



# 2026 **PAC Readiness Toolkit**

# 2026 PAC Toolkit

**PAC success in 2026 will be defined by early preparation, disciplined strategy, and consistent execution.**

This toolkit provides a structured approach to evaluating readiness and building a PAC program positioned to compete in an increasingly complex and competitive environment.

Inside, you'll find a checklist to assess current capabilities, a strategic roadmap to guide planning and execution throughout the year, and insights on how high-performing PACs turn preparations into results — helping your PAC team focus time and resources where they will have the greatest impact.

Together, these tools are designed to support smarter decisions, stronger engagement, and measurable impact.

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Evaluate your PAC's structural, strategic, and operational readiness for 2026.

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Review how preparedness, strategy, and execution connect and what winning PAC teams do next.



# Is Your PAC Built to Compete in 2026?

Winning PACs prepare early, plan strategically, and execute with purpose.

Use this checklist to make sure your PAC is ready for 2026.



## STRATEGY + PLANNING

- Align clear, documented PAC goals with organizational priorities
- Fundraising, communications, and election calendars are in place
- Key races, issues, and advocacy targets are identified



## COMMUNICATIONS + CREATIVE

- Messages are tailored for eligible audiences
- Communications feature a strong value proposition, detailing why the PAC matters
- Branding is consistent across platforms: email, digital, print, texting, and events
- Creative content is designed to drive action, not just awareness



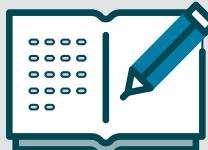
## FUNDRAISING + DONOR ENGAGEMENT

- Eligibles are segmented by engagement level
- Strategy is implemented to convert eligible non-donors into first-time donors
- Major donor and leadership giving programs are defined
- Renewal and lapsed-donor plans are in place to retain and grow participation



## ELECTION PREPARATION

- GOTV and advocacy plans are developed early
- Grassroots and digital engagement strategies are prepared
- Third-party partners are identified for election season



## RESEARCH + INSIGHTS

- Donor and non-donor motivators are clearly understood
- Messages are data-tested and refined
- Ongoing insights guide PAC decisions



## DATA + COMPLIANCE

- Donor data is organized and current
- Compliance and reporting processes are confirmed
- ROI tracking and performance metrics are established

## LET'S PREPARE TOGETHER

## GET ELECTION-READY

CONNECT WITH US TODAY AT [INFO@SAGAC.COM](mailto:INFO@SAGAC.COM)

A successful PAC builds donor support, keeps contributors engaged, and mobilizes supporters when it matters most.

## RESULTS. DELIVERED.

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# Strategic Roadmap for PAC Success

**Results. Delivered.**

## **January - March:**

### **Foundation + Planning**

- Conduct a comprehensive PAC readiness assessment
- Clean and segment donor and eligible employee/member data
- Define integrated fundraising and communication strategies
- Develop creative concepts and test messaging to inform campaign execution

## **April - June:**

### **Build + Activate**

- Align internal stakeholders and leadership on priorities
- Initiate donor relationship cultivation and leadership giving programs
- Launch targeted fundraising campaigns for eligible audiences
- Finalize electioneering, compliance, and advocacy strategies

## **July - September:**

### **Accelerate + Optimize**

- Evaluate fundraising performance and refine strategy in real time
- Expand donor engagement and upgrade opportunities
- Deploy targeted advocacy and issue-based communications
- Prepare GOTV, voter registration, and election day execution plans

## **October - December:**

### **Execute + Win**

- Maximize donor engagement during the peak election period
- Execute GOTV and electioneering efforts
- Maintain consistent donor communications, implement donor recognition, and send thank yous
- Prepare post-election results, insights, and reporting

# Readiness = Results

## 2026 success starts now.

The most effective PAC teams aren't waiting — they're planning early, sharpening strategy, and building strong donor pipelines before the elections accelerate. In an increasingly competitive fundraising environment, readiness is the difference between momentum and missed opportunity.

This toolkit outlines the core elements of a high-performing PAC: clear strategy, disciplined planning, data-driven decision-making, and messaging that moves eligibles to action. PACs that prioritize these fundamentals will enter election season prepared rather than reactive.

### Readiness is the competitive advantage in 2026.

Sagac Public Affairs help PACs turn readiness into results with strategic assessments, targeted fundraising and communications, and high-performing programs.

### Want to know where your PAC stands?

Schedule a personalized consultation now to identify your opportunities, confirm strengths, and learn how early action can boost results.



### Schedule Your Consultation

Connect with our team:  
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**sagac.com**

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