

2004 - 2008  
**TRENDS** in  
**POLITICAL ACTION**  
Committees

SOLUTIONS



Comparative  
Analysis

FUNDRAISING  
DISBURSEMENTS  
COMMUNICATIONS

CORPORATIONS | ASSOCIATIONS

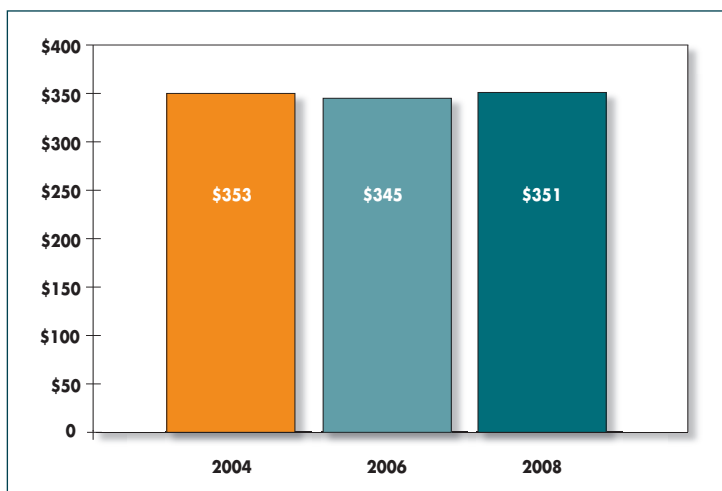
# 2004 - 2008 TRENDS in POLITICAL ACTION Committees

## FUNDRAISING

**\$350**

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

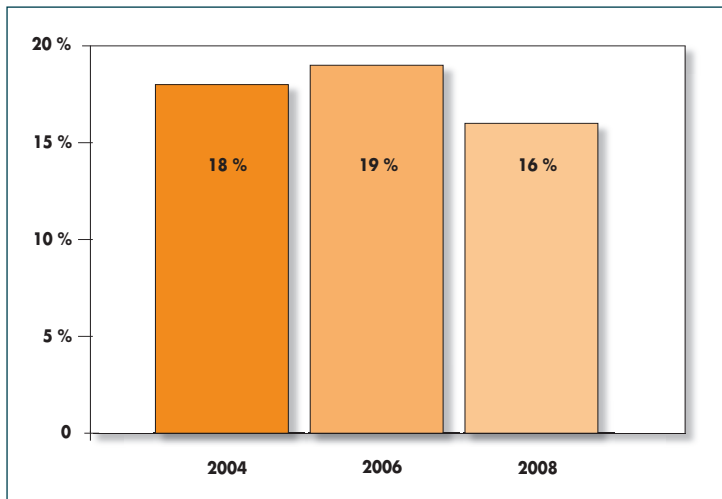
### Average Contribution from Donors



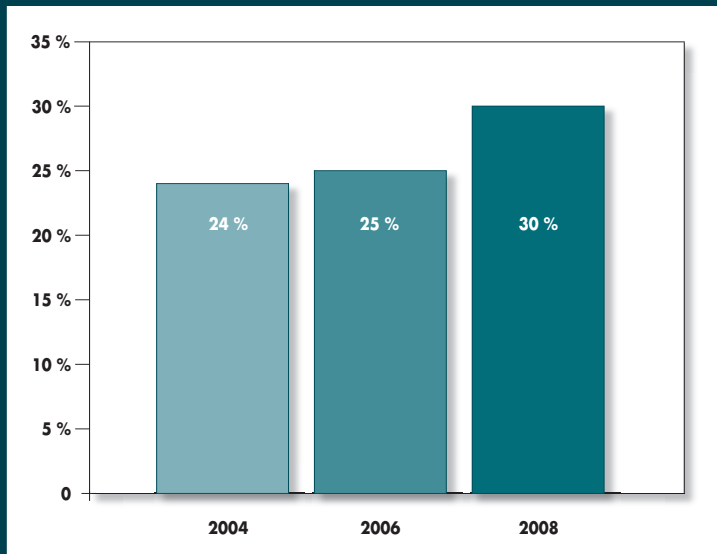
**18%**

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

### Average Participation among Members/Employees



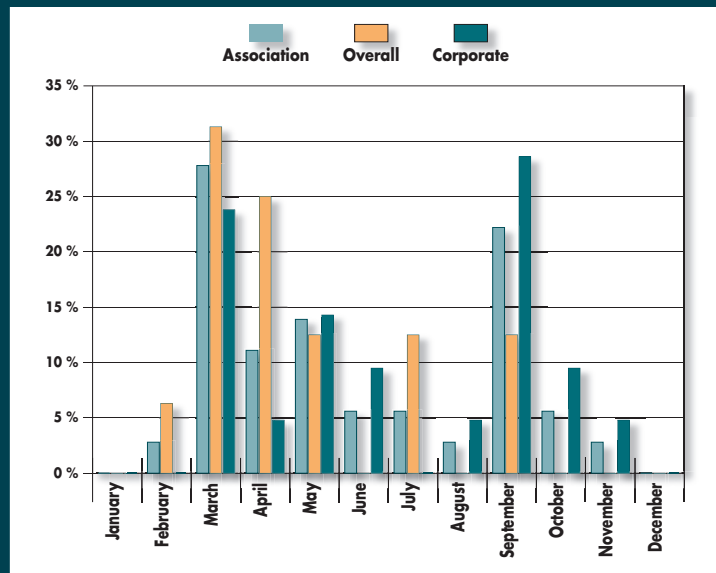
## Average Cost per Dollar Raised



**26%**

the average cost per dollar raised for PAC fundraising operations (\$0.26 spent for each \$1.00 raised)

