



Trends In Federal Business PACs 2023-2024 Election Cycle

APRIL 2025

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.



CHAD TAYLOR, PRC, is the Head of Strategy and Planning for Sagac Public Affairs. He has over 10 years of experience in primary research, strategic consulting and data analytics. During his career, Chad has helped enterprises across an array of industries to derive meaningful, actionable insight from market research and data.

ABOUT DR. CORNFIELD



DR. MICHAEL CORNFIELD

**SENIOR FELLOW, CENTER FOR
EXCELLENCE IN PUBLIC LEADERSHIP**

**THE GEORGE WASHINGTON
UNIVERSITY**

Professional Background

Dr. Michael Cornfield is a Senior Fellow at the Center for Political Management and Associate Professor at The George Washington University. He also serves as Research Director of the university's Global Center for Political Engagement.

With over 30 years in political research, he is recognized for work in voter behavior, political communication, presidential rhetoric, and digital campaigning.

Publications & Media

He is the author of *Politics Moves Online* and co-editor of *The Civic Web*. His insights have appeared in *Campaigns & Elections*, on XM Radio, and in numerous academic collections.

Education & Expertise

Dr. Cornfield holds a B.A. from Pomona College and a Ph.D. from Harvard. He previously taught at UVA and William & Mary and served as a Senior Research Consultant to the Pew Internet & American Life Project.

He lives in Arlington, VA, and specializes in strategic messaging, digital advocacy, crisis communications, and online campaign training.

A GUIDE TO INTERPRETING AND UTILIZING THE FINDINGS EFFECTIVELY

Consider the Context

- Data is segmented by organization type (association vs. corporation) to highlight differences in structure, resources, and strategy. Compare accordingly.

Use for Benchmarking

- Identify where your PAC aligns with or diverges from peer practices in areas such as staffing, leadership engagement, compliance policies, disbursement patterns, and fundraising effectiveness.

Spot Trends Over Time

- Note areas of change compared to previous studies - such as shifts in age, compensation, or executive engagement - to inform long-term planning.

Support Strategic Conversations

- Use the findings to guide internal discussions with leadership, PAC boards, and cross-functional teams. Highlight opportunities to evolve operations or strengthen transparency.

Customize to Fit Your Culture

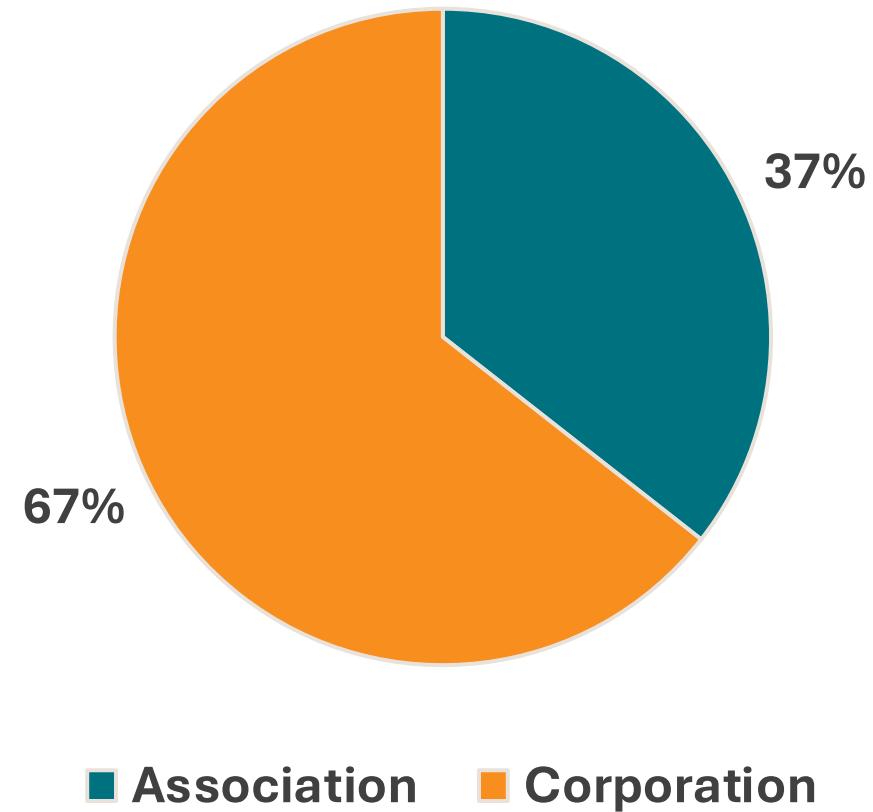
- No two PACs are identical. Use this report not as a prescription but as a framework for reflection and adaptation.

METHODOLOGY

Trends in Business Political Action Committees is a qualitative online study of America's top business political action committee activities during the 2023-2024 election cycle.

Field Dates: February 4, 2024 – March 28, 2024

Participation: 37% Association / 67% Corporation



PLEASE DESCRIBE YOUR TYPE OF ORGANIZATION.



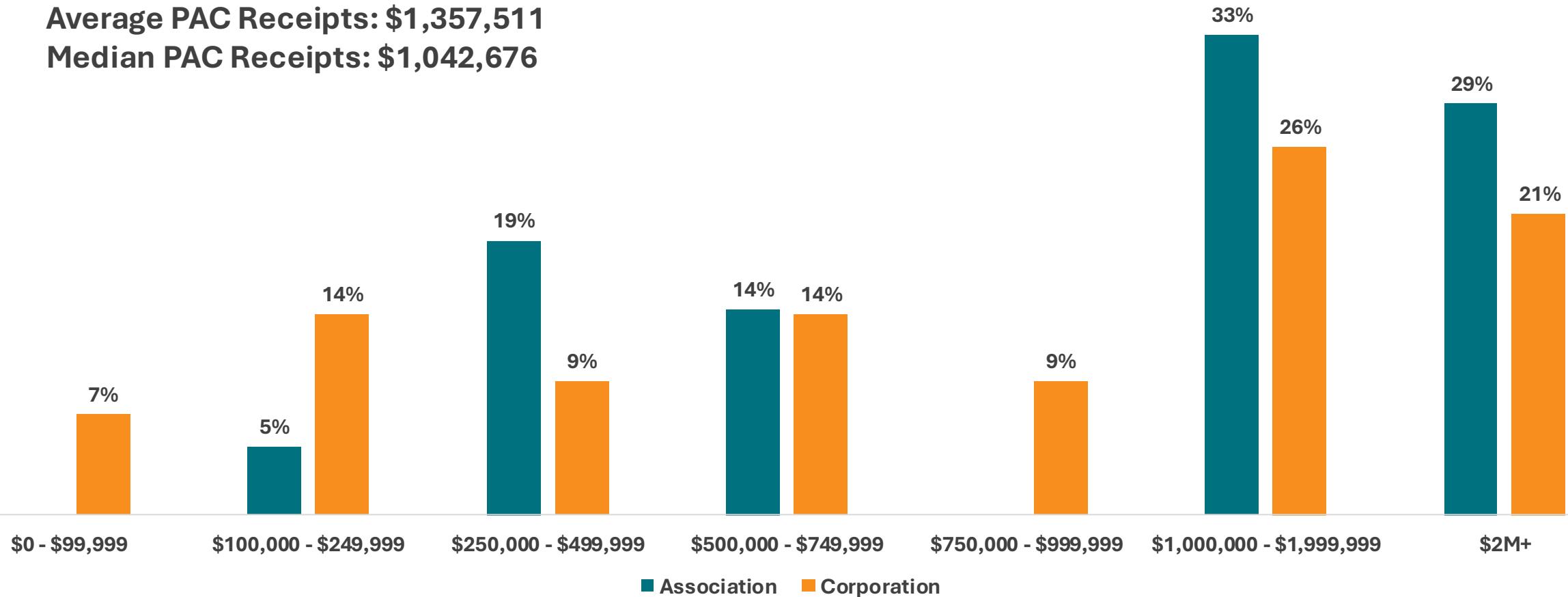
FUNDRAISING



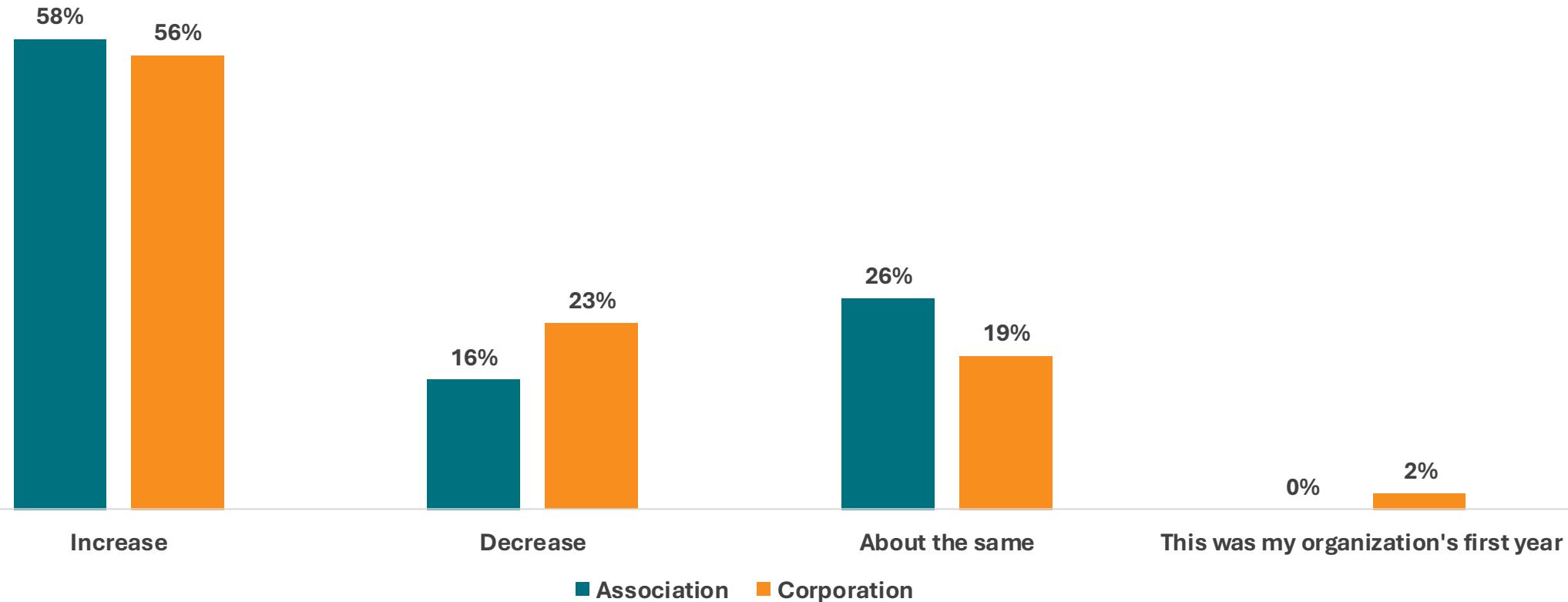
TOTAL RECEIPT BREAKDOWN

Average PAC Receipts: \$1,357,511

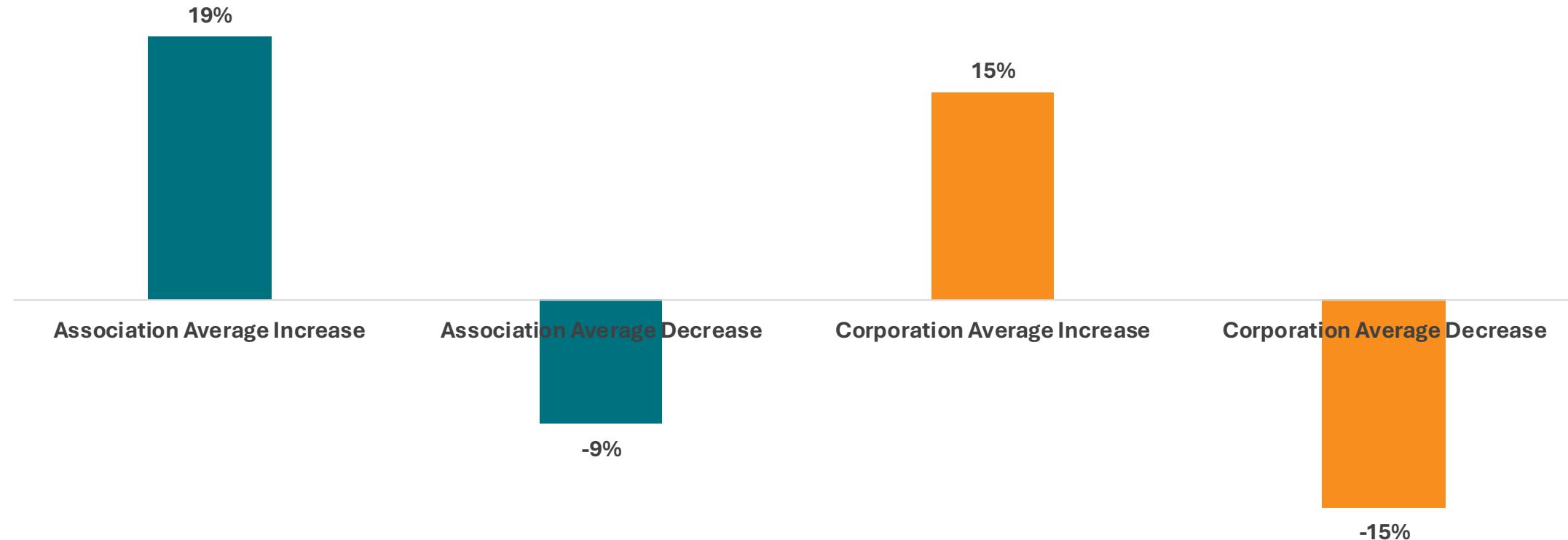
Median PAC Receipts: \$1,042,676



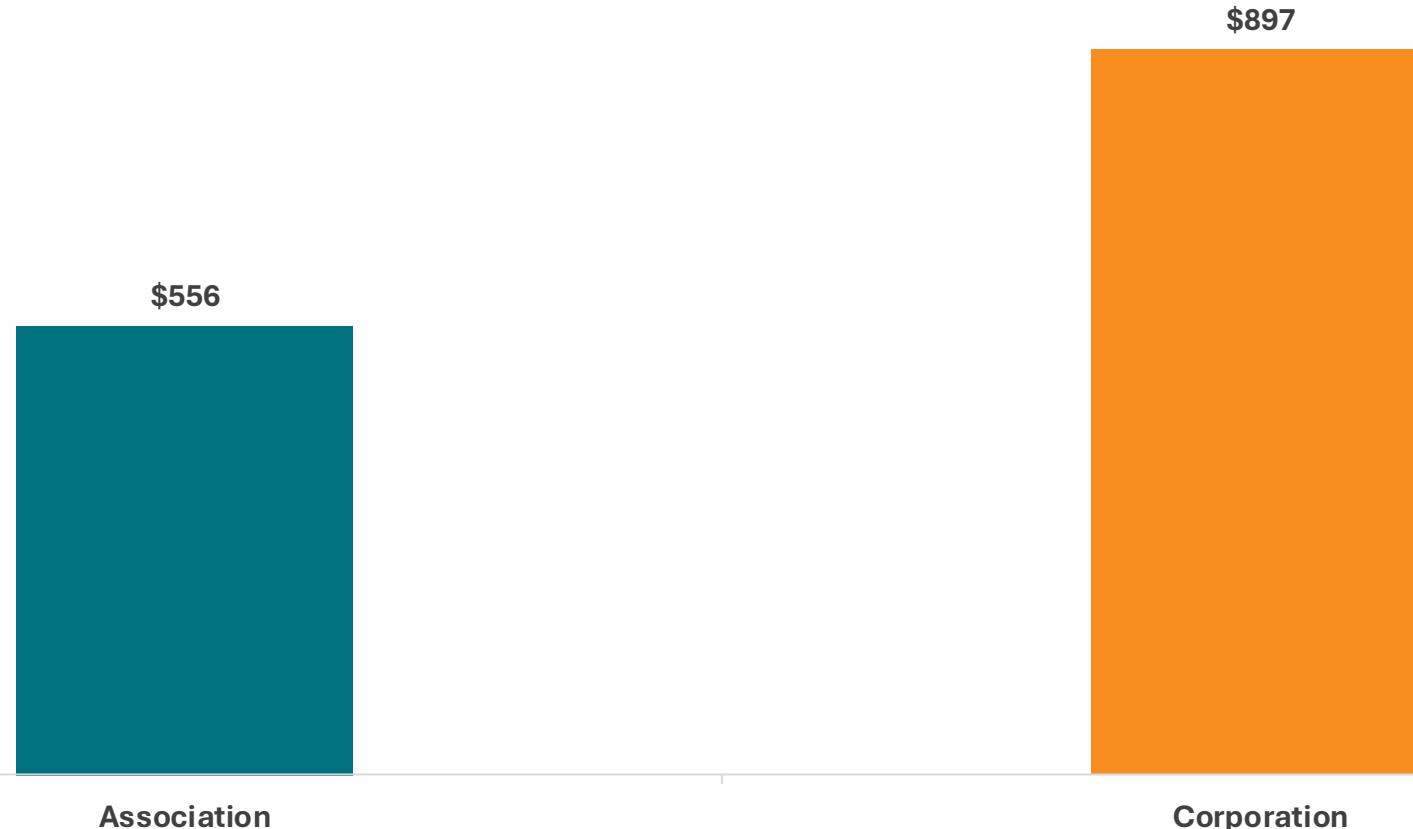
DID 2023-2024 RECEIPTS INCREASE OR DECREASE FROM THE 2021-2022 ELECTION CYCLE?



