

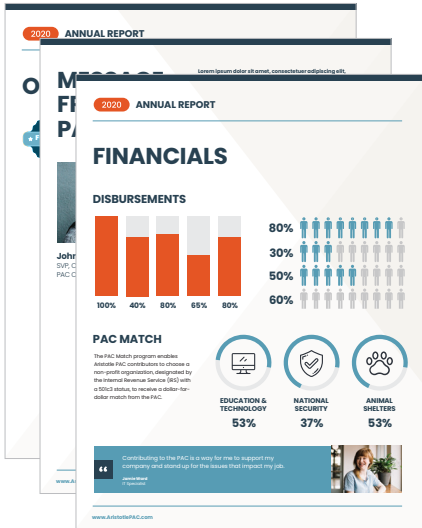
PAC Reports

An organization's transparency, accountability, and strong governance are essential to managing a successful political program. It is important to communicate a PAC's overall performance to stakeholders such as donors, executives, board members, and investors to build trust in showcase results.

PAC annual reports are an effective tool to share valuable metrics such as financials, contributions, initiatives, purpose, strategy, and overall operations. A customized report presents comprehensive data and graphics to help build trust, benchmark progress, and educate and engage future donors on a PAC's value.

Types

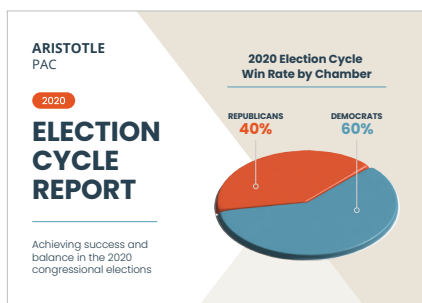
There are several types of reports PACs can build and share to maintain transparency and continue to communicate with stakeholders. Determine the report that works for your organization based on time, budget, and resources.



Bi-annual: Frequent updates every six-months giving your audience a more real-time look into PAC operations and decision

Annual: A 12-month review of your PAC with more information and insight to activities

Cycle: Two-years of data and information frees up resources to focus on a cycle but may take extra time collecting information



Election Scorecard: A measurement of the number of candidates your PAC supported who won or lost their election

Resources

All reports take time and budget to create. Review your needs and what you may develop internally or enlist external help like Aristotle, to guide you through the process.

Budget: Identify financial resources to create your report. Costs vary depending on length and scope

Frequency: Confirm what frequency of reporting makes sense for your organization based on time and resources whether it's bi-annual, annual, or a cycle report every two-years

Content: Identify who will draft content and produce text and data for charts, graphics, and images

Design: Create a report that aligns with, and amplifies, your PAC brand

Length: Determine the length of your report whether it be a 1-2 page infographic or a longer, multi-page document

Distribution: Build into your strategic plan a desired date for distribution and leave time for building and editing your report. Confirm if you will distribute in print or electronically

Content

Identify the content areas that you need to complete your report. Listed below are options for content creation but consider time, budget, and resources and your overall goal for your report before diving into content creation.



Messages

- Welcome letter from PAC Chair or CEO
- Testimonials or quotes from PAC members
- Link to PAC website

Financials

- Receipts
- Disbursements
- Party split
- Membership growth
- Average donations
- Increase in PAC programs



Recognition

- A list of members by club level
- Member companies who support your PAC
- Win/Loss record of candidates
- Industry Benchmark
- PAC Ambassadors



Governance

- PAC Board/Trustees names and photos
- Contribution giving criteria
- FEC disclaimer



Events and Photos

- Number of events hosted
- Photos of site visits, PAC events, engagements with elected officials



Benefits

- PAC Match
- Club donor levels
- Gifts

Aristotle's Consulting Team will partner with you to develop and produce an annual report to highlight your PAC program while ensuring alignment with your organization's culture, brand, and mission.