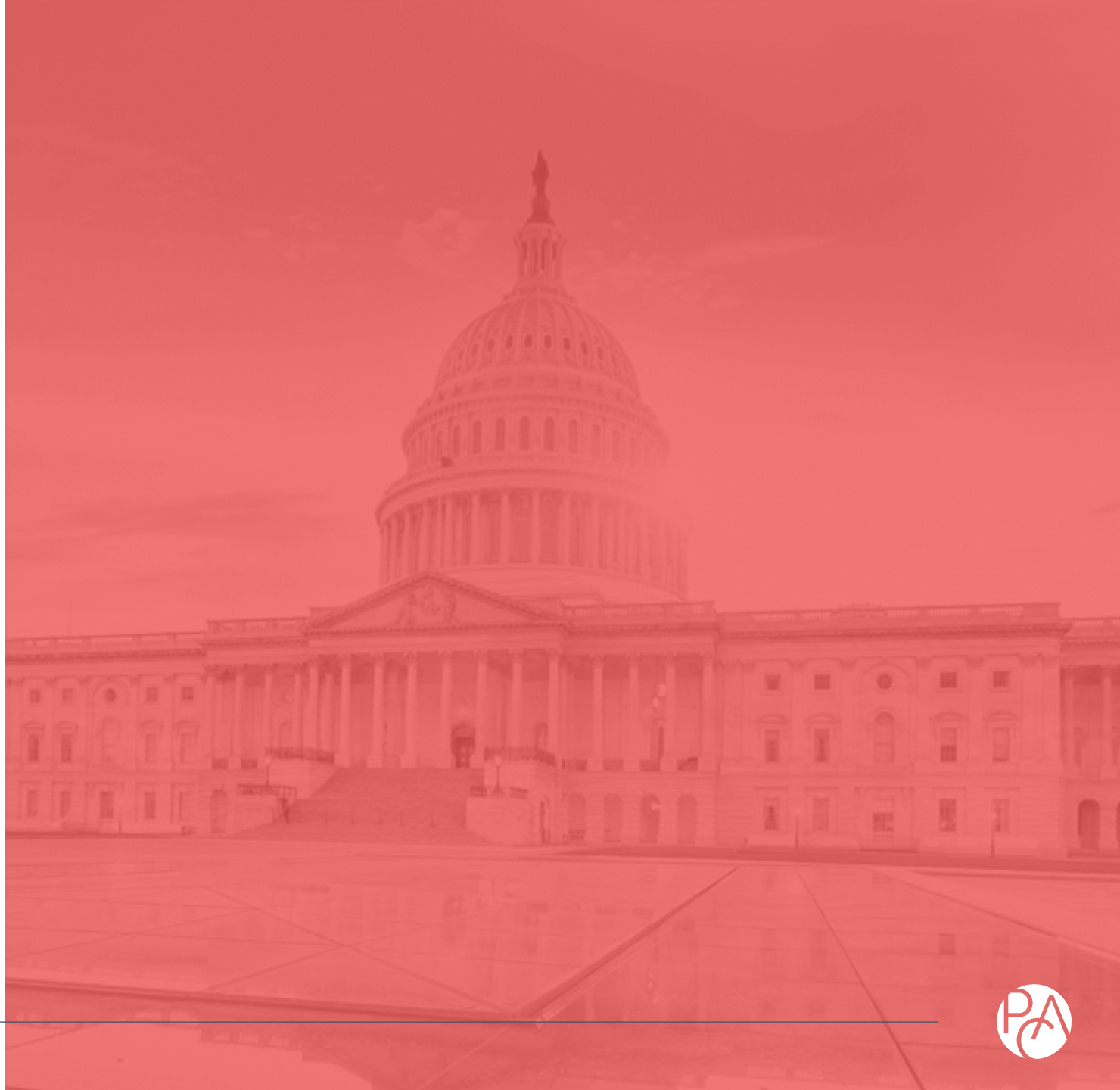




Public Affairs  
Council

## Importance of Association PACs

**PACs are the most regulated and transparent form of campaign finance**



# A PAC is *power in numbers*



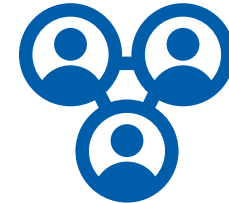
## **Legal means of political participation**

Corporations and associations are prohibited from directly contributing to federal candidates – but they may operate a PAC.



