

PAC Charitable Match Programs

A PAC Charitable Match program permits organizations to match a donor's contribution to the PAC with a charitable donation to an eligible non-profit organization of their choice. PAC Match is an effective tool for increasing overall contributions and participation in the PAC.

The donor to the PAC may select from an established list of charities, or designate a charity of their own, to receive the matching gift from the connected organization.

BENEFITS OF PAC CHARITABLE MATCH



PAC Charitable Match programs incentivize eligible individuals to contribute to the PAC while also giving back to the communities in which they live and work. The program creates an opportunity for donors to make a social and political contribution through one action.

PAC Charitable Match programs can create a positive image for the company amplifying corporate social responsibility. Overall, PAC match is an effective tool for raising PAC funds and incentivizing PAC membership.

ESTABLISH PROGRAM GUIDELINES



Establish your PAC Charitable Match program by aligning corporate strategy to your organization's giving program. Determine if your organization has specific charitable initiatives they wish to further and/or specific organizations exempt from receiving gifts.

Work with your finance team to establish a budget up front to determine how matching gifts will be funded. Layout a plan for growing your PAC charitable match program commensurate with PAC receipt growth.

IDENTIFY ELIGIBLE CHARITIES



Build the matching gift selection options into your existing PAC enrollment form.

Determine eligible charities your program will support. Decide whether a donor may direct their matching gift to any non-profit organization or select from a pre-determined list the company chooses. Confirm if you would like to match any funds for donors who do not designate a matching gift and leave it to the discretion of the company.

Decide if donors may split their matching gift among different non-profit organizations and if so, how many organizations, they may allocate their gift to.

MEASURE SUCCESS



The boost to your PAC program from PAC Match will be evident when your overall PAC receipts grow. Highlight the success of your PAC Charitable Match program through marketing e-mails and solicitations periodically throughout the year and report progress of your PAC Charitable Gift performance in your PAC annual report.

MATCH FREQUENCY



Establish the frequency for distribution. Some PACs issue matching gifts quarterly while others send funds on an annual basis. Manage the expectations of donors and communicate the estimated timeframe for when the matching gift will be distributed.

By law, matching gifts may not be made until all the PAC contributions have been deposited into the PAC bank account. Members on payroll deductions may not receive a matching gift until the end of the year while one-time donor gifts may be sent immediately after the contribution is made.

MATCH DISTRIBUTION



PAC Charitable Match programs are structured in a several ways. Organizations may match dollar-for-dollar or fifty cents on the dollar if budget constraints hinder matching a full amount. While some PACs incentivize low dollar donors with PAC match, others utilize it for major donor gifts from executives and corporate Boards.

When distributing charitable gift checks, include a standard cover letter with pertinent information such as the name of the donor to whom the matching gift should be attributed. Inform the donor when their matching gift is fulfilled.

LEGAL CONSIDERATIONS

Be certain you are matching to legitimate organizations registered with the Internal Revenue Service.

The donor to the PAC may not personally receive any financial or tangible benefit as a result of the connected organization's gift. Matching gifts are not deductible for

federal income tax purposes. Be sure to let the donor know neither the individual nor the company may take a tax deduction for the PAC Charitable Match gift.

Establish a process for w or missing funds and how to reissue them to the organizations.