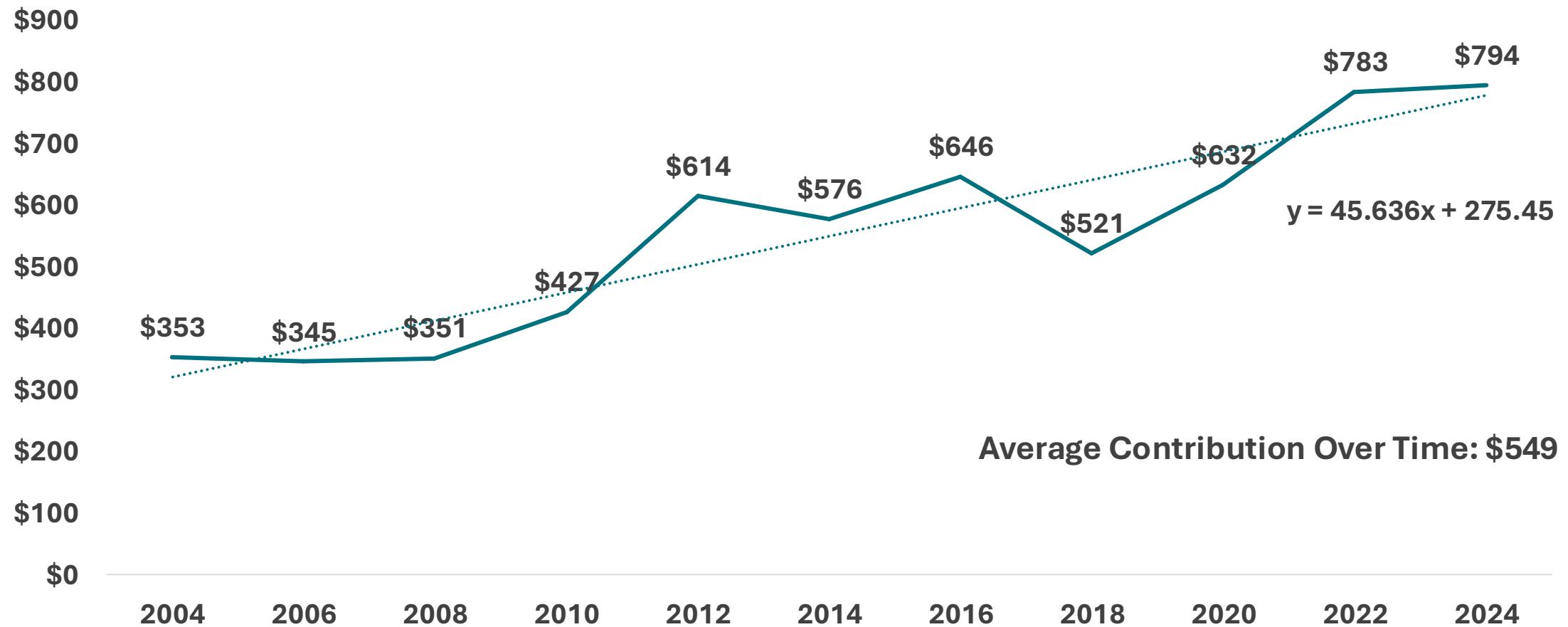
DID 2023-2024 RECEIPTS INCREASE OR DECREASE FROM THE 2021-2022 ELECTION CYCLE?



WHAT WAS THE AVERAGE ANNUAL INDIVIDUAL CONTRIBUTION YOUR FEDERAL PAC RECEIVED FROM MEMBERS/EMPLOYEES?



AVERAGE ANNUAL CONTRIBUTION TREND

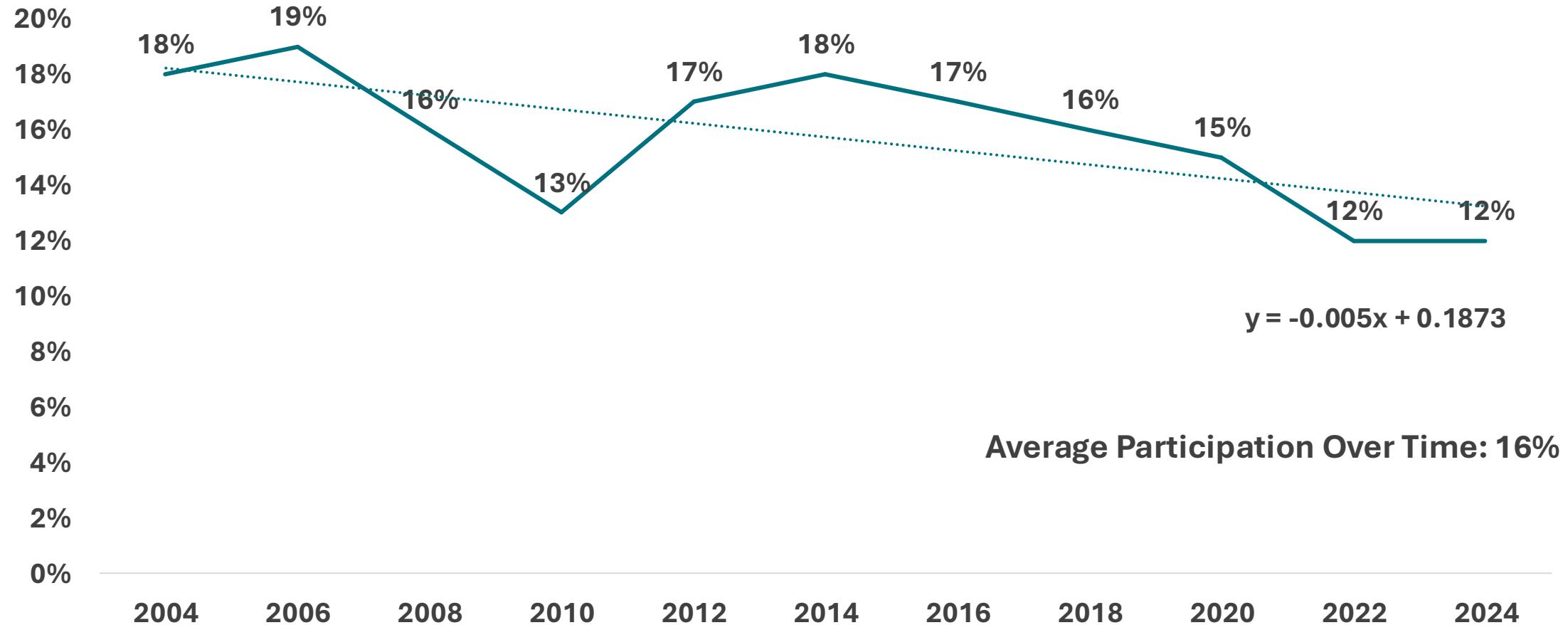


ABOUT WHAT PERCENT OF YOUR MEMBERS/EMPLOYEES CONTRIBUTED TO YOUR FEDERAL PAC IN THE 2024 CYCLE?





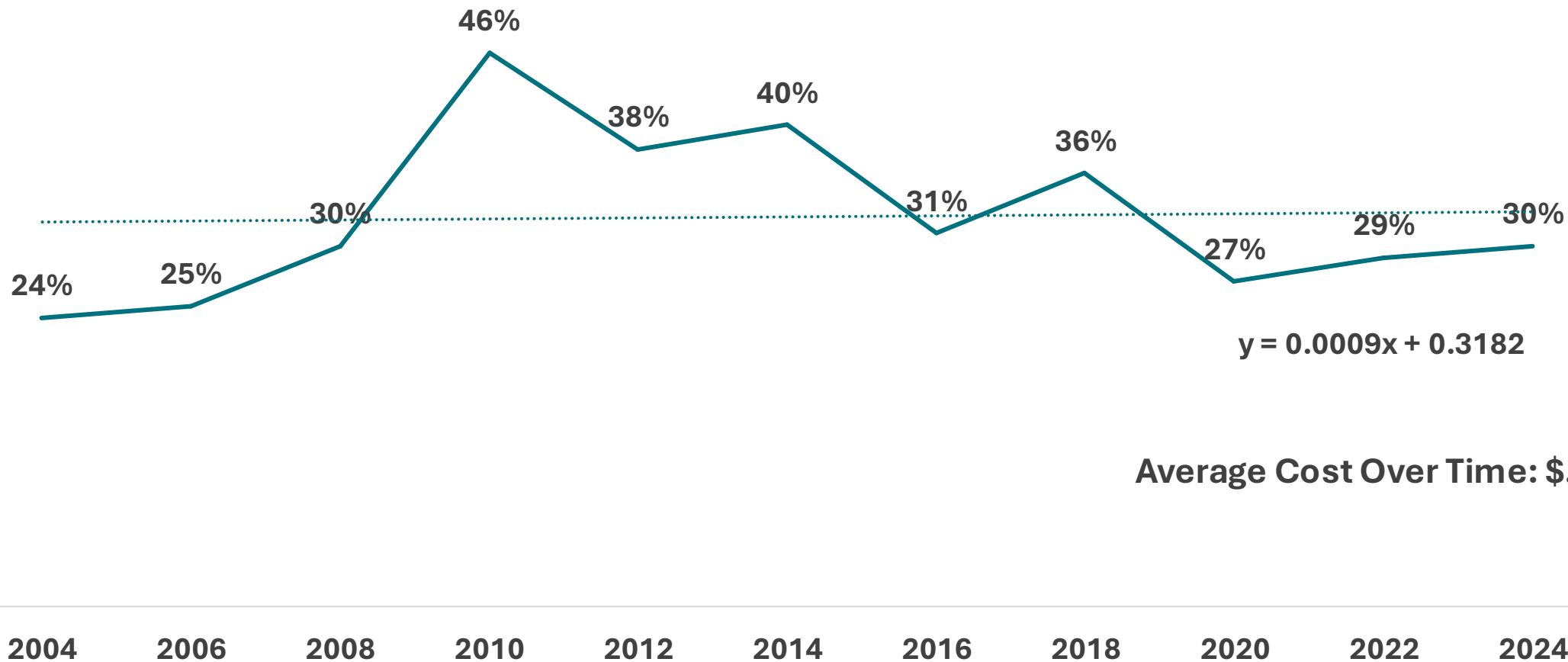
AVERAGE ANNUAL PARTICIPATION TREND



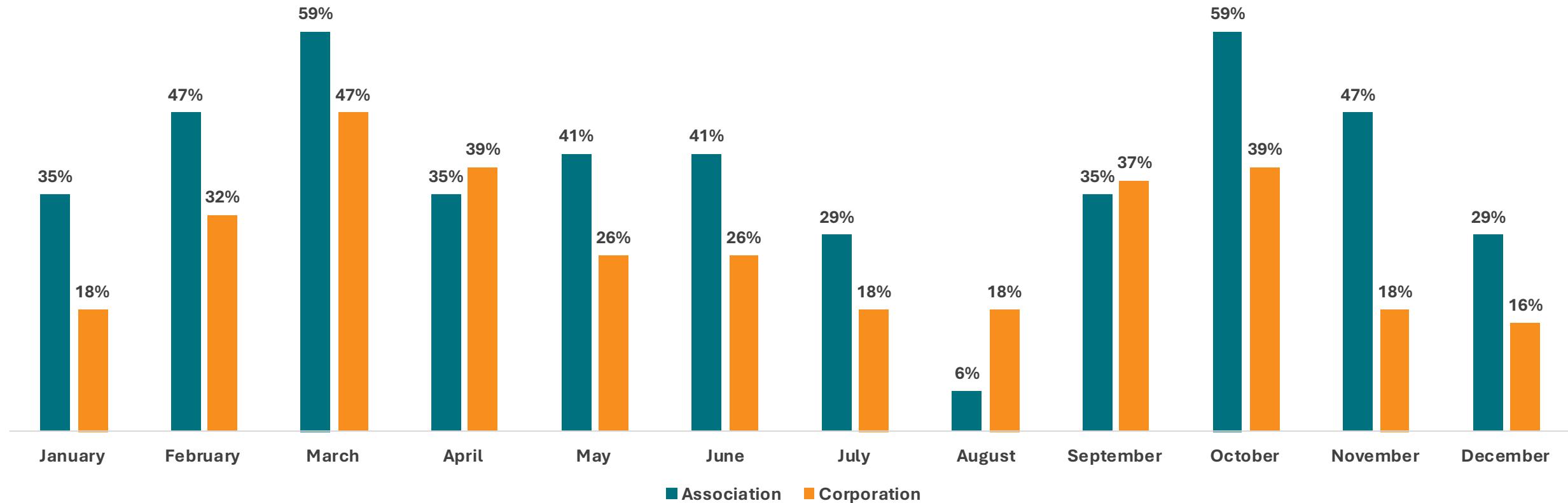
WHAT WAS THE AVERAGE COST PER DOLLAR RAISED FOR YOUR PAC OPERATION?