## **PACs are strictly regulated**

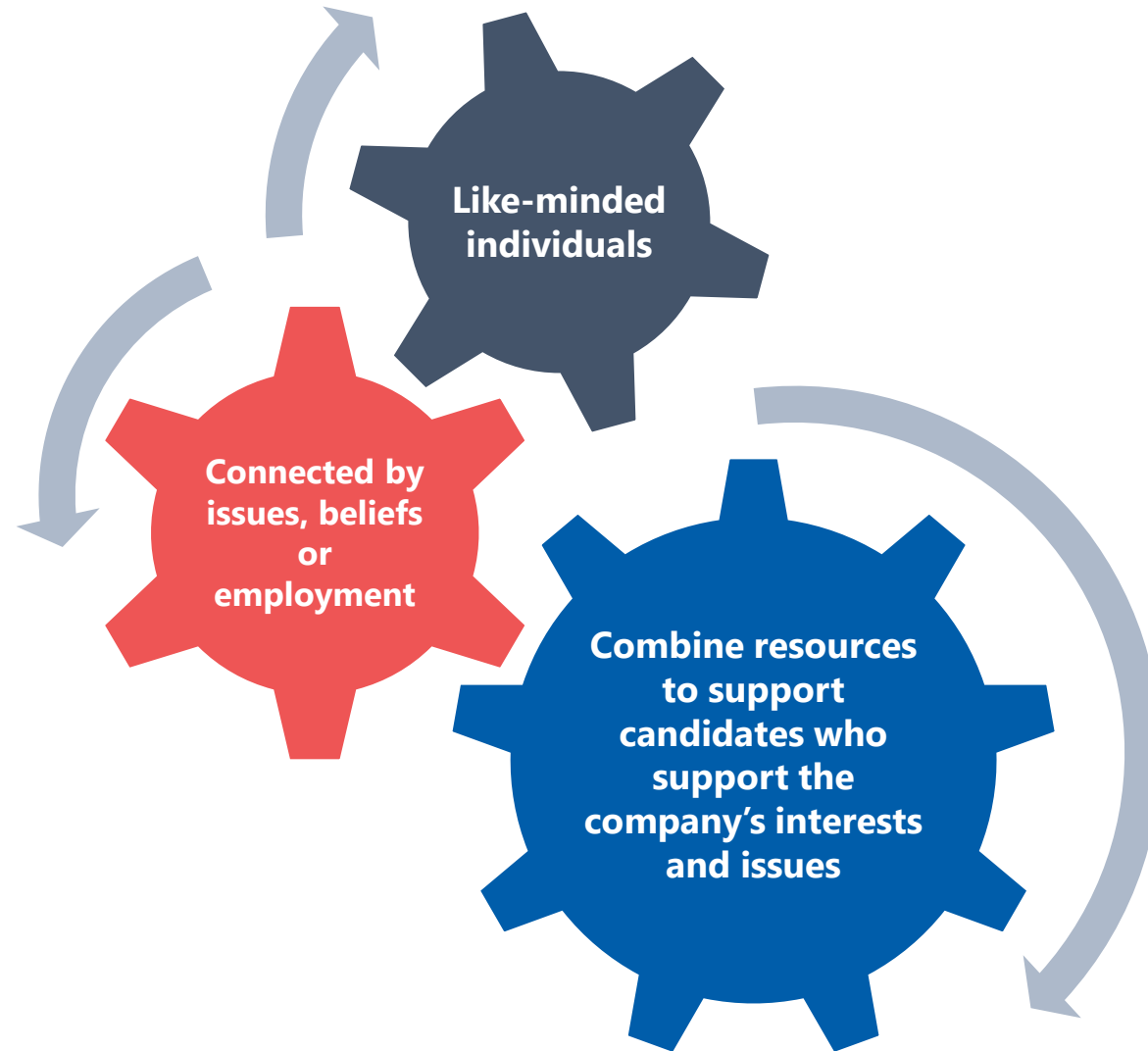
A PAC is regulated by the FEC and only allows for voluntary, individual contributions under stringent guidelines for participation.



## **PACs are legal, transparent and federally monitored**

PACs allow businesses to express united interests with one powerful voice.

