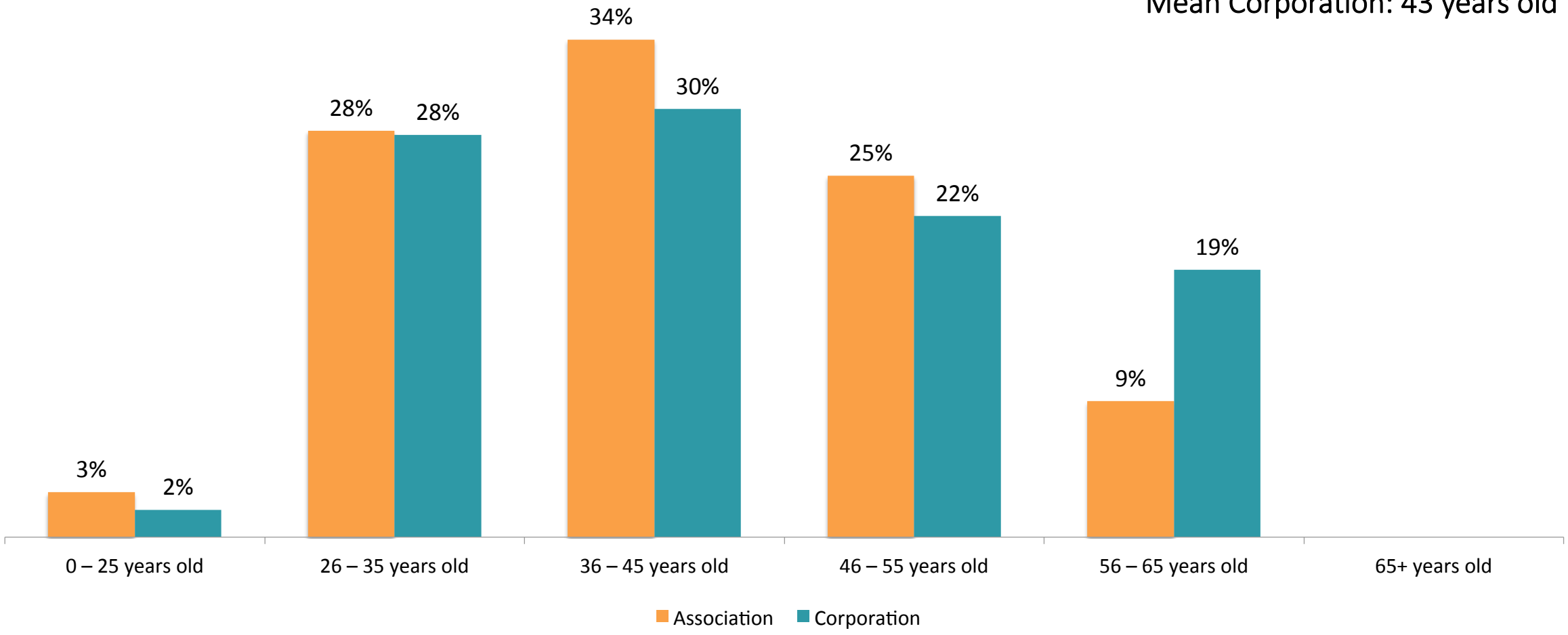


Not including yourself, how many employees work with the PAC?