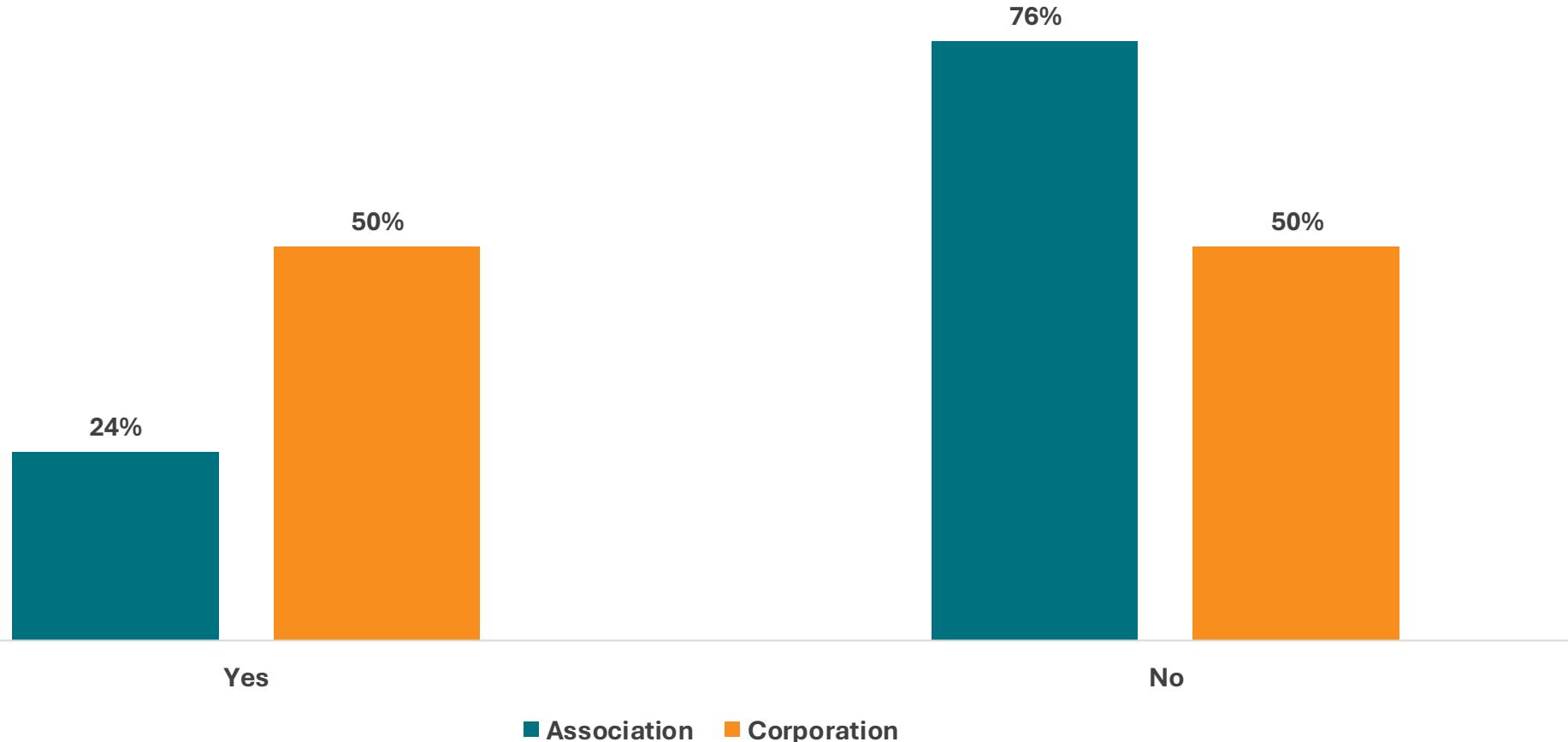
AVERAGE COST PER DOLLAR RAISED TREND



WHAT MONTHS DO YOU RAISE THE MAJORITY OF YOUR FUNDS DURING THE YEAR?



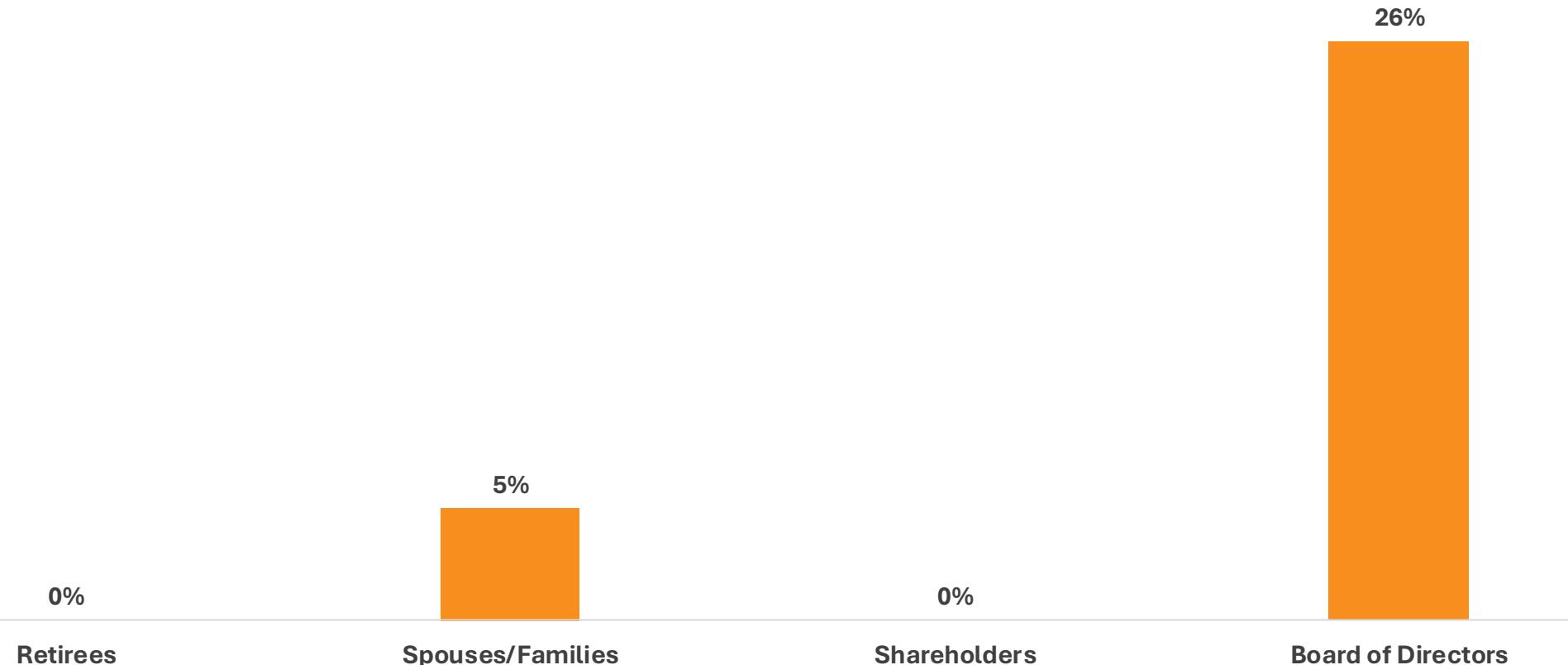
DOES YOUR ORGANIZATION PROVIDE PAC CHARITABLE MATCH AS AN INCENTIVE FOR DONORS TO PARTICIPATE?



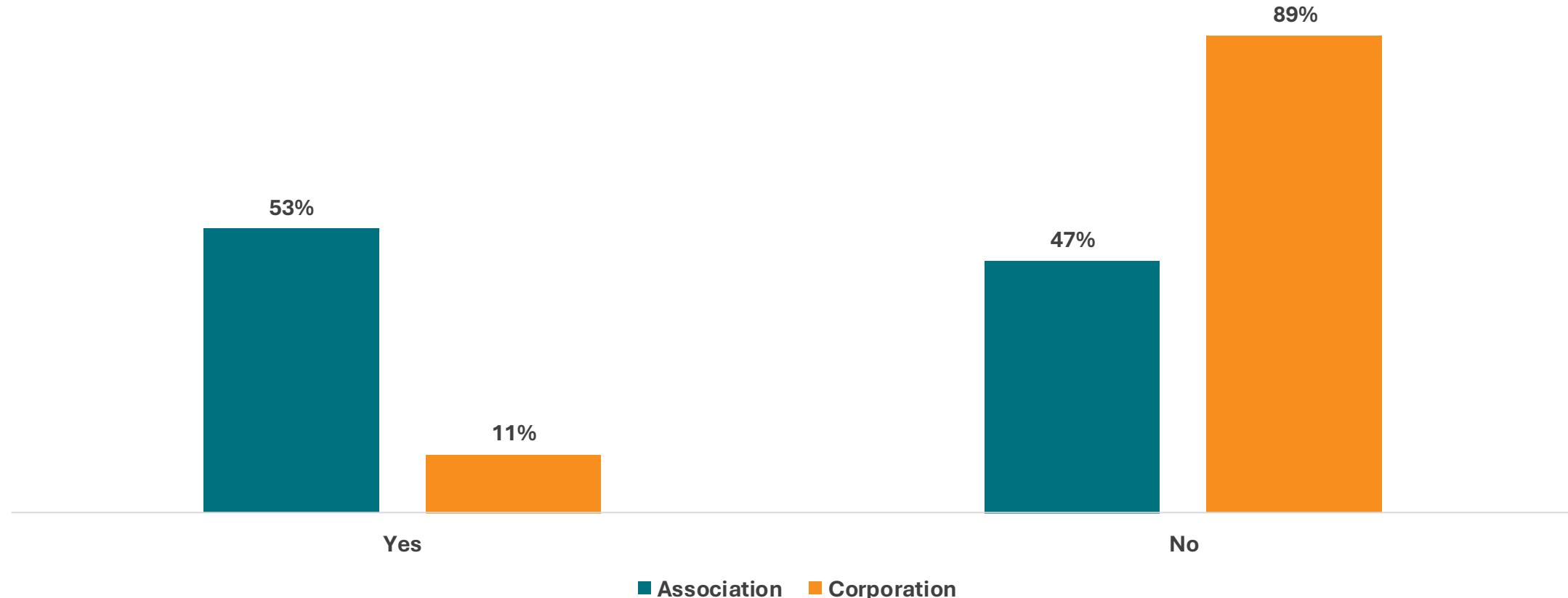
WHAT IS THE RATIO OF THE MATCH OF THE DONOR'S CONTRIBUTION TO THE CHARITY?



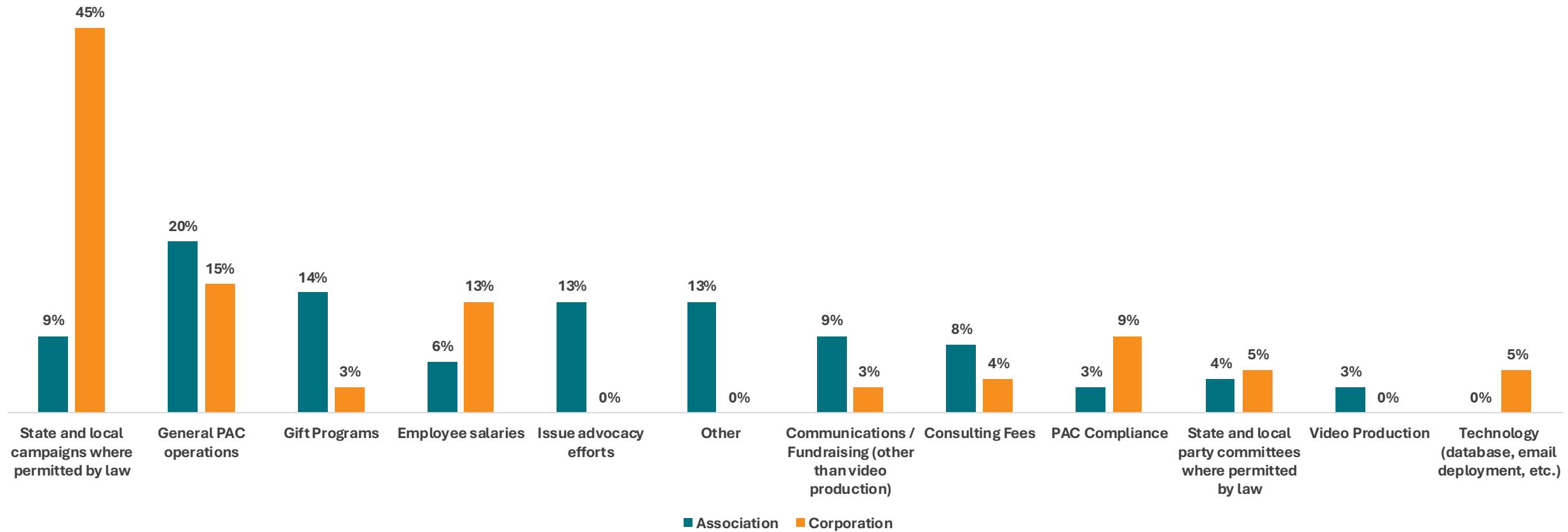
IN ADDITION TO SOLICITING ELIGIBLE EMPLOYEES, DOES YOUR COMPANY ALSO SOLICIT ANY OF THE FOLLOWING:



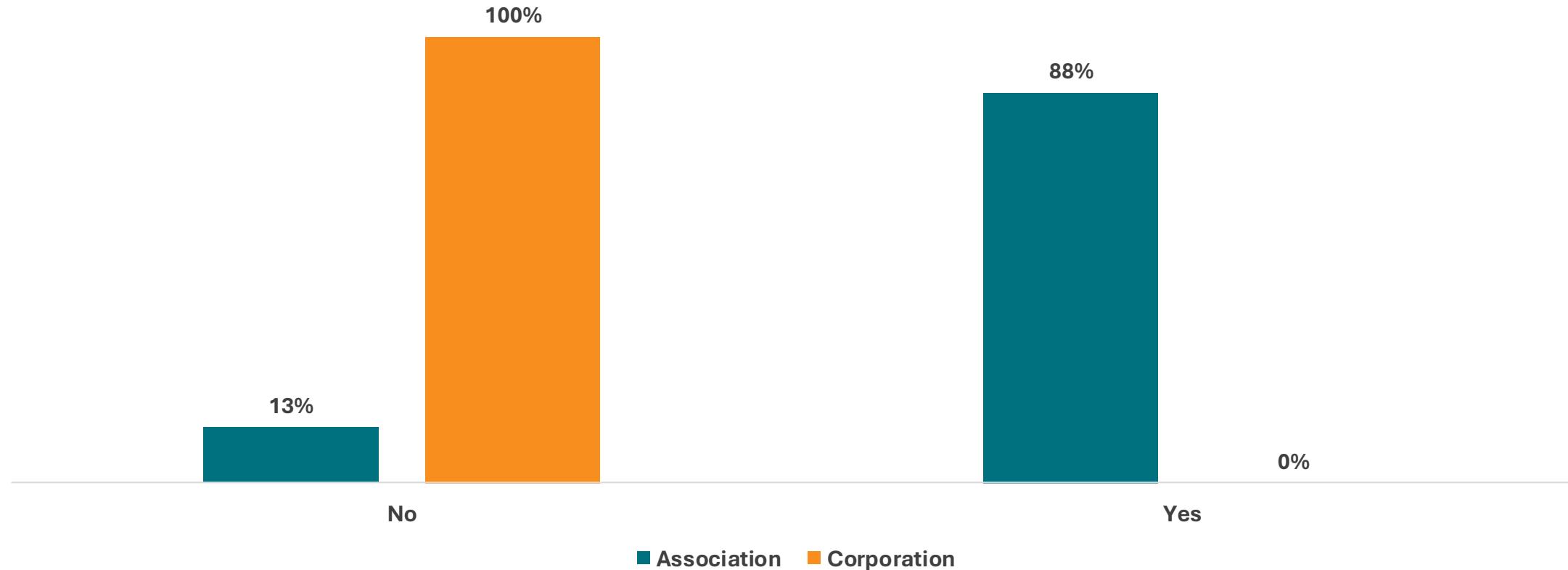
DO YOU MAINTAIN A SOFT DOLLAR ACCOUNT FOR USE IN POLITICAL ACTIVITIES?



