

CEO PAC Engagement

Executive engagement in a Government Relations strategy creates valuable opportunities to involve them in an organization's political action committee (PAC). CEO communications amplify and reinforce the importance of participating in a full-scale public policy engagement strategy.

Whether the CEO is a long-standing executive or new to the team, it is critical they have a deep understanding of the organization's PAC, government relations strategy and the policy issues that can shape operations.

Among corporate PACs, CEOs engage in a number of ways depending on their time, level of interest, and physical proximity to eligible employees. Most often, they sign their name to a fundraising email. When CEOs lend their voice to PAC solicitations, they signal to your employees that top company leadership is invested in your political engagement needs and often increase fundraising efforts. Receipts were 37% higher when the CEO formally endorsed the PAC.*

Beyond an email, consider the following options to engage your leadership:

Fundraise

- CEO's spouse or partner contributes \$5000 maximum each year
- Annually solicits the corporate Board of Directors for a \$5000 maximum contribution to the PAC
- Contributes personal money to fundraising events for Members, and encourages executives to do the same
- Engages in trade association PAC and makes investment

Engage

- Personal and strategic visits to Member of Congress
- Speak at PAC events for all eligible employees
- Host major donor PAC events
- Host PAC member events for a contest winner such as a dinner or breakfast
- Serve on the PAC board
- Film a PAC video

Solicit

- Author PAC newsletter welcome note
- Add signature to/author PAC solicitation



CEO Benchmark*



72%
of CEOs contribute the maximum



59%
of CEOs formally endorse the PAC



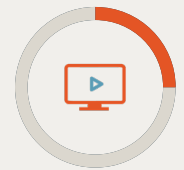
46%
of CEOs sign or send solicitation letters to eligible employees



45%
of PAC use the CEO to conduct solicitations



42%
of CEOs attend PAC events



25%
appear in a PAC video



23%
Host PAC donor appreciation events and/or make presentations at or open solicitation meetings



19%
of PAC site an Event with their CEO/Sr Executives as one of the most effective fundraising efforts

*Source: Data obtained from the Public Affairs Council 2023 Corporate PAC Benchmarking Report