# What is a PAC?



# Debunking myths super PACs vs. traditional PACs

## An association PAC is not a super PAC

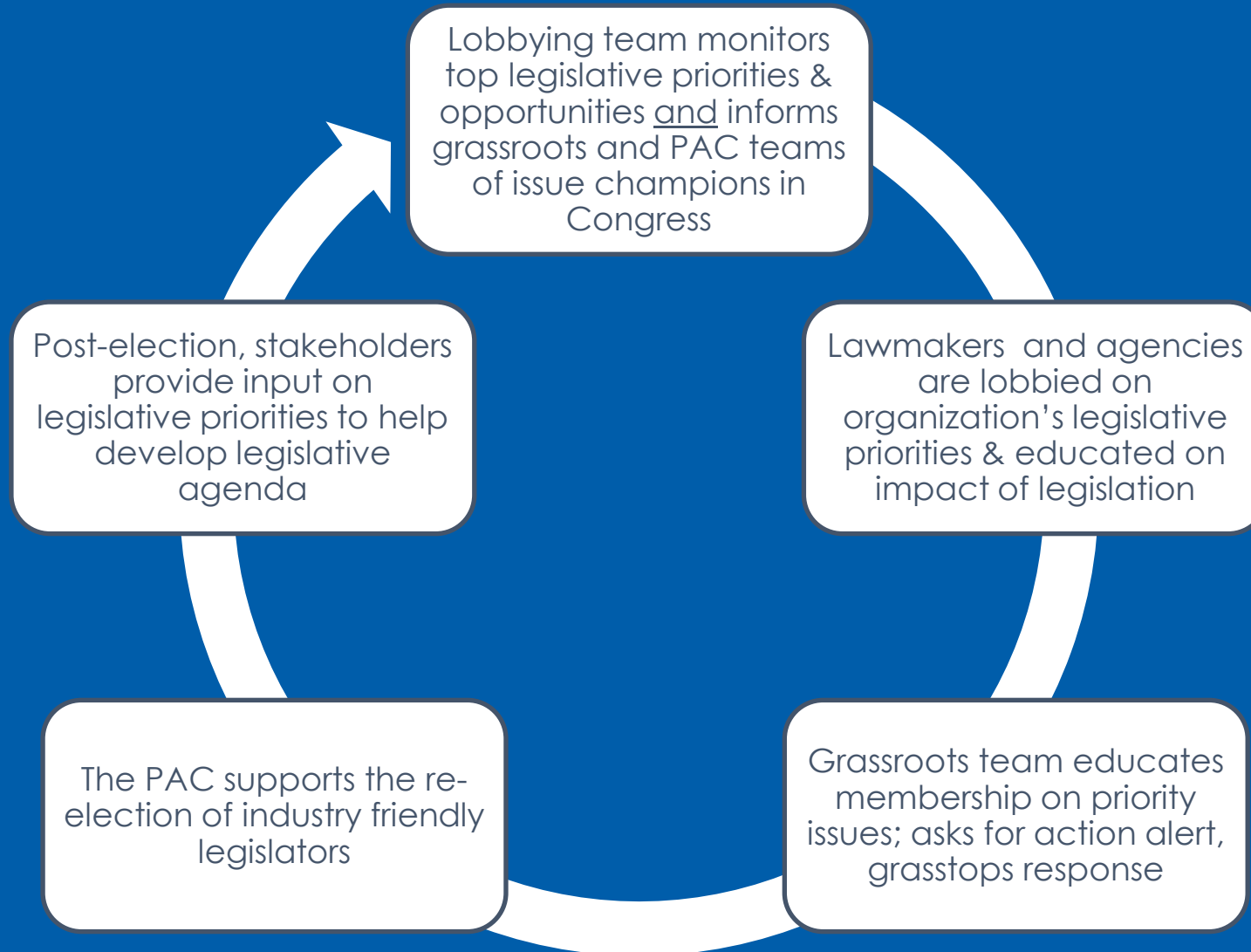
### Super PACs:

- Individual and corporate money spent on uncoordinated ads and communications
- Money is not contributed directly to candidates

### Traditional PACs:

- Other than individuals, traditional PACs are the only entities that can give to candidates
- Associations avoid Super PAC involvement. Only 8% contributed to Super PACs in the 2021-2022 election cycle according to the 2023 Association PAC Benchmarking Report

# Where does the PAC fit?



# The PAC supports the cause



**“A voting record consistent with the organization’s goals”**

was the most commonly used contribution criteria factor and ranked as most important by 66% of PACs.

