

# SOLUTIONS

## 2004 – 2010 Trends in Political Action Committees Comparative Analysis



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# FUNDRAISING

## Average Contribution from Donors

**\$427**

the average annual contribution to a Federal PAC from an individual member or employee.

2004.....	<b>\$353</b>
2006.....	<b>\$345</b>
2008.....	<b>\$351</b>
2010.....	<b>\$427</b>

## Average Participation Among Members/Employees

**13%**

average percentage of participation among employees and members who contribute to a PAC

2004.....	<b>18%</b>
2006.....	<b>19%</b>
2008.....	<b>16%</b>
2010.....	<b>13%</b>

## Average Cost Per Dollar Raised

**46%**

the average cost per dollar raised for PAC fundraising operations  
(\$0.46 spent for each \$1.00 raised)

2004.....	<b>24%</b>
2006.....	<b>25%</b>
2008.....	<b>30%</b>
2010.....	<b>46%</b>

## Best Month to Raise Funds

	Overall	Association	Corporate
January	0%	0%	0%
February	13%	29%	6%
March	26%	0%	38%
April	30%	14%	38%
May	4%	14%	0%
June	4%	14%	0%
July	0%	0%	0%
August	4%	0%	6%
September	4%	14%	0%
October	9%	0%	13%
November	4%	14%	0%
December	0%	0%	0%

## Percent of Money Raised by Method (most to least)

	2010	2008
Direct mail	17%	19%
Dinners or other food events	15%	15%
Email solicitation	13%	23%
One-on-one solicitation by staff	11%	22%
One-on-one solicitation by peers	10%	41%
Dues billing	7%	17%
Receptions	7%	17%
Volunteer telephone calls	6%	6%
Gift programs	5%	12%
Raffles or auctions	4%	17%
Professional telephone calls	3%	8%
Club membership	1%	16%

## Preferred Manner of Contribution

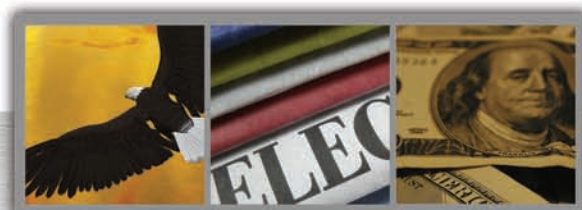
Payroll deduction/Dues billing	<b>86%</b>
One-time credit card	<b>9%</b>
Small, recurring payments	<b>5%</b>

## Most Effective Fundraising Methods (most to least effective)

1. One-on-one solicitation by peers
2. Email solicitation
3. Dinners or other food events
4. One-on-one solicitation by staff
5. Direct mail
6. Receptions
7. Club memberships
8. Gift programs

## Most Effective Recognition Methods (most to least effective) \*(Denotes rank in 2008)

1. Opportunities to network with public officials (2)
2. Invitations to events (1)
3. Thank-you letters (5)
4. Lapel pins or ribbons (6)
5. Insider information regarding politics (3)
6. Gifts, such as coffee cups or other promotional items (9)
7. Opportunities to network with peers (4)
8. Photo opportunities (8)





## COMMUNICATIONS

### Grassroots Communication and Advocacy Training

**57%**

have a key contact program, up 19% from 2008

**4%**

engage in partisan communication activities, down 19% from 2008

**4%**

train members and employees running for office, same as 2008

**52%**

educate members and employees on how to communicate with Congress, up 1% from 2008

**61%**

engage in issue advocacy activities, down 3% from 2008

### Best Formats for Communicating Political Information

Newsletters	65%
Circulars or flyers	4%
Emails	96%
Brochures	22%
Direct mail	22%
Educational programs	22%
Meetings	52%

### Best Formats for Communicating with Donors

*\*(Denotes rank in 2008)*

1. Formal meetings (6)
2. Informal discussions with peers (3)
3. Email (1)
4. Events (4)
5. Newsletters (2)
6. Direct mail (8)

## DISBURSEMENTS

**83%**

give to national party committees, down 4% from 2008

**81%** of Corporations

**86%** of Associations

**74%**

contribute to Congressional Leadership PACs, down 14% from 2008

**75%** of Corporations

**71%** of Associations

**17%**

give to 527 Committees, up 2% from 2008

**19%** of Corporations

**14%** of Associations

**22%**

engage in in-kind fundraising activities for federal candidates, down 34% from 2008

**12%** of Corporations

**43%** of Associations

### Average Contributions to Federal Candidates in 2010

	Overall	Corporation	Association
U.S. House	\$2,916	\$2,829	\$3,113
U.S. Senate	\$4,919	\$3,438	\$4,304

# PAC PROFESSIONAL PROFILE

## Staff Breakdown by Political Party

Democrat	<b>30%</b>
Independent	<b>4%</b>
Republican	<b>65%</b>

**83%**  
of PAC Professionals have fewer than 10 years of experience, up 4% from 2008

## Staff Breakdown by Years of Experience

3 years or less	<b>39%</b>
4-10 years	<b>43%</b>
11-20 years	<b>17%</b>

**57%**  
of PACs are run with two or fewer staff, down 9% from 2008

**38**  
is the median age of a PAC professional

A comparative analysis of five studies (52% corporate; 48% association) performed in 2004, 2006, 2008, 2009, and 2010 to benchmark trends in business political action committee fundraising, disbursements and communications.

Combined margin of error: +/- 7.78%



## SAGAC MEANS BUSINESS

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