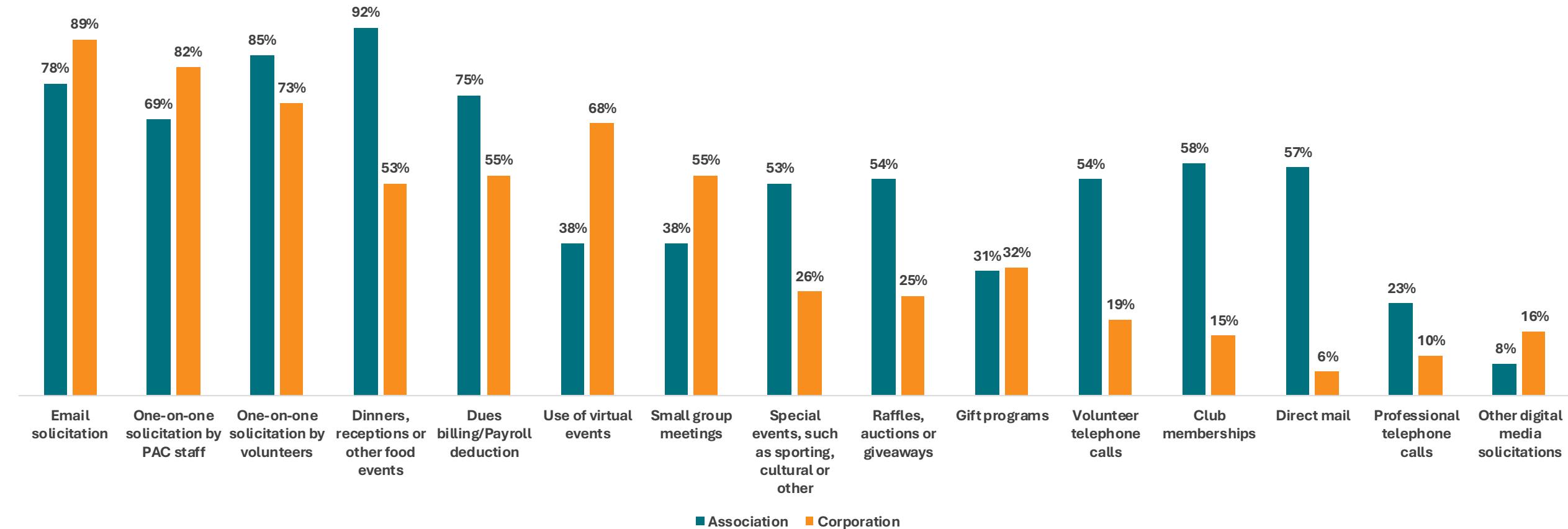
WHAT PERCENTAGE OF THESE SOFT DOLLAR FUNDS SUPPORT THE FOLLOWING EXPENDITURES?



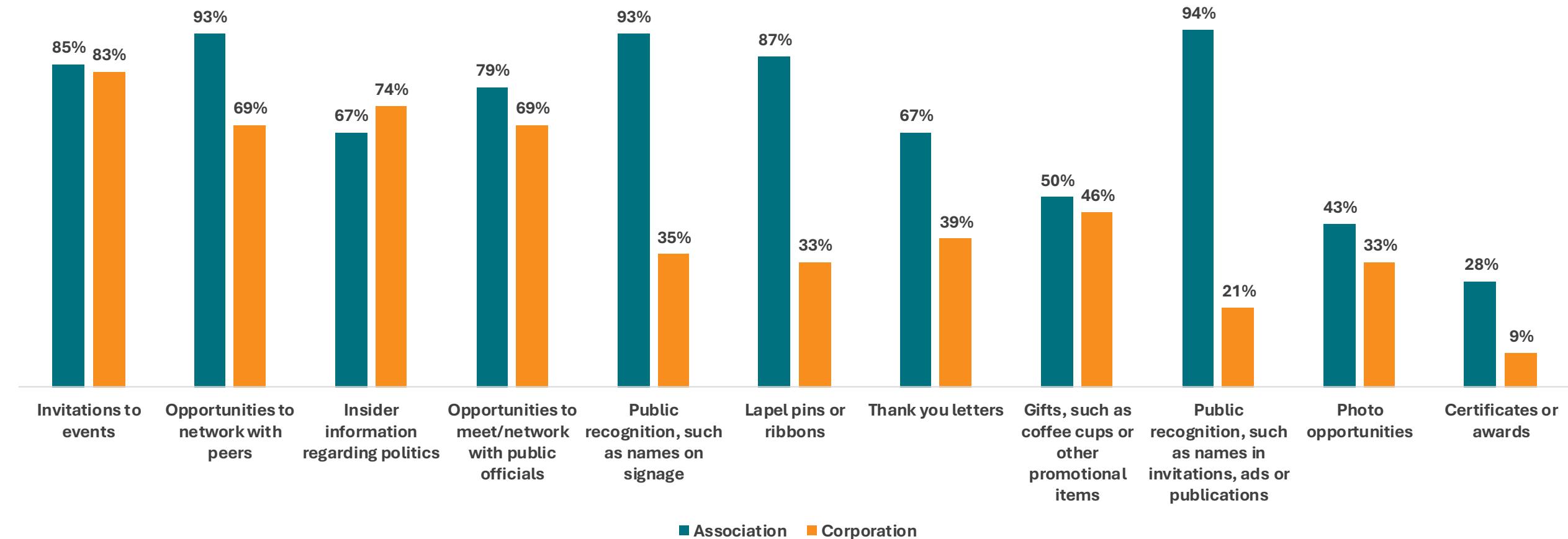
DO YOU SOLICIT FUNDS FOR YOUR SOFT DOLLAR ACCOUNT?



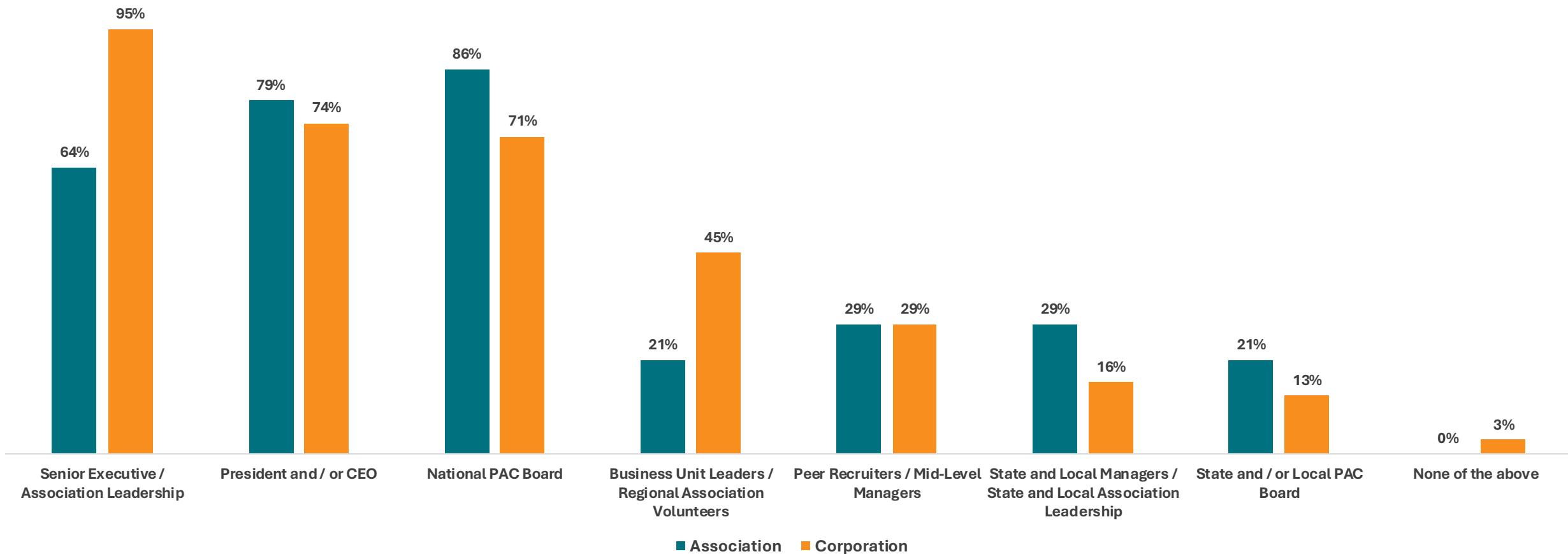
BASED ON YOUR EXPERIENCE, PLEASE TELL US HOW EFFECTIVE YOU BELIEVE EACH OF THE FOLLOWING METHODS ARE IN RAISING FUNDS.



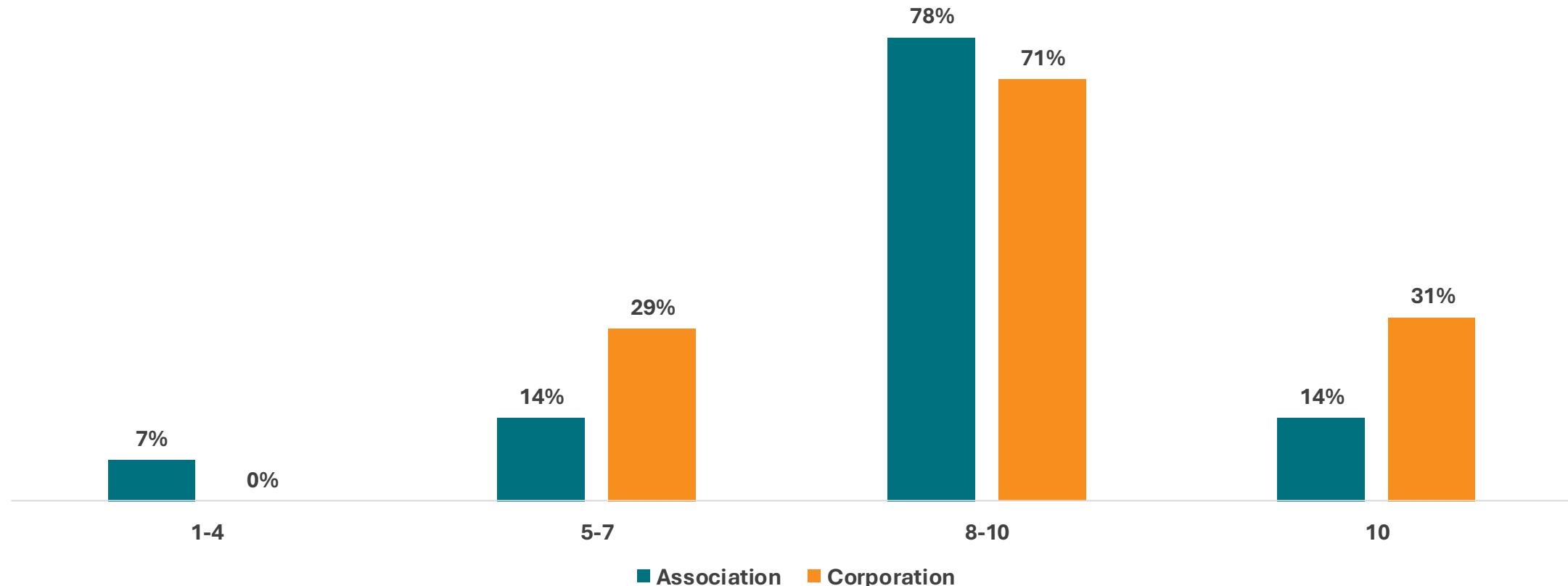
IN YOUR EXPERIENCE WITH FUNDRAISING EFFORTS, WHAT TYPES OF RECOGNITION OR BENEFITS DO YOU BELIEVE ARE MOST EFFECTIVE AMONG DONORS?



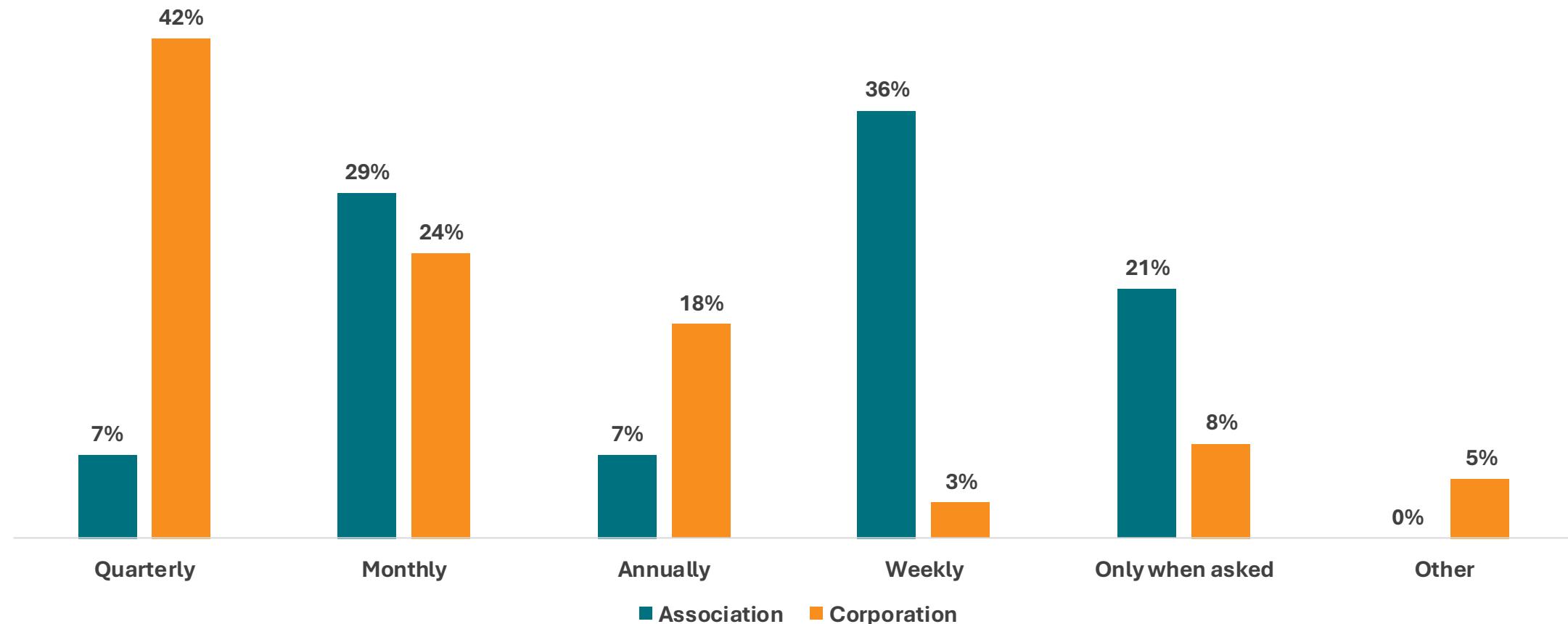
WITHIN YOUR ORGANIZATION, WHICH OF THE FOLLOWING DIRECTLY PARTICIPATE IN SOLICITING PAC FUNDS?



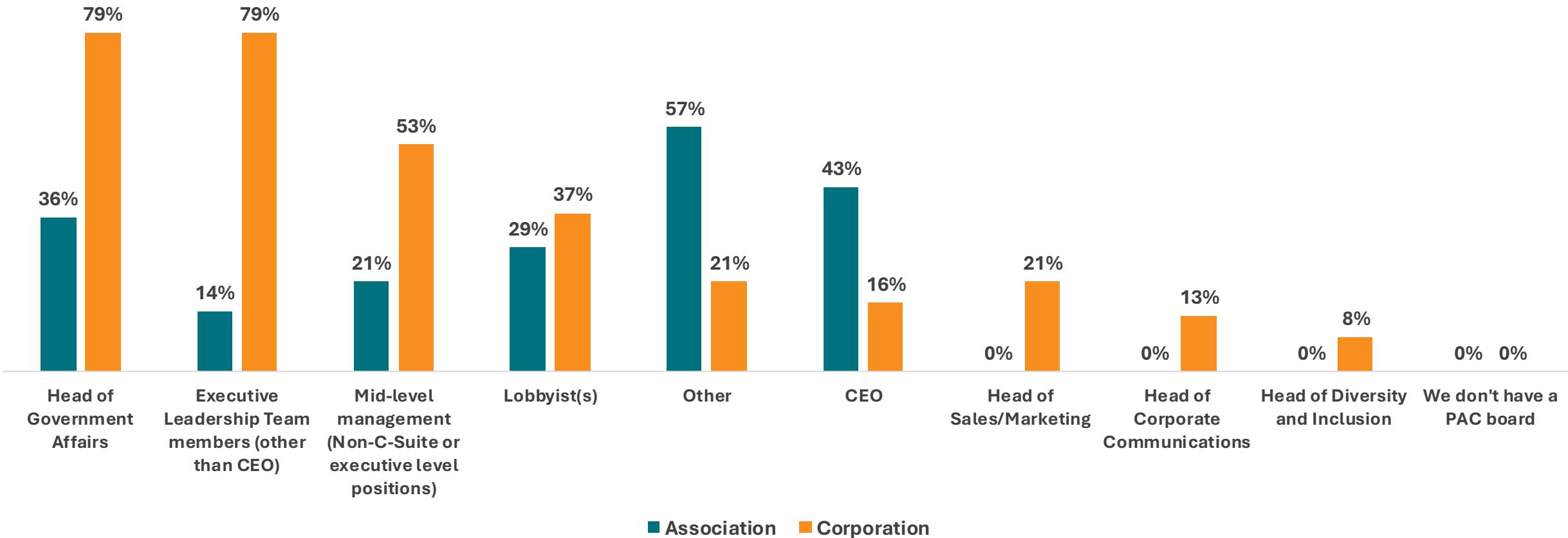
HOW WOULD YOU RATE YOUR EXECUTIVE LEADERSHIP TEAM'S UNDERSTANDING AND SUPPORT OF THE PAC'S EFFORTS AND CORE MISSION?