Source: Public Affairs Council 2023 Association PAC Benchmarking Report

# Association PACs in 2023:

## Fast Facts



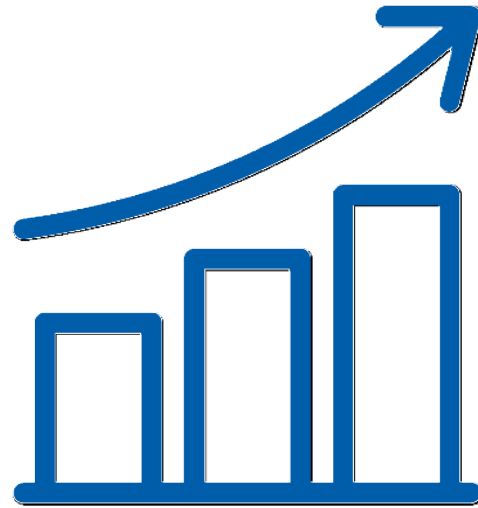
**86%**  
of Fortune 100 companies  
operate a PAC

Source: FEC.gov





# PACs promote a culture of advocacy



## Participation rates are climbing

The median participation rate increased from 17% in the 2019-2020 election cycle to 21% in the 2021-2022 cycle.

Source: Public Affairs Council 2023 Association PAC Benchmarking Report

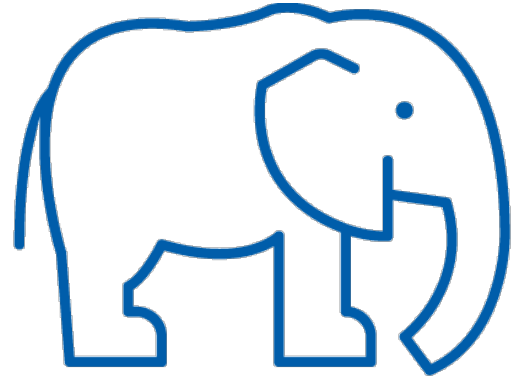
# PACs are transparent and limited

## Contribution limits for 2023-2024

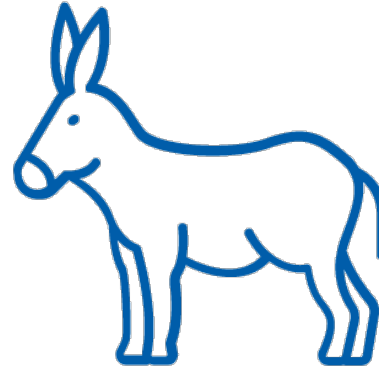
		Recipient				
		Candidate committee	PAC (SSF and nonconnected)	Party committee: state/district/local	Party committee: national	Additional national party committee accounts
Donor	Individual	\$3,300 per election	\$5,000 per year	\$10,000 per year (combined)	\$41,300 per year	\$123,900 per account, per year
	Candidate committee	\$2,000 per election	\$5,000 per year	Unlimited transfers	Unlimited transfers	
	PAC: multicandidate	\$5,000 per election	\$5,000 per year	\$5,000 per year (combined)	\$15,000 per year	\$45,000 per account, per year
	PAC: nonmulticandidate	\$3,300 per election	\$5,000 per year	\$10,000 per year (combined)	\$41,300 per year	\$123,900 per account, per year
	Party committee: State/district/local	\$5,000 per election (combined)	\$5,000 per year (combined)	Unlimited transfers	Unlimited transfers	
	Party committee: national	\$5,000 per election	\$5,000 per year	Unlimited transfers	Unlimited transfers	

Source: FEC.gov <https://www.fec.gov/help-candidates-and-committees/taking-receipts-pac/contribution-limits-nonconnected-pacs/>





51%



49%

### **Association PACs are bipartisan**

An average of 51% of association PAC contributions were disbursed to Republican candidates and 49% to Democrats.

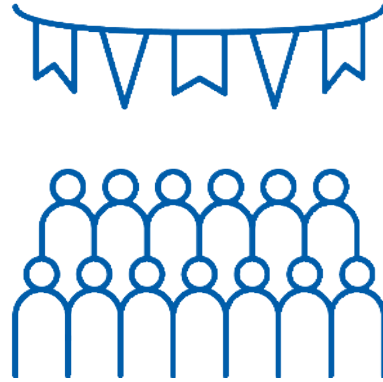
Source: Public Affairs Council 2023 Association PAC Benchmarking Report

# Association PACs build community



## Peer-to-peer is a popular solicitation tool

80% of PACs use peer-to-peer solicitations.