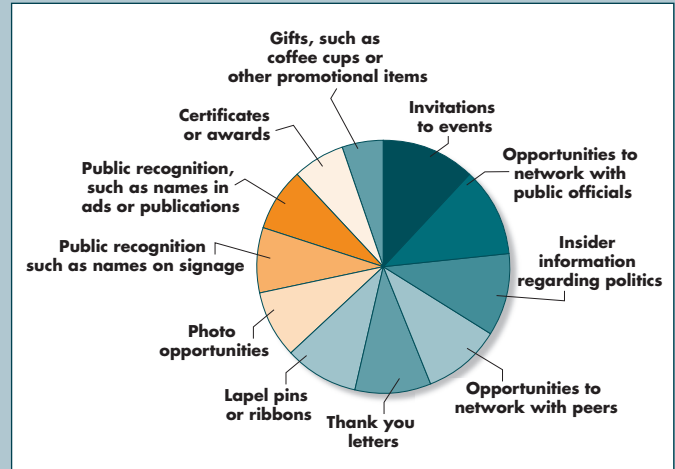
## Best Month to Raise Funds (During Election Year)



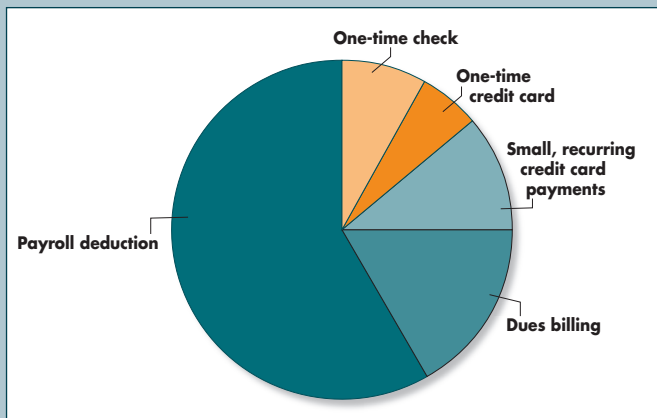
## Percent of Money Raised by Method

(most to least)

One-on-one solicitation by peers	41%
Email solicitation	23%
One-on-one solicitation by staff	22%
Direct mail	19%
Receptions	17%
Dues billing	17%
Raffles or auctions	17%
Club membership	16%
Dinners or other food events	15%
Sporting or cultural events	15%
Gift programs	12%
Professional telephone calls	8%
Volunteer telephone calls	6%



## Preferred Manner of Contribution



## Most Effective Recognition Methods

(most to least effective)

1. Invitations to events
2. Opportunities to network with officials
3. Insider political information
4. Opportunities to network with peers
5. Thank-you letters
6. Lapel pins or ribbons
7. Photo opportunities
8. Names in publications

## COMMUNICATIONS

### Grassroots Communication and Advocacy Training

**38%**

have a key contact program

**71%**

have a call-to-action program.  
10% is the average response rate

**53%**

engage in public issue advocacy communications and advertising

**4%**

train members and employees on running for office

**51%**

educate members and employees on how to communicate with Congress

### Best Formats for Communicating to Donors

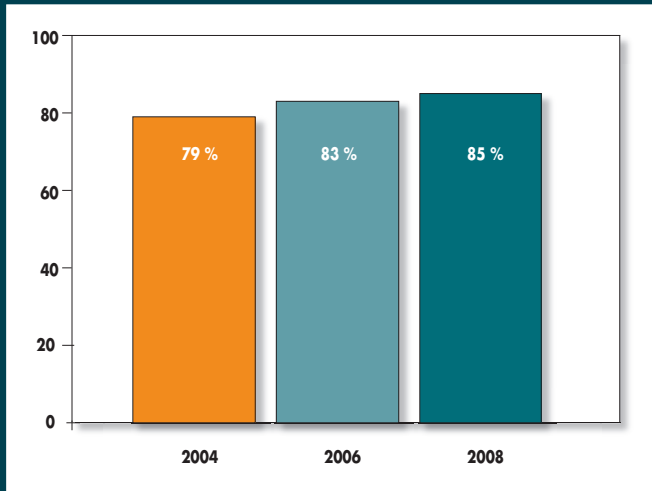
(most to least effective)

1. Email
2. Newsletters
3. Informal discussions with peers
4. Events
5. Websites
6. Formal meetings

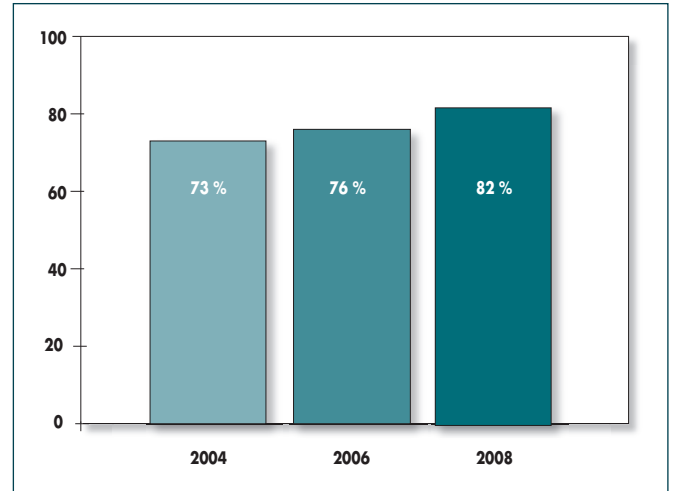
# DISBURSEMENTS



## Percentage that Give to Leadership PACs



## Percentage that Give to National Parties



**17%**

the average percentage that give to presidential campaigns

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

Combined margin of error: +/- 5.41%

FINANCE  
CONSULTING  
COMMUNICATIONS

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