HOW OFTEN DOES A SENIOR MEMBER OF THE GOVERNMENT AFFAIRS TEAM DIRECTLY DISCUSS THE EFFORTS OF THE PAC WITH SENIOR OFFICERS OF THE ORGANIZATION?



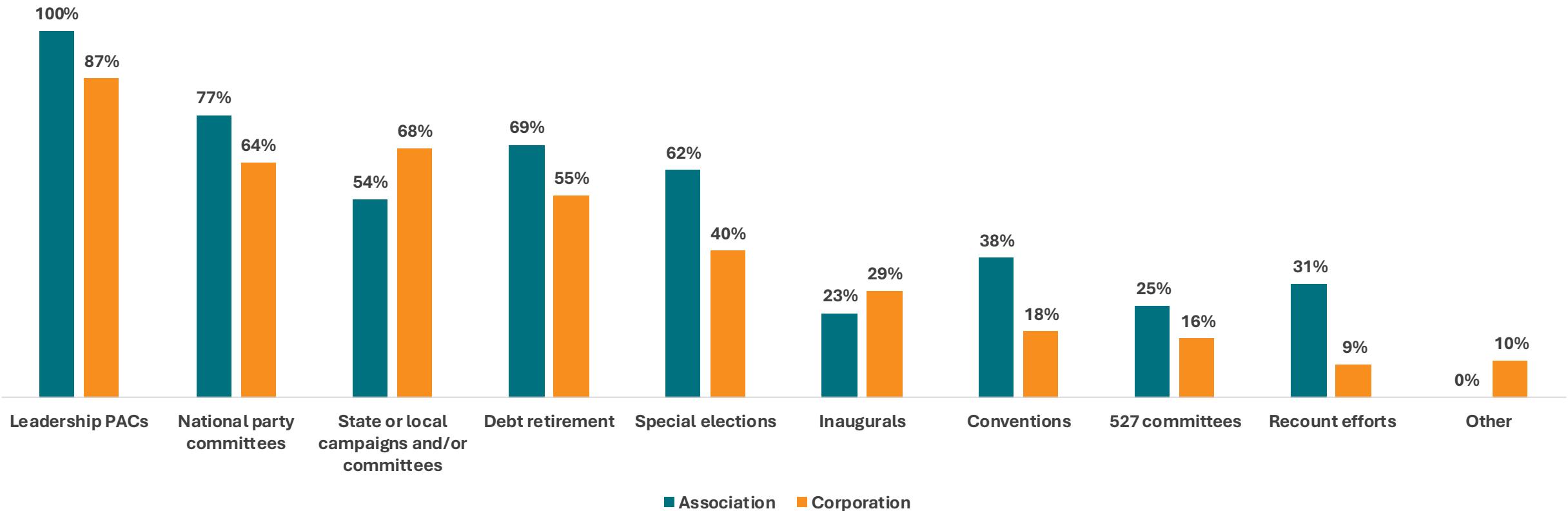
WHAT IS YOUR PAC BOARD COMPOSITION?



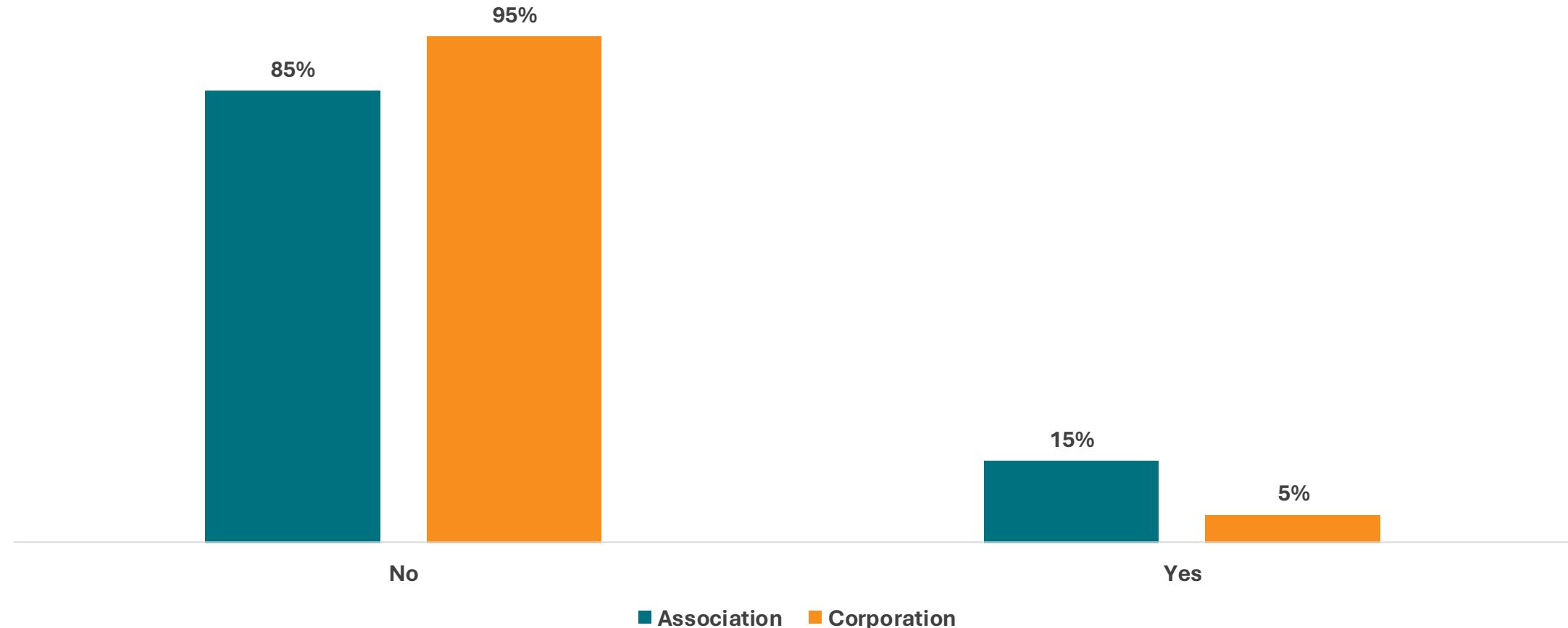
DISBURSEMENTS



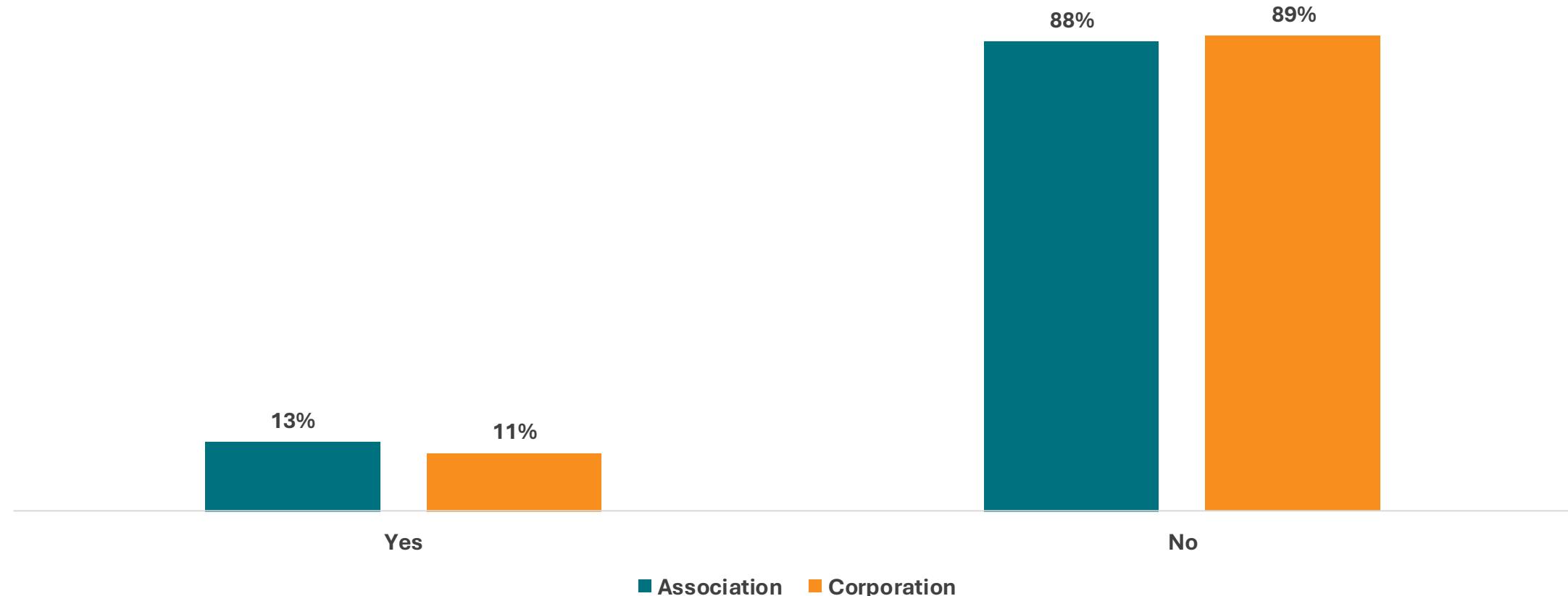
DID YOUR ORGANIZATION GIVE TO ANY OF THE FOLLOWING IN THE 2024 CYCLE?



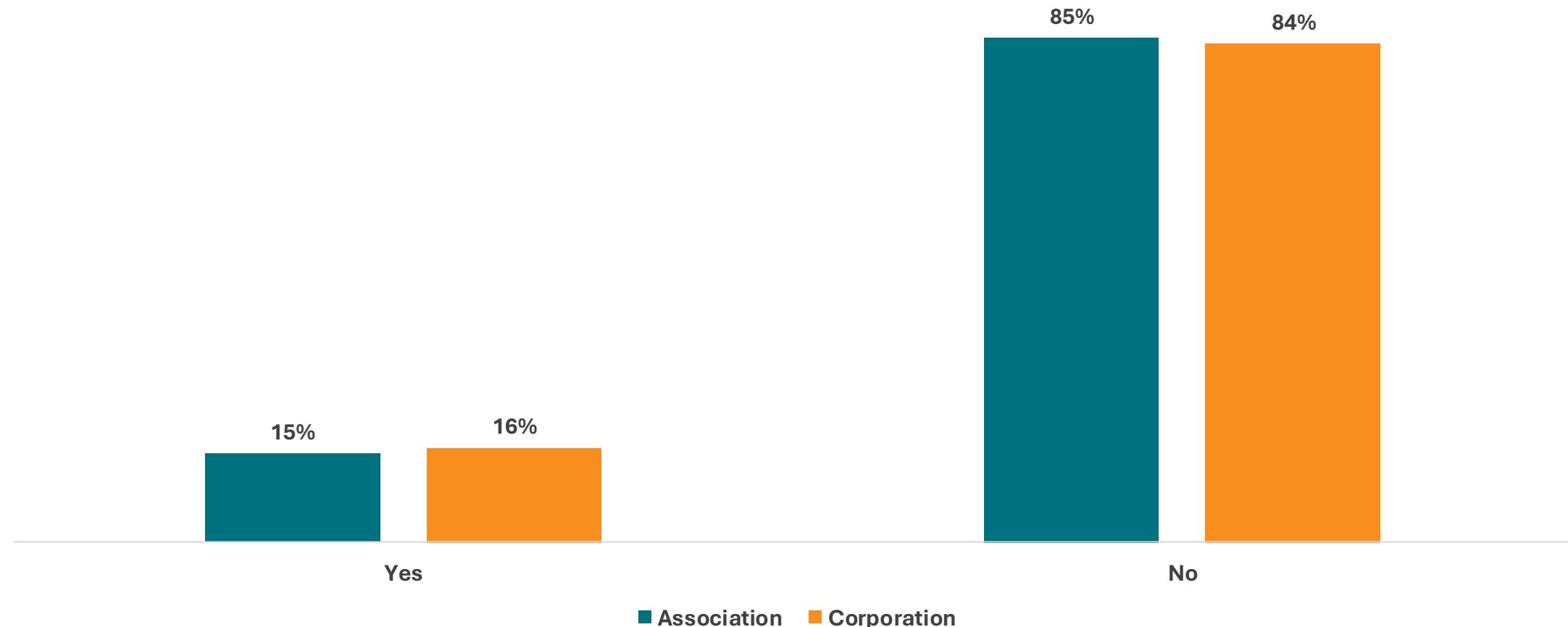
DID YOUR PAC ENGAGE IN IN-KIND FUNDRAISING ACTIVITIES FOR FEDERAL CANDIDATES IN 2024?



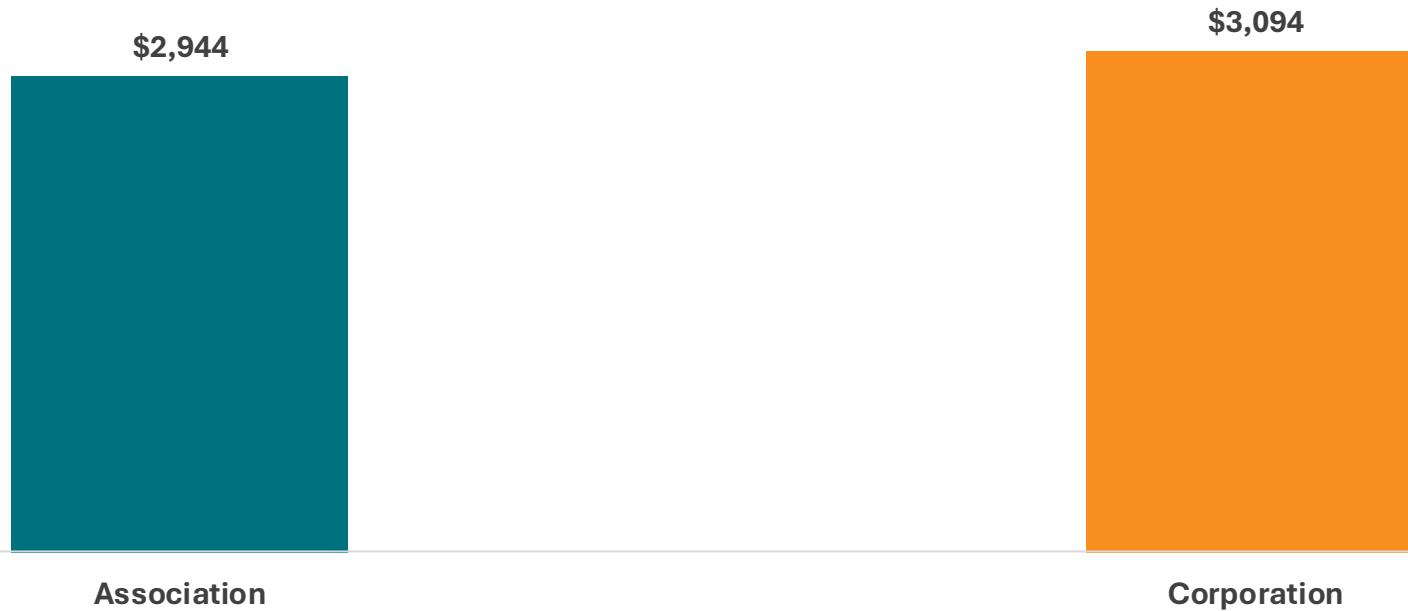
DOES YOUR ORGANIZATION HAVE A FORMAL DIRECT GIVING PROGRAM WHEREBY MEMBERS/EMPLOYEES CAN MAKE DIRECT CONTRIBUTIONS TO CANDIDATES?