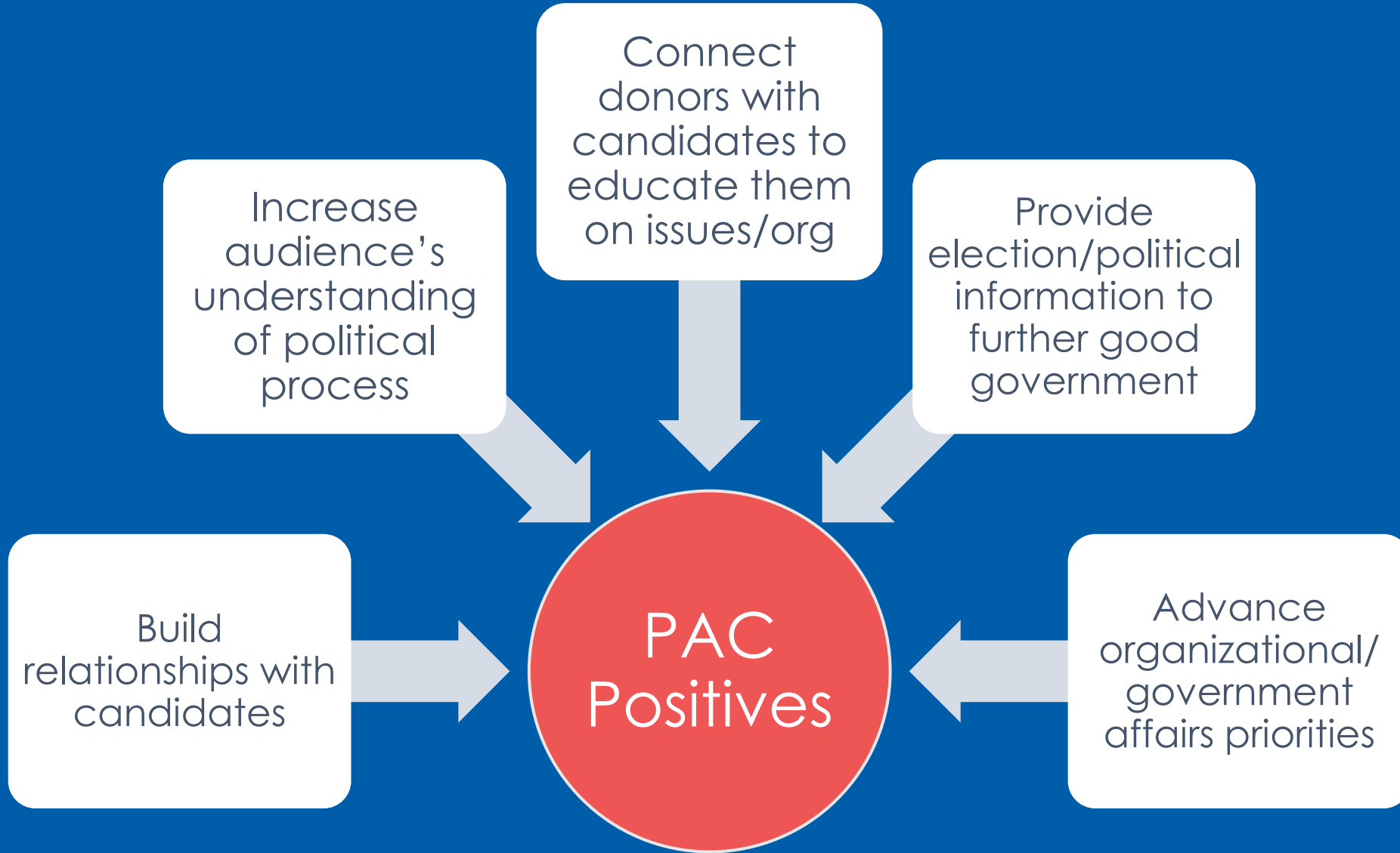
## Event-based fundraising has returned

80% of PACs reported conducting solicitations during an annual meeting or trade show.

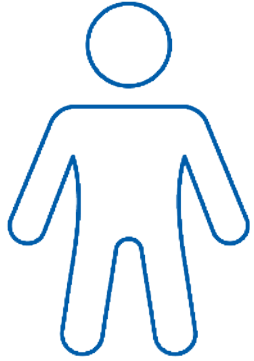


## Association leadership supports the PAC

Over half of association PACs have staff executives who solicit, send thank you letters, formally endorse the PAC or attend PAC events.