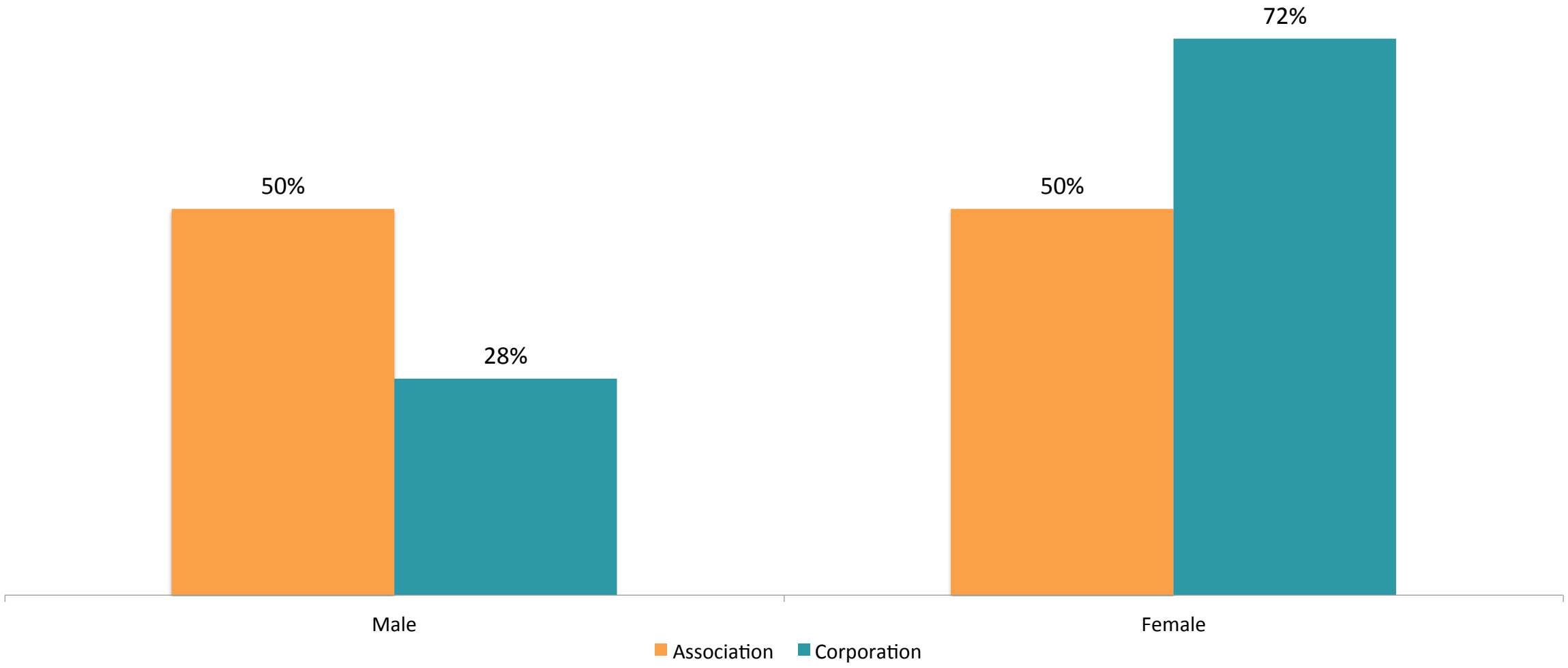


What is your age?

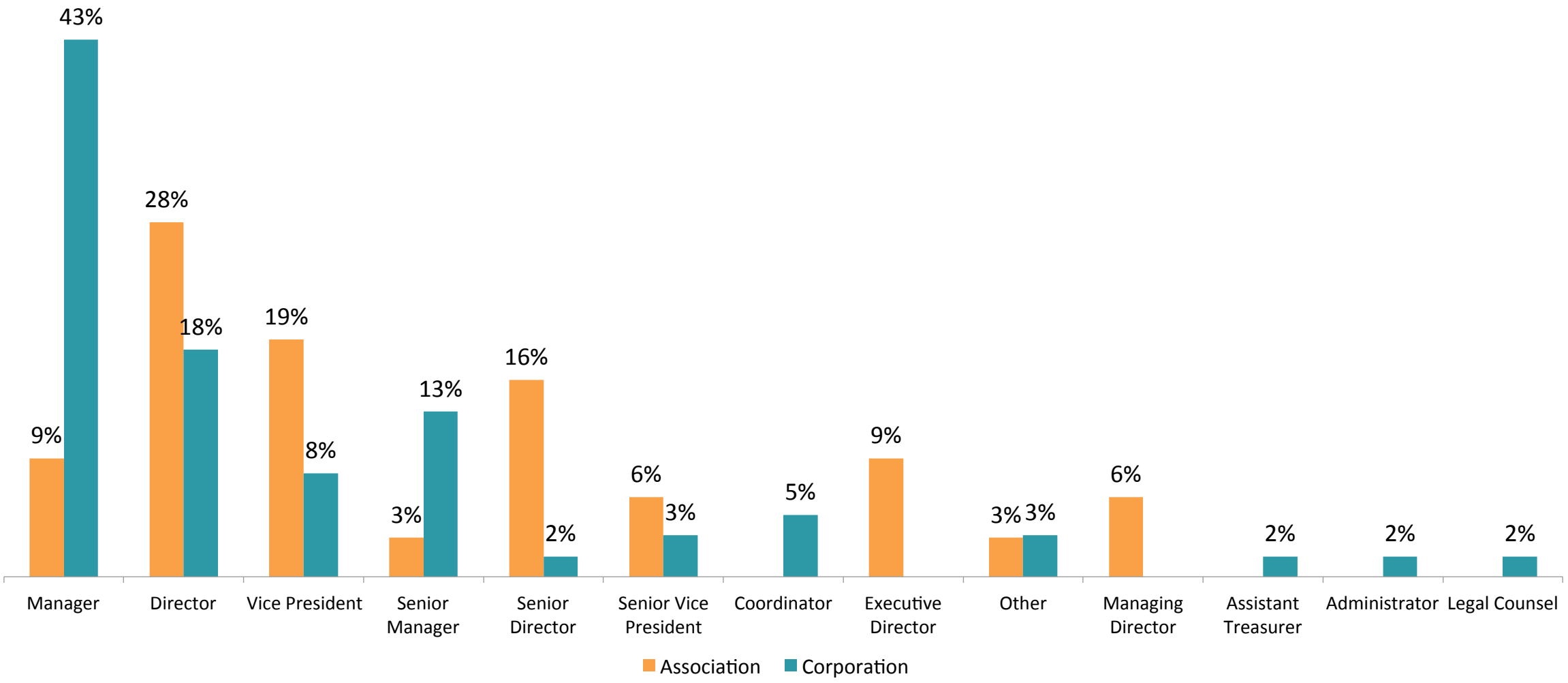
Mean Association: 42 years old
Mean Corporation: 43 years old



Please indicate your gender.



What best describes your current position?



Thank You

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

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