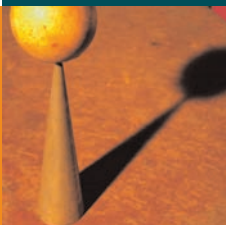


2008
TRENDS in
POLITICAL ACTION
Committees

SOLUTIONS



Beyond
Direct Giving

2008 TRENDS in POLITICAL ACTION Committees

BEYOND DIRECT GIVING

Hard Dollar Activities

90%

give to national party committees
81% of Corporations
97% of Associations

85%

contribute to Congressional
Leadership PACs
78% of Corporations
91% of Associations

15%

contribute to Presidential campaigns
11% of Corporations
18% of Associations

“We typically do direct candidate contributions because we don't have the resources to do IEs effectively”

12%

contribute to 527 Committees
18% of Corporations
6% of Associations

12%

support federal candidates with
in-kind polling, up 4% from 2006
11% of Corporations
12% of Associations

56%

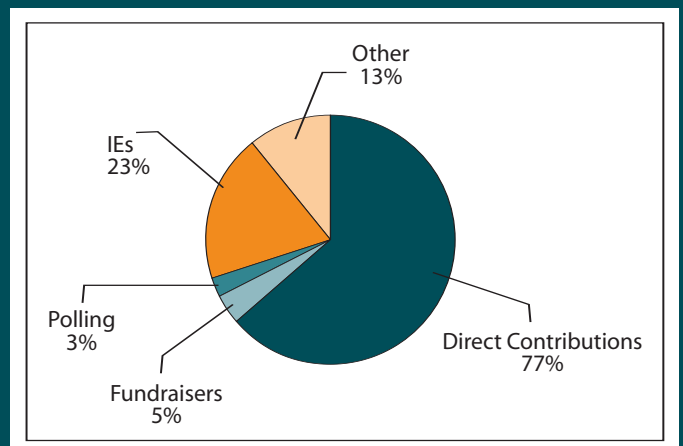
hold in-kind fundraisers for federal
candidates, up 14% from 2006
48% of Corporations
64% of Associations

“In the current ethics environment, in-kind fundraisers give our company more bang for its buck”

15%

engage in Independent Expenditures
to support or oppose federal
candidates, down 1% from 2006
7% of Corporations
21% of Associations

How They Spend Hard Dollars



Average percentage of hard dollars by groups implementing these programs.

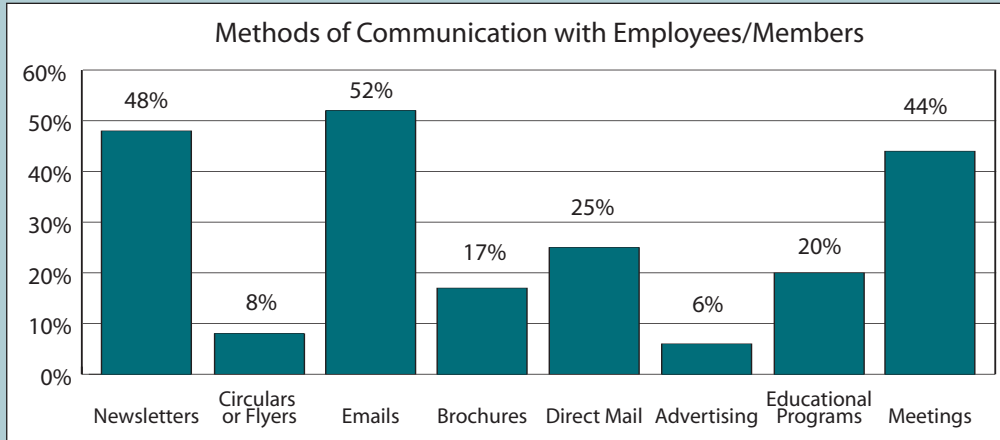
Soft Dollar Activities

41%

have a segregated soft dollar account for political and/or educational purposes

23%

communicate with employees/members asking them to "vote for" or "vote against" specific federal candidates, up 6% from 2006



“If we didn't have a soft dollar account for grassroots fundraising and communications, we'd have \$100 in the bank”

“Members trust us to keep track of our friends and foes in Congress. Telling them who to "vote for" or "vote against" is an extension of that trust.”