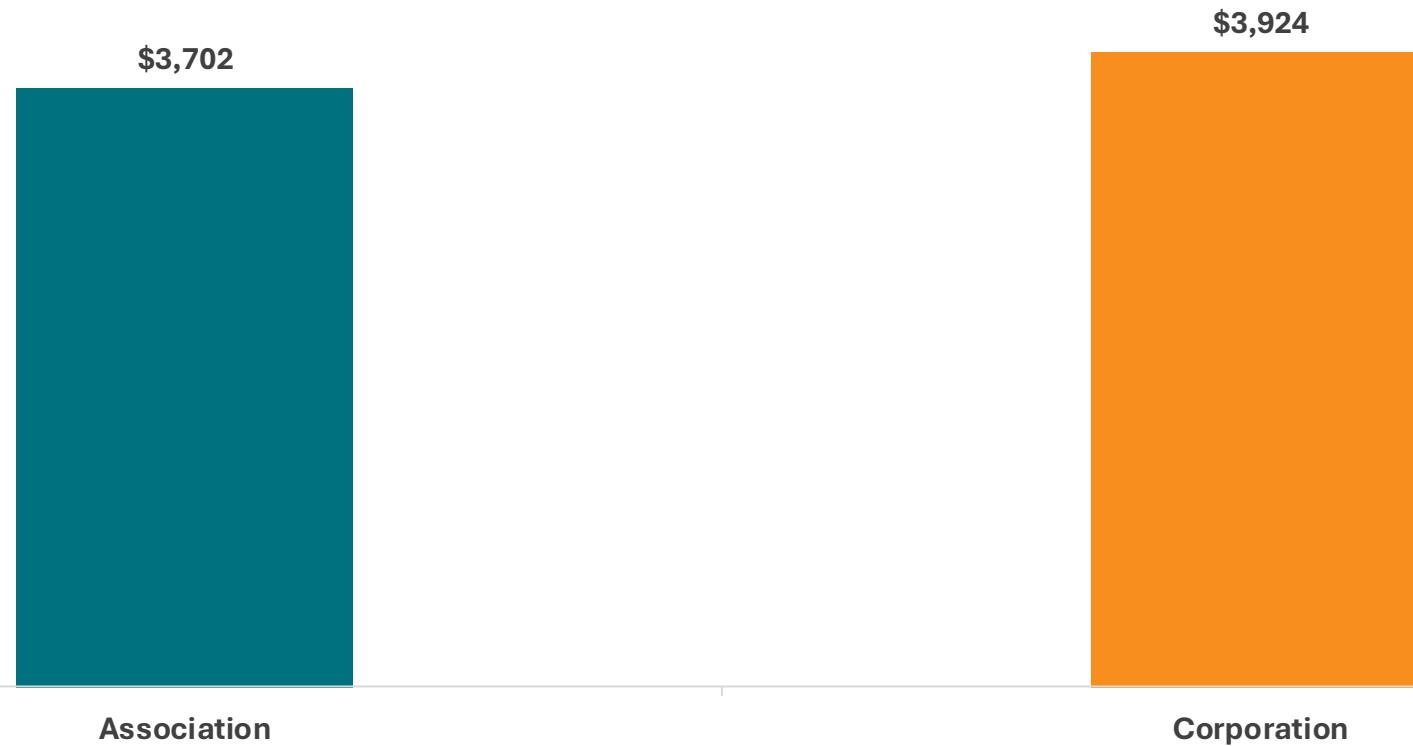
DOES YOUR ORGANIZATION ALLOW DONORS TO EARMARK THEIR CONTRIBUTIONS FOR A SPECIFIC POLITICAL PARTY?



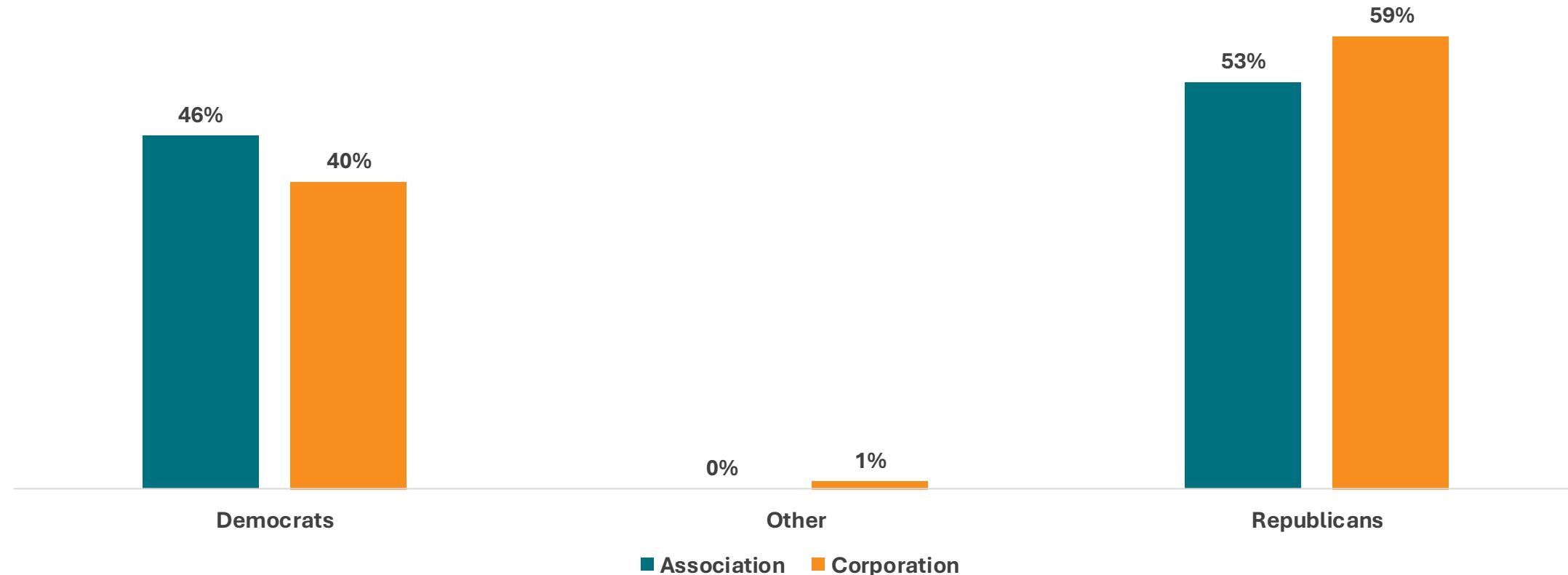
WHAT WAS THE AMOUNT OF YOUR AVERAGE CONTRIBUTION TO U.S. HOUSE CANDIDATES DURING THE LAST ELECTION?



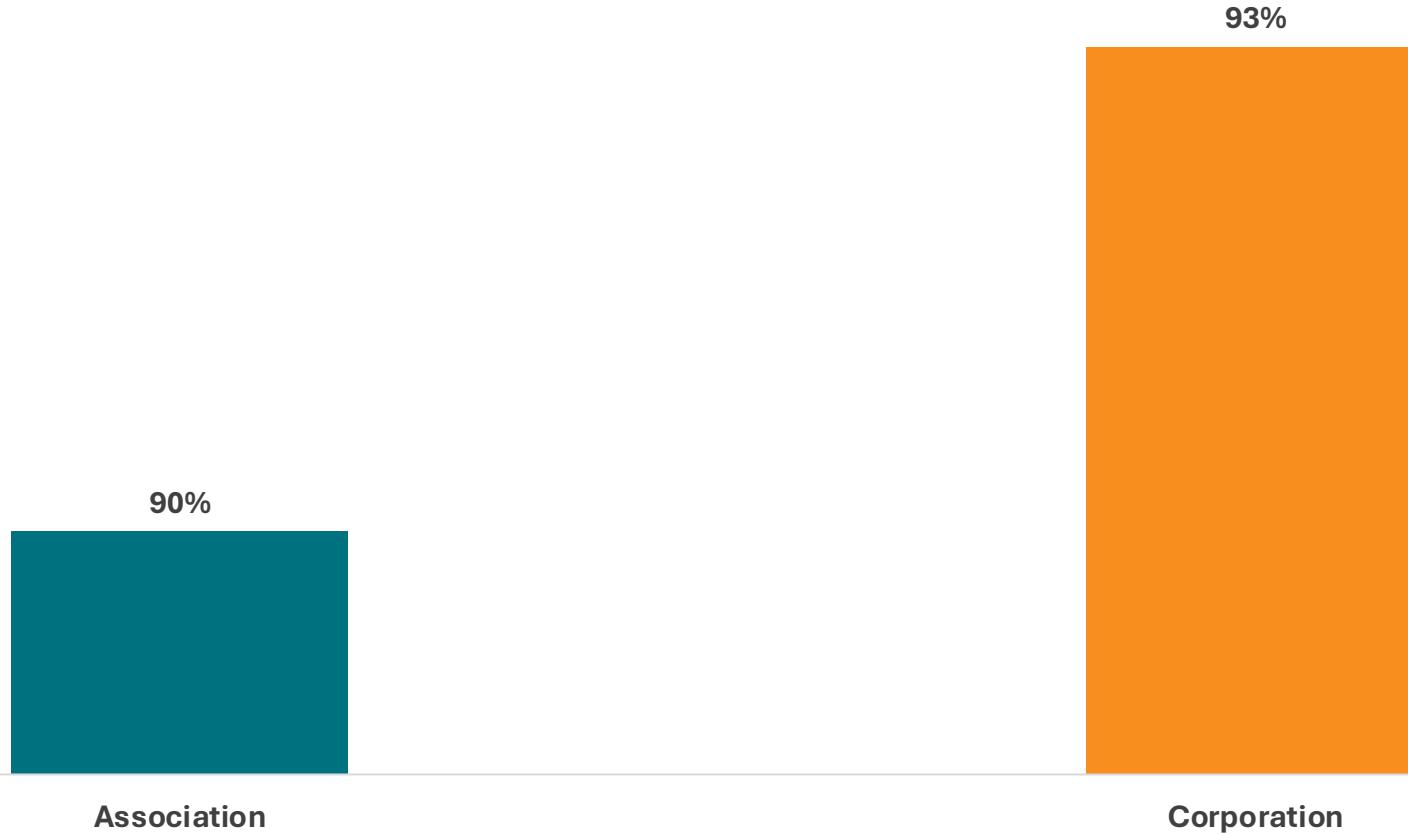
WHAT WAS THE AMOUNT OF YOUR AVERAGE CONTRIBUTION TO U.S. SENATE CANDIDATES DURING THE LAST ELECTION?



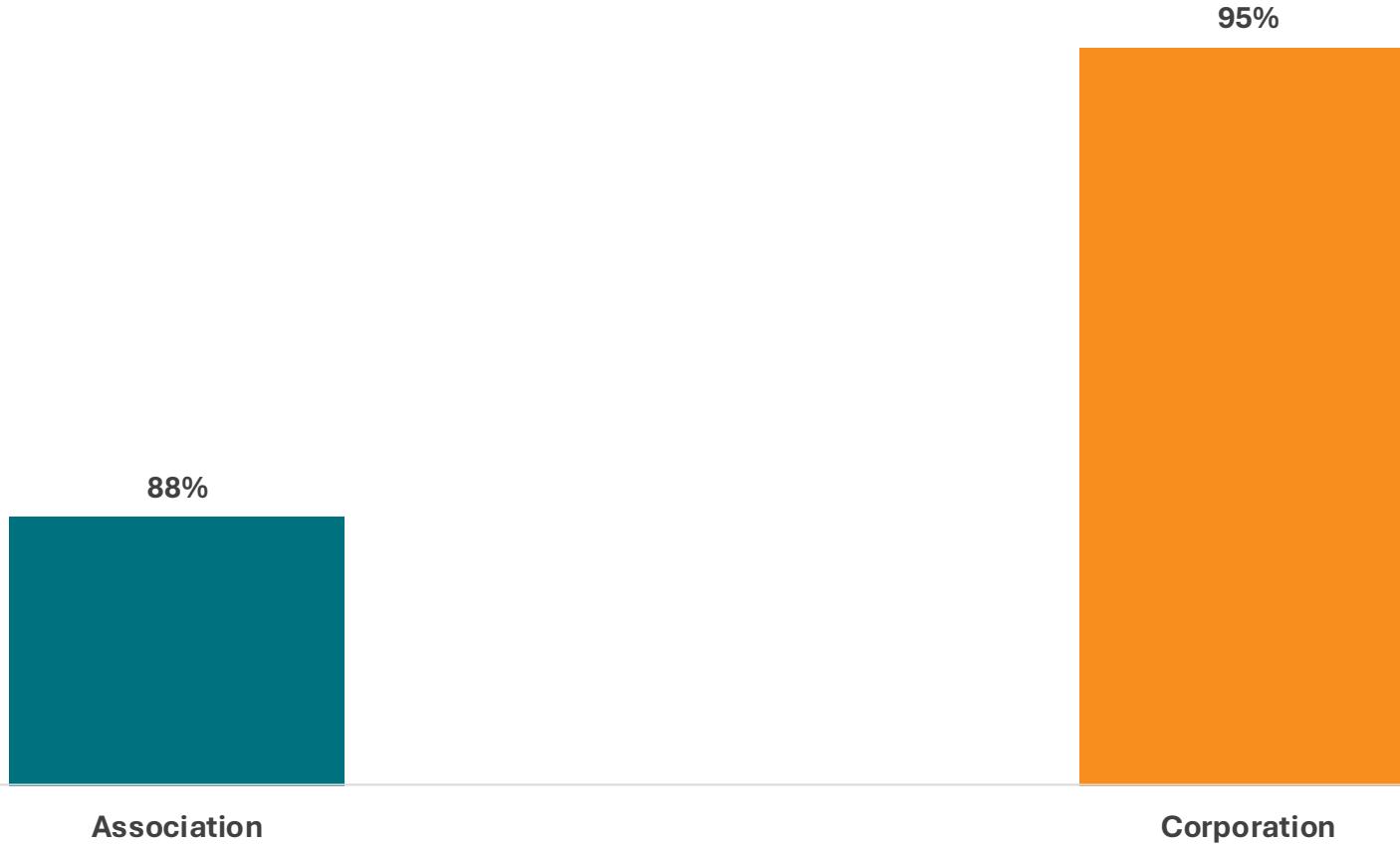
WHAT PERCENT OF YOUR DISBURSEMENTS WERE MADE TO ALL ORGANIZATIONS AND COMMITTEES THAT ALIGN WITH:



ABOUT WHAT PERCENT OF THE CANDIDATES YOU MADE DISBURSEMENTS TO WON THEIR ELECTION?



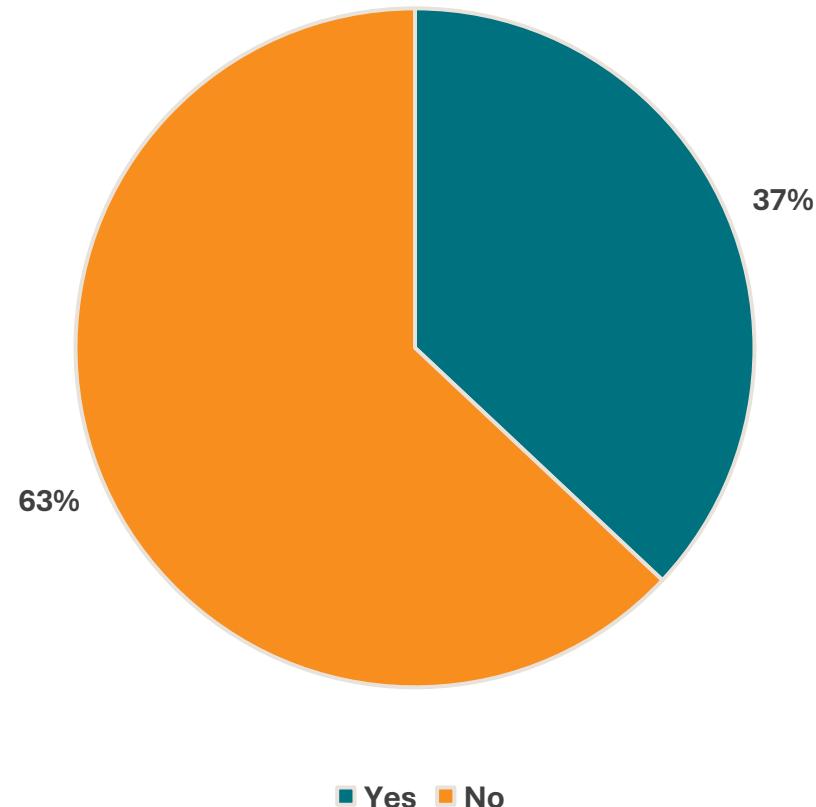
ABOUT WHAT PERCENT OF YOUR BUDGET WENT TO INCUMBENTS?