# PAC benefits



## Individual

- Access to political process
- Information source
- Gifts/recognition
- Special events
- Political involvement
- PAC charitable match



## Association

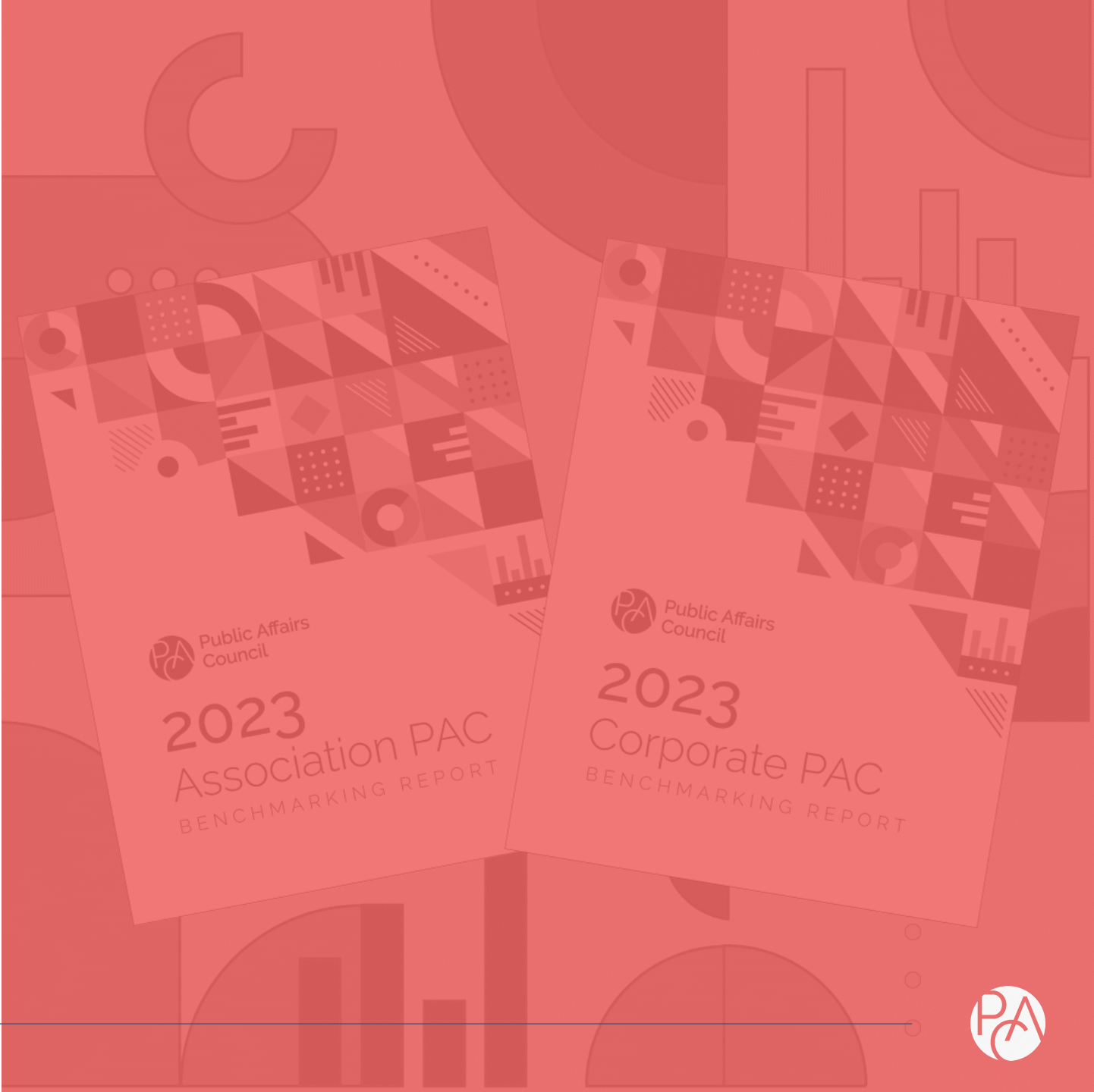
- Proactive measure
- Supplement government relations efforts
- Elect the right people
- Be a visible player
- Good government



## PACs inform and educate

Virtual events, webinars or teleconferences on issues or featuring guest speakers were the most frequently offered benefit to PAC donors.

**Purchase the full  
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**Tori Ellington**

Senior Manager, Political Engagement  
[vellington@pac.org](mailto:vellington@pac.org)



**Kristin Brackemyre**

Senior Director, Public Affairs Practice  
[kbrackemyre@pac.org](mailto:kbrackemyre@pac.org)

# Public Affairs Council Support