

## Incentivizing PAC Donors

After an eligible employee contributes their voluntary, after-tax contribution to a political action committee, many organizations wish to reward and recognize donors to thank them and retain their support.



### WHEN BUILDING AN INCENTIVE STRUCTURE, CONSIDER THE FOLLOWING:

#### **Budget**

Determine the funds available to support the benefit.

#### **Additional Resources**

Determine what labor is involved to host, package, or mail items and ensure the necessary help is available.

#### **Gift Limits**

Determine if your organization has internal gift limits or considerations (i.e. – no alcohol, gifts must be under a certain price point, etc.).

#### **Existing Resources**

Utilize existing resources such as corporate tickets, parking spots, sponsored events and consider what resonates with your culture. Be mindful of those who work from home, can travel, or are often away from a desk.

#### **Legal**

Discuss the incentive idea and program with internal or external compliance to avoid running afoul of any laws including the FEC one-third rule.

### ONE-THIRD RULE



The FEC has determined a connected organization may offer benefits including prizes and entertainment to encourage participation. The cost must not exceed one-third of the annual receipts for the PAC.

#### **For more information see:**

[FEC | SSF | Events and promotions \(One-third rule\)](#)

# Incentives to reward and recognize donors may include:

## EXPERIENCES



Engaging donors in memorable, one-of-a-kind events will create word of mouth excitement. Capture photos and feedback to market the buzz to other members.

- Request the CEO, executive, or PAC Board Member host a reception at their home
- Raffle sporting or cultural tickets
- Engage with existing corporate contacts or administration for events/causes to request tickets or access
- Review other existing political events where a major donor may join the Government Relations staff

## VIRTUAL



Virtual events carry many benefits and are economic to host.

- DC trip or fly-in
- Organized trip to headquarters, industry event, conference, or destination
- Host a virtual speaker, author, celebrity, or political pundit
- Request Members of Congress speak to discuss industry related topics
- Political newsletter

## PHYSICAL



Providing PAC gifts that can be used at in-person events and offering face-to-face opportunities for PAC members builds relationships for long-term support.

- Branded items with PAC logo (see related Aristotle information on gifts)
- PAC coffee mug & “coffee talk” sessions to discuss the PAC
- Ongoing small swag in addition to annual gifts
- Sweepstakes for trip (budget needed, legal review of rules)
- Physically fly-in major donors for a meeting, tour, summit, or industry event
- Host a speaker at an office and reserve seating for members
- Invite donors to a private VIP meet and greet with a speaker
- Raffle a reserved parking space
- Offer room upgrades at convention meeting
- Host a PAC Lounge or VIP area at annual meeting or convention
- Arrange car service for top donors at annual meetings

## FINANCIAL



- PAC Match with \$1:1 matching to charitable organization
- Leverage executive giving to federal candidates and party committees for Government Affairs relationship building
- Invite executives to PAC weekend events where appropriate

For more ideas and information on building and executing PAC incentive programs, contact the Aristotle Consulting team at [consultingteam@aristotle.com](mailto:consultingteam@aristotle.com)



# PAC Recognition Gifts Ideas

Many PACs distribute member appreciation gifts to incentivize giving at specific levels, reward financial support, and recognize participants within the organization for contributions.

Depending on the item, gifts may be distributed immediately upon making a financial contribution or commitment, or annually to align with renewals, holidays, or fiscal years.

PAC gifts should be chosen based on an organization's culture and what members would most enjoy. Consideration should be given to:

✓ **Overall budget and cost** per item adhering to the one-third rule!

✓ **Production time** including producing a sample

✓ **Packaging and shipping costs**

✓ **Storage space and distribution methods** for gifts being given at a later date

## FOOD AND DRINK



- Barware
- Candy
- Coffee with CEO
- Custom wine labels
- Gift cards for food delivery, coffee
- Holiday baskets/food
- Logo cookies
- Spirits
- Trays
- Wine
- Wine glasses or drinkware

## DESK AND OFFICE



- Calendar
- Ceramic or insulated mugs
- Clock
- Coasters
- Crystal - Eagle, Clock, Dome
- Insulated mugs
- Letter opener
- Mouse pad
- Paper cubes/notepads
- Passport covers
- Patriotic desk item
- Pens
- Photo album
- Picture frames
- Stress ball
- Toys
- Travel items

## EVENTS: VIRTUAL AND LIVE



- CEO event
- Cooking
- Craft or event
- Dinner/reception
- Event with a Member of Congress
- Guest speaker
- Mixology
- Trivia
- Wine tasting
- Work break (ice cream, coffee, popcorn)
- Raffle or auction
- Tickets to events

## POLITICAL



- Famed DC monuments
- Flags flown over the Capitol
- Policy/Candidate forum
- Political photos/prints
- White House Holiday Ornament

## RECOGNITION



- Club pins
- Letter from CEO
- Name in annual report or newsletter
- Newsletter/political insider info
- PAC charitable match
- Plaques
- Virtual backgrounds
- Social Media tags

## TECHNOLOGY



- Bluetooth speakers
- Custom technology (iPad)
- Laptop skins
- Mobile phone cords
- Noise canceling headphones
- Phone anchors
- Pop-sockets
- Portable electronic charger
- Sanitizing dish for phones

## WEARABLE/USABLE



- Baseball hats
- Belts
- Blankets or throws
- Candles
- Canvas totebags
- Compression socks
- Custom ties
- Dopp kits
- Key chain
- Luggage
- Polo shirts
- Quarter zip pullover
- Rain jacket
- Shawls or scarves
- T-shirts
- Umbrellas
- Vests
- Water bottles
- Wine or lunch totes