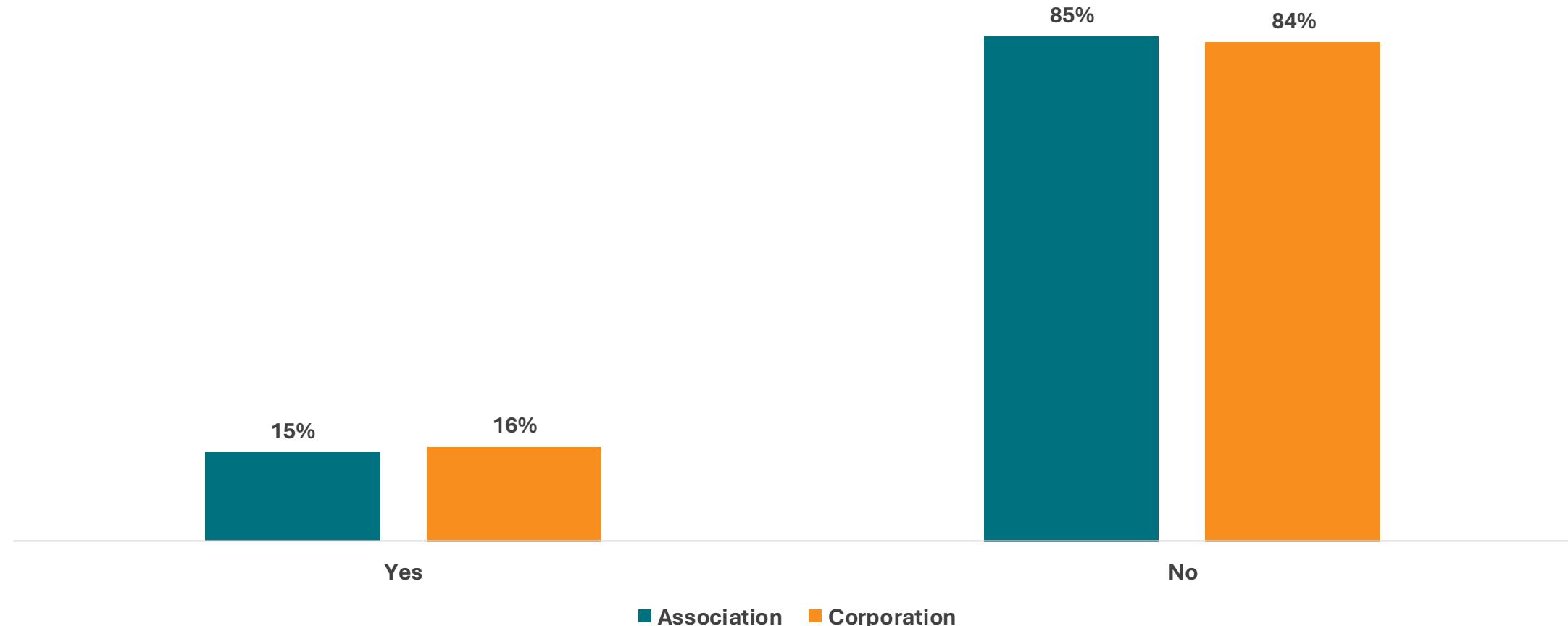
ABOUT WHAT PERCENT OF YOUR BUDGET WENT TO OPEN SEATS?



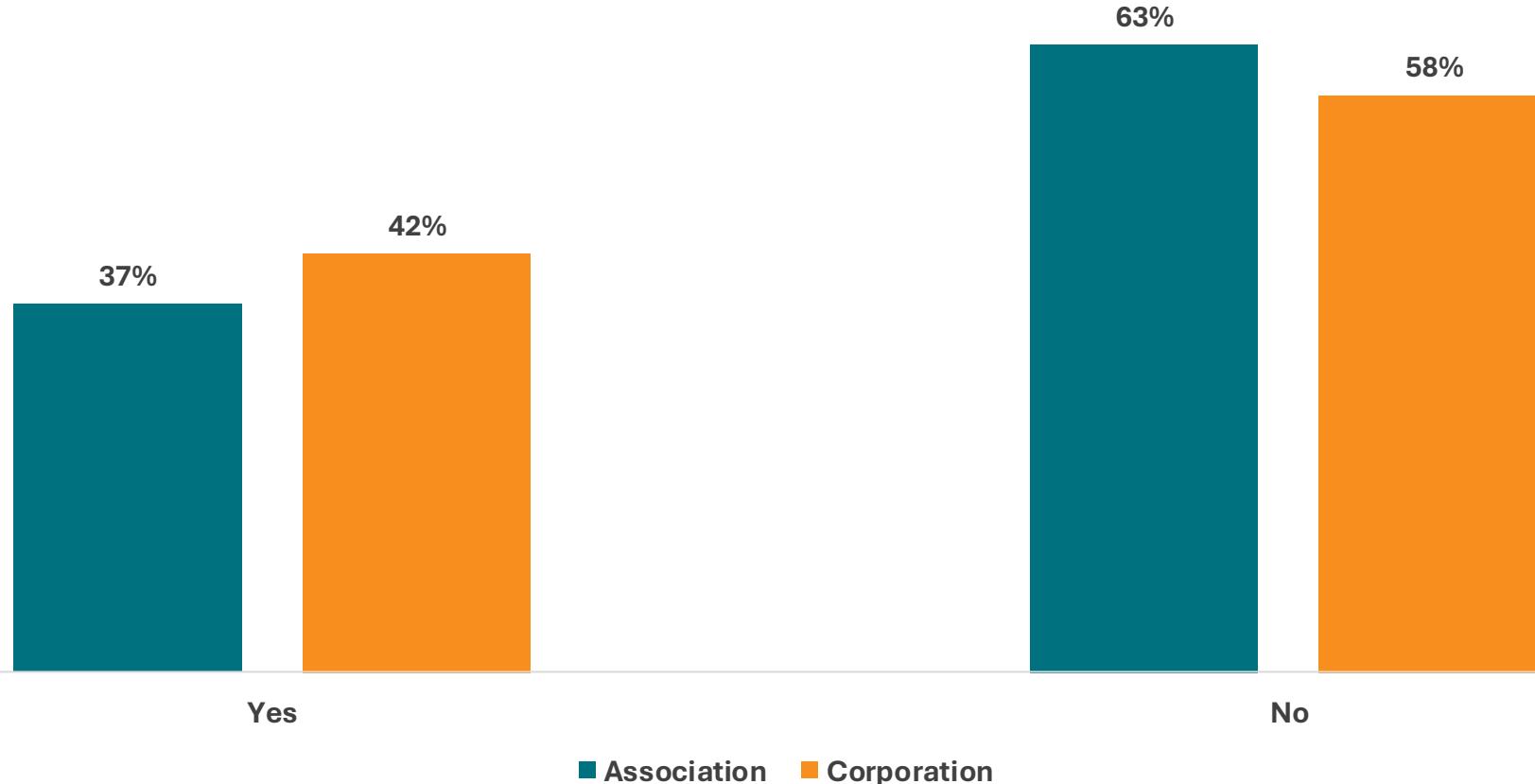
DOES YOUR COMPANY HAVE A RULE OR POLICY PROHIBITING CORPORATE POLITICAL EXPENDITURES?



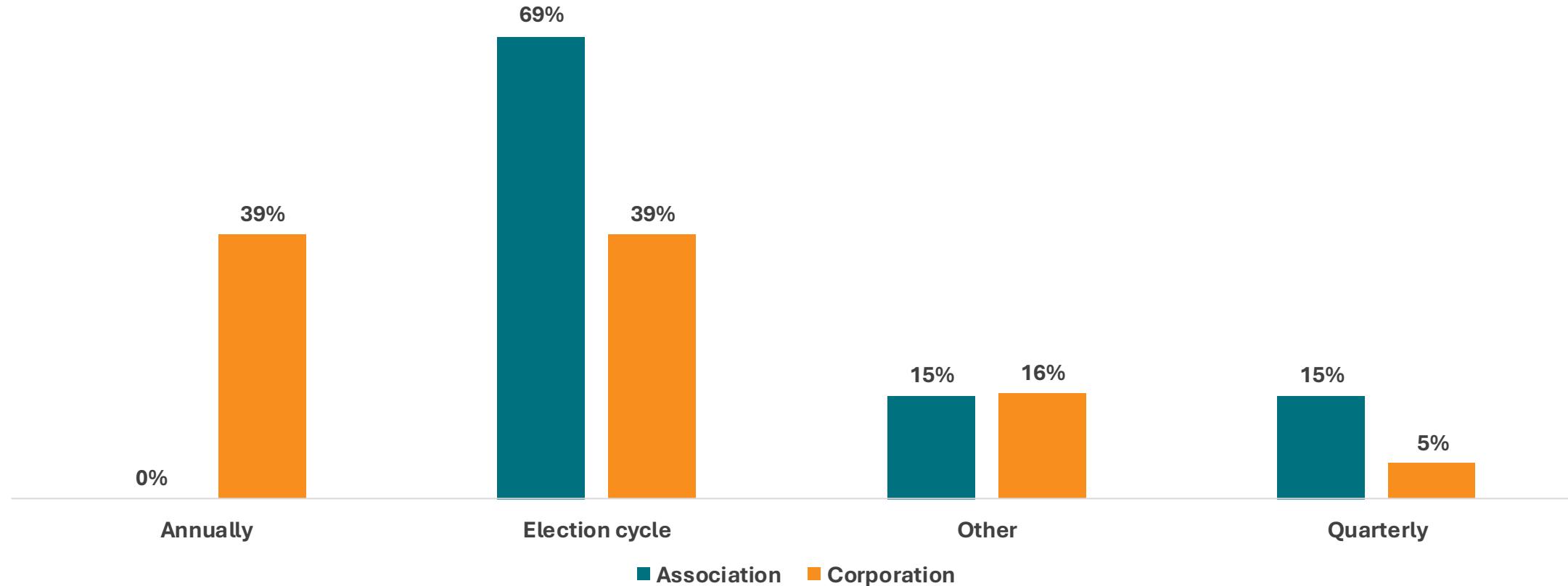
DOES YOUR ORGANIZATION HAVE A POLICY FOR ASKING FOR RETURNED CONTRIBUTIONS FROM CANDIDATES?



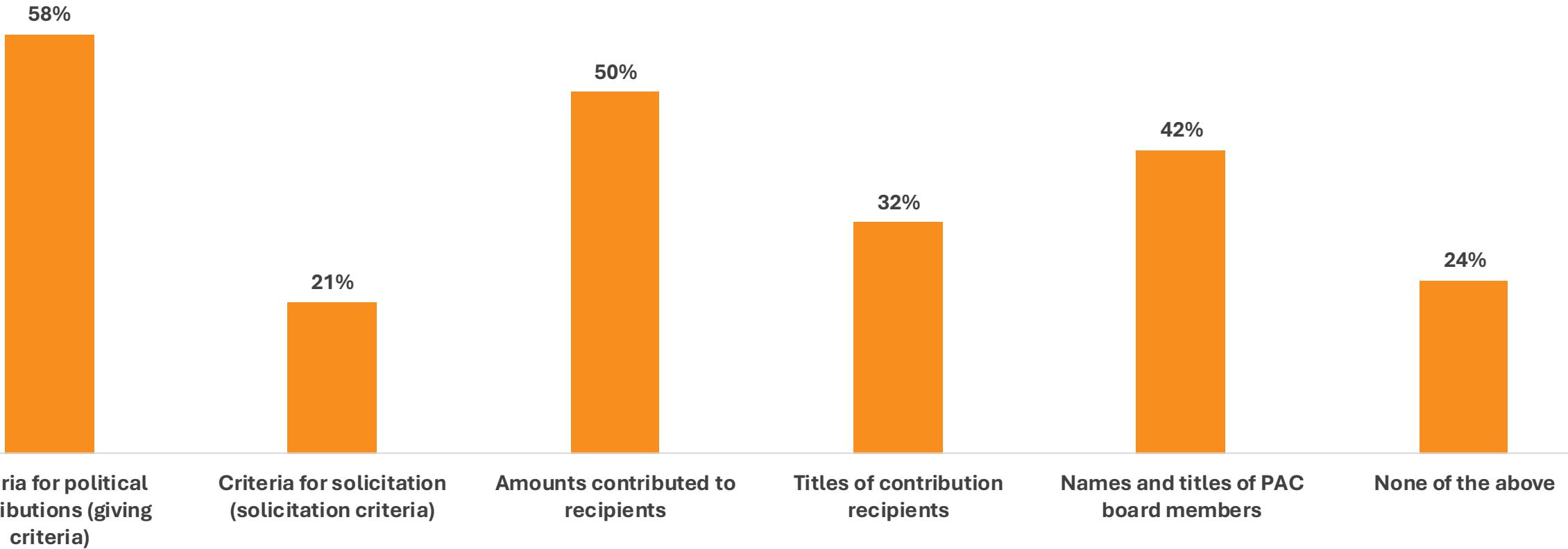
DID YOUR ORGANIZATION REALLOCATE ANY PLANNED DISBURSEMENTS TO CANDIDATES FOR OFFICE DUE TO ETHICS CONCERNs?



HOW FREQUENTLY DOES YOUR ORGANIZATION REVIEW YOUR GIVING CRITERIA?



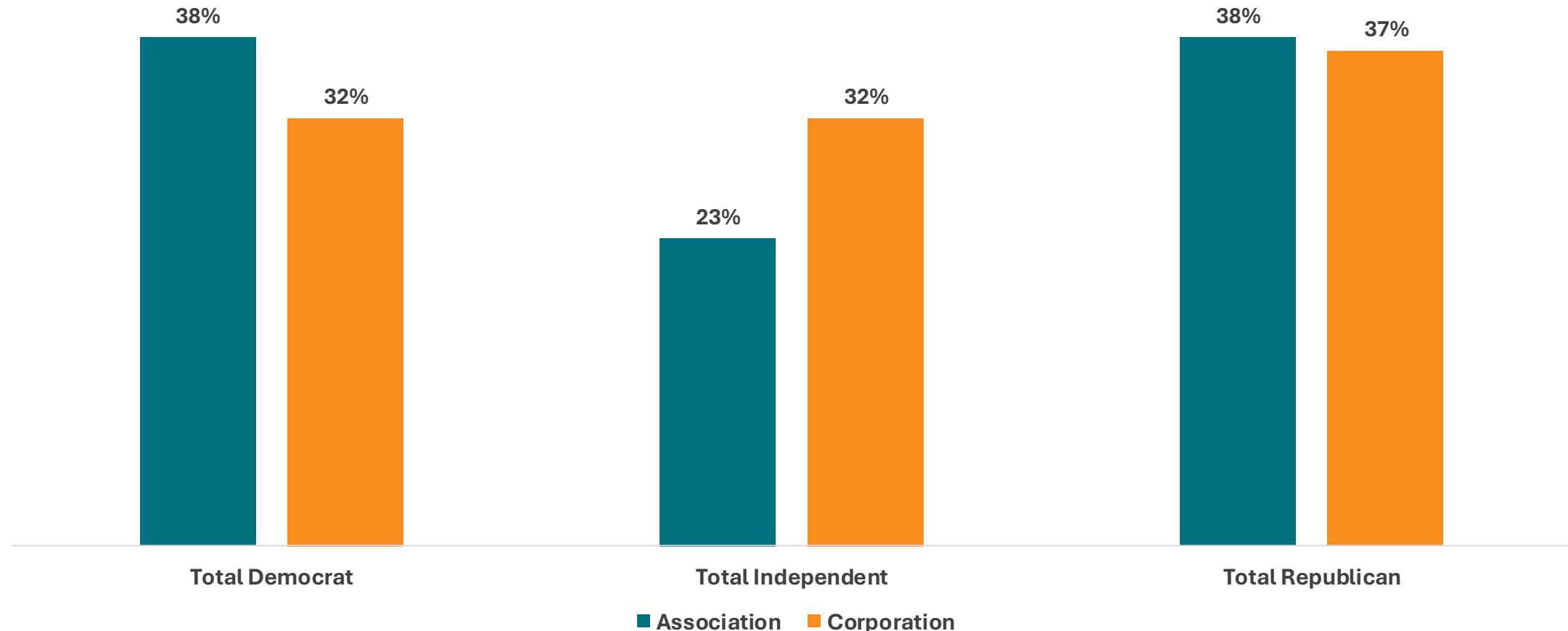
WHICH OF THE FOLLOWING ASPECTS OF YOUR PAC'S OPERATIONS ARE PUBLICLY DISCLOSED ON YOUR COMPANY'S WEBSITE?