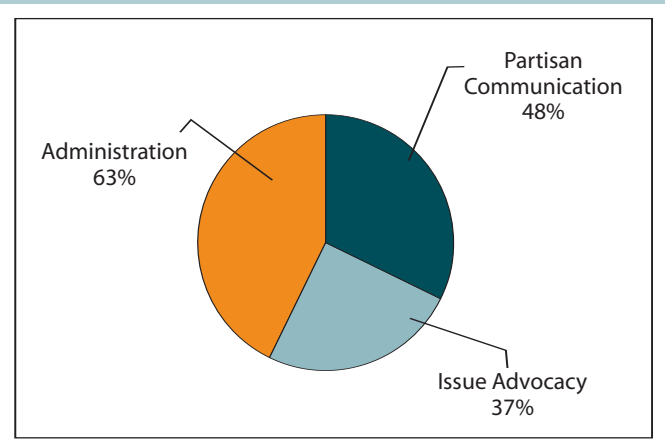
26%

match employees/members to voter registration files for get-out-the-vote activities
37% of Corporations
18% of Associations

How They Spend Soft Dollars

64%

use Issue Advocacy to educate Members of Congress and voters about important issues, up 12% from 2006
56% of Corporations
73% of Associations

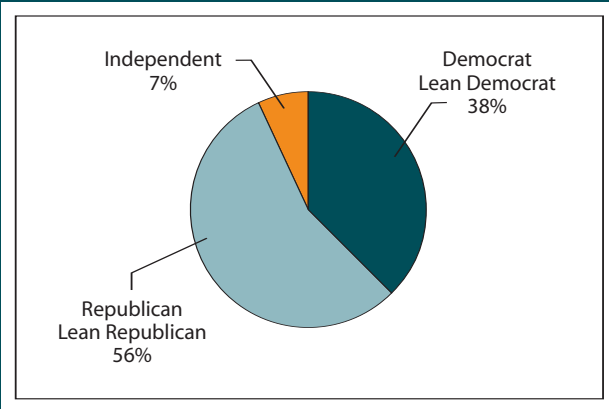


Average percentage of soft dollars by groups implementing these programs.

PAC Professional Profile



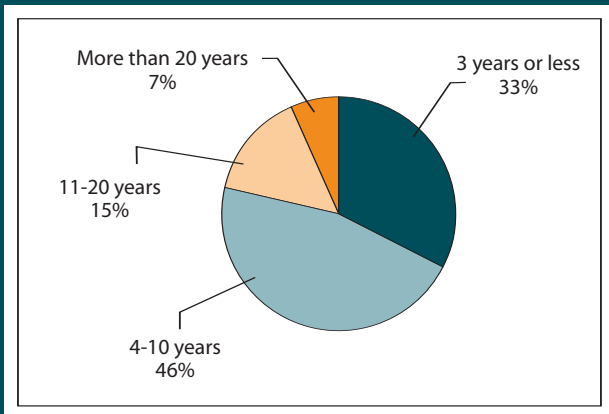
Staff Breakdown by Political Party



79%

of PAC professionals have fewer than 10 years of experience

Staff breakdown by Years of Experience



66%

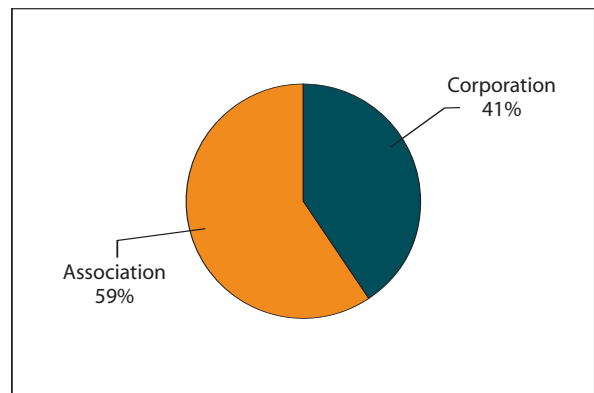
of PACs are run with two or fewer staff

PACs over \$1 million in receipts maintain an average of **3 staff**

38

is the median age of a PAC professional with females slightly outnumbering males

Participants in Survey by Organization Type



87%

of respondents raised more than \$100,000 for their Federal PAC in 2007

Respondent PAC Receipts:

13% Less than \$100,000

18% \$100,000 - \$250,000

26% \$250,001 - \$500,000

28% \$500,001 - \$1,000,000

10% \$1,000,001 - \$5,000,000

5% \$5,000,001 or more

A qualitative study of business political action committee professionals (59% Association; 41% Corporate) intended to provide America's leading political organizations a better understanding of the PAC marketplace (Margin of error: +/- 6.95%).

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