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2005
Corporate PAC
BENCHMARK Survey

SOLUTIONS

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A qualitative survey of top corporate political action committee professionals.
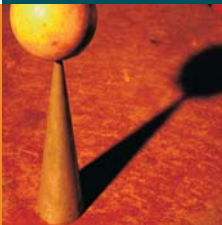
$280,000
the average amount raised by a
corporate PAC per cycle

55%
the number of corporations that maintain state
PACs. 82% maintain fewer than 10 state PACs

$ 64,000
the combined average annual amount raised by a
corporation's state PAC(s)

$292
the average annual contribution to a corporate
PAC by employees

18% the average participation
by employees in
a corporate PAC

16.7%
the average cost of corporate PAC fundraising
operations for each dollar raised (including labor,
overhead and direct expenses)

61%
of corporations believe the current amount their
PAC raises is not enough to influence politics on
behalf of the company

$325,000
per election cycle is the preceived need to impact
Congress by a corporation's PAC

33% of corporations engage in in-kind
fundraising activities
for federal candidates

19%
implement partisan communications
among employees

24%
engage in issue advocacy activities to
influence Congress

71%
of corporate PAC money is delivered directly
to federal candidates by corporate
Washington representatives

83%
average percent of senior executives
participating in a corporate PAC:
Highest: 95%   Lowest: 75%

84%
of corporations provide suggested giving amounts
or a range of amounts

**Dollar amount asked for when
soliciting PAC funds:**
Average Range: $2,000 - $5,000
Highest Range: $3,000 - $5,000
Lowest Range: $1,200 – $2,160

*"Giving levels warrant different
levels of recognition "*

16%
do not ask for a specific
amount when soliciting employees

66%
solicit their senior executives once a
year for PAC funds

*"Solicitation amount depends
on the level of the executive "*

79%
Percent of PAC funds that come through company
payroll deduction
Highest: 95%   Lowest: 50%

**Methods used by corporations to
raise PAC funds. The average
percentage of overall PAC money
from that method:**

Method	% of Funds Raised
E-mail/Website solicitation	56%
Small Group Meetings/Presentations	23%
One-on-one Solicitation	12%
Direct Mail	8%

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