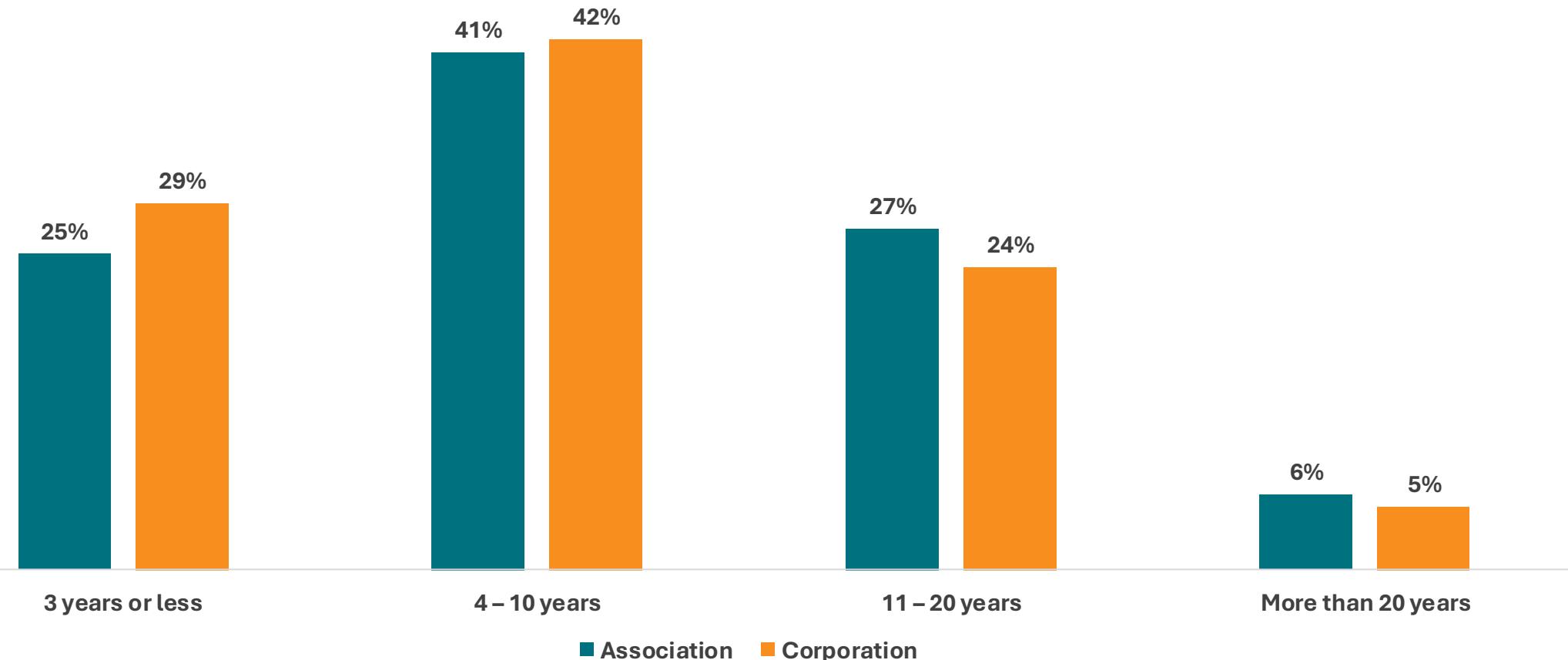
DEMOGRAPHICS



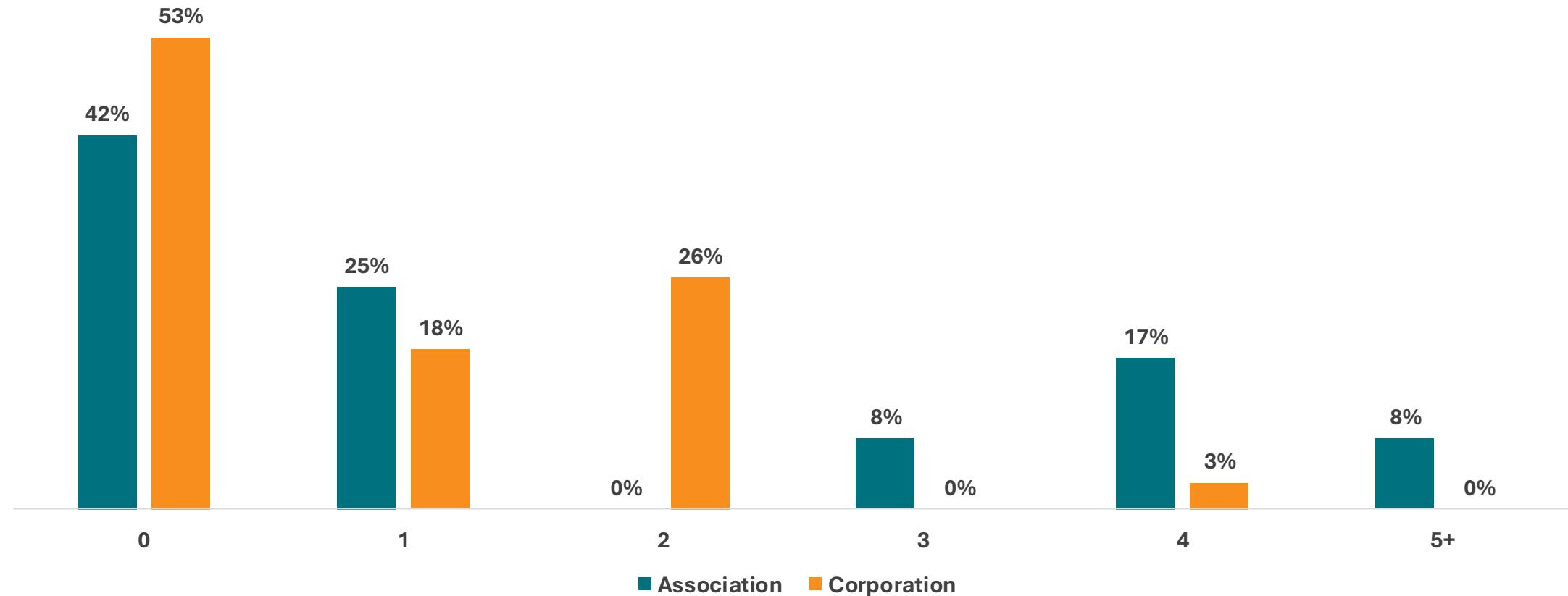
IN POLITICS TODAY, DO YOU CONSIDER YOURSELF A ...



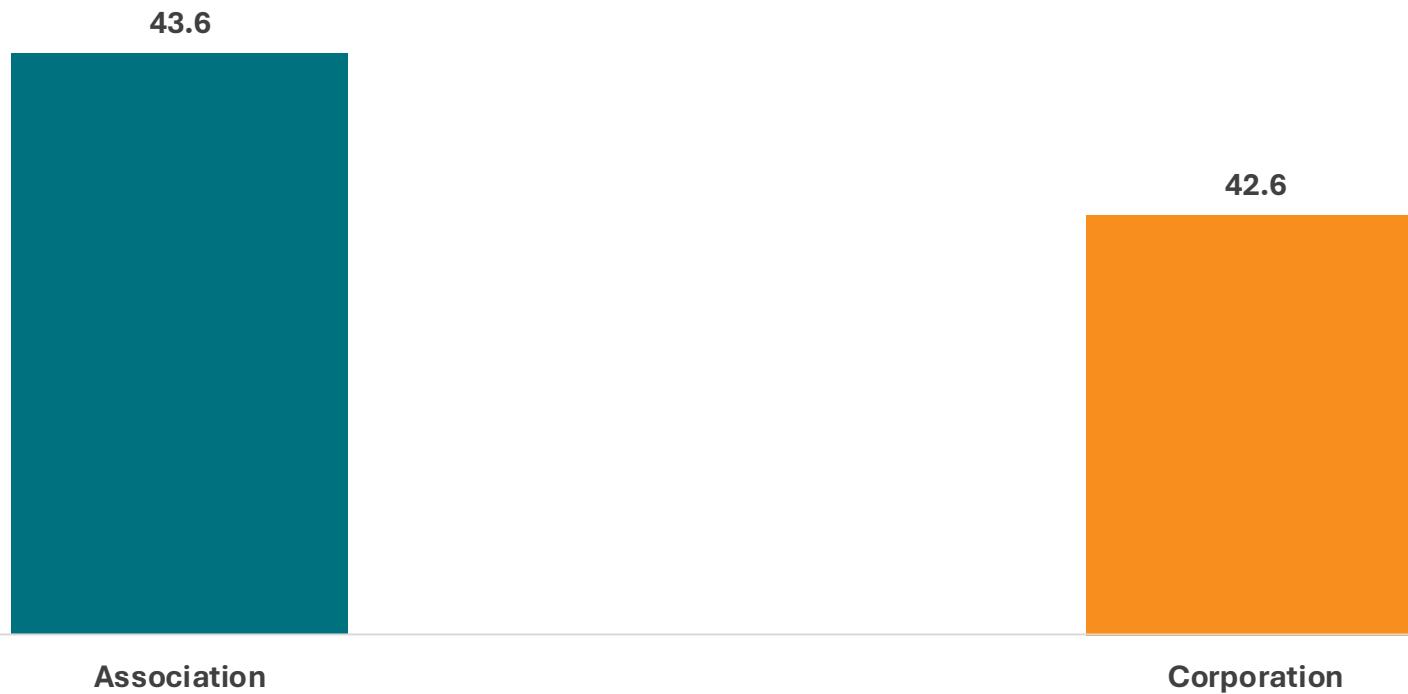
HOW MANY YEARS HAVE YOU BEEN IN YOUR CURRENT JOB?



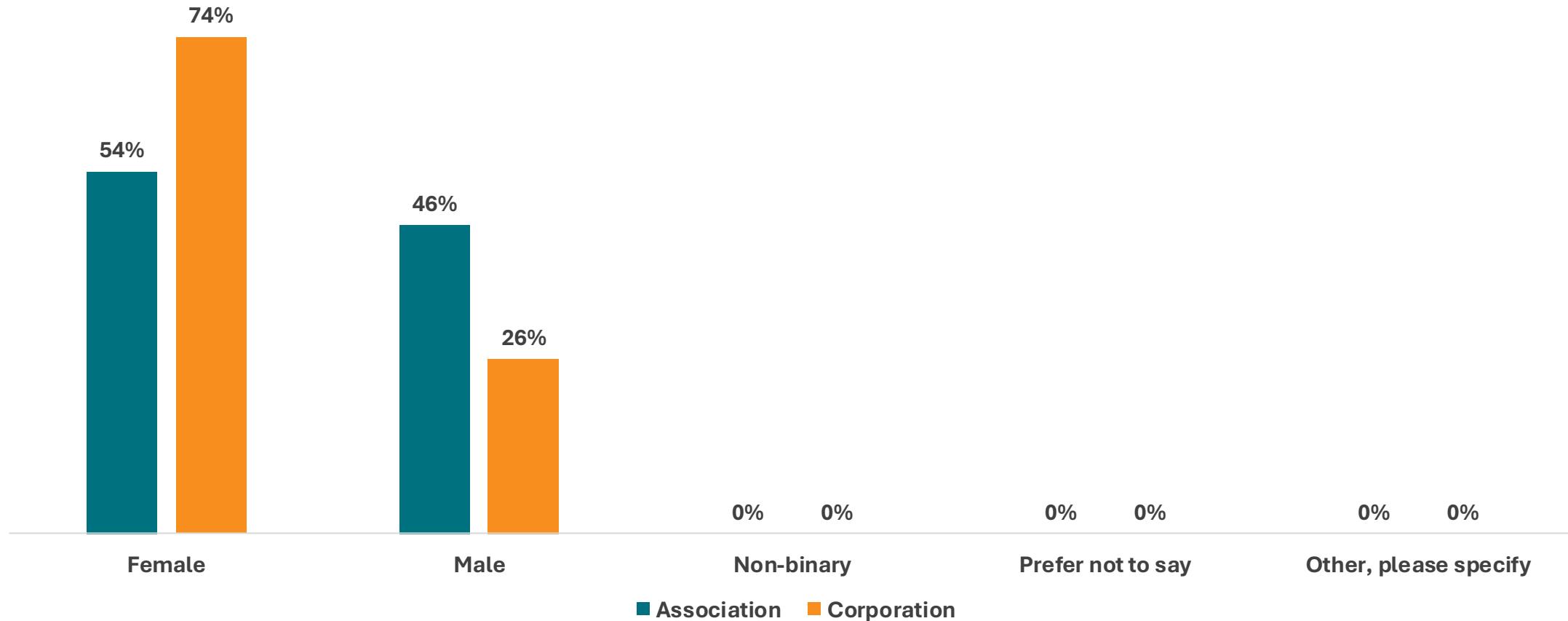
NOT INCLUDING YOURSELF, HOW MANY PEOPLE OR EMPLOYEES WORK WITH YOU AND ARE DEDICATED TO OR SPEND A LARGE PERCENTAGE OF THEIR TIME SUPPORTING YOUR PAC OR COMMITTEE ACTIVITIES?



HOW OLD ARE YOU?



PLEASE INDICATE YOUR GENDER.



WHAT IS YOUR ANNUAL TOTAL COMPENSATION?



DISCUSSION ITEMS

› General Strategy & Benchmarking

- › Which of these findings surprised you the most - and why?
- › Where does your PAC differ most significantly from the trends shown here?
- › What's one area where you feel your PAC is ahead of the curve? One where you might have an opportunity to grow?

› Engagement & Fundraising

- › What fundraising method has been most effective for your PAC - and is it reflected in this data?
- › How do you determine who participates in solicitations at your organization? Is that structure working well?
- › How do you use recognition or incentives to drive donor engagement? Could your approach be updated based on this data?

› Leadership & Internal Alignment

- › How would you rate your executive leadership's support for the PAC, compared to what we saw in the slides?
- › What are some ways your government affairs team keeps senior leadership informed and engaged in PAC efforts?
- › Have you seen shifts in leadership support over time? What contributed to those changes?

› Open-ended / Future-Focused

- › What's one idea you're walking away with today that you'd like to explore further within your organization?
- › If you could improve just one aspect of your PAC in the next 12 months based on these findings, what would it be?
- › What kinds of questions or benchmarks would you like to see added in the next version of this survey?

THANK YOU

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

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