

ACEC Committee Report
ACEC/PAC Champions Committee
Report for the period ending August 31, 2018

Purpose: ACEC's Political Action Committee (PAC) Champions, under the rules of the Federal Election Commission (FEC), oversee the recruitment of ACEC/PAC supporters in their state Member Organizations to support federal Congressional candidates. The PAC Champions are selected for annual terms with one serving as Chairman. Champions approve the criteria for fund allocation and overall fundraising programs to meet their state's annual fundraising PAC goal. ACEC/PAC works in conjunction with ACEC's legislative program to elect and keep pro-business members of Congress in office who support the interests of the engineering industry and create an improved business environment for ACEC members.

Goals:	Status of Goals:
<p>1. Sustain \$1 million ACEC/PAC goal.</p>	<ul style="list-style-type: none"> • Raised \$694,640 to date in calendar year 2018 from 1,988 contributors. Receipts are currently pacing \$28,000 ahead of YTD August 2017. • Twelve states – Indiana, Hawaii, Wisconsin, South Carolina, Georgia, Tennessee, Montana, Massachusetts, Rhode Island, Connecticut, New Hampshire, and Alabama - have already made goal in 2018. This was the first year that New Hampshire has ever achieved their ACEC/PAC goal. • Continuing efforts to secure repeat giving while actively seeking to grow donor base; thus far there have been 662 new PAC donors in 2018, resulting in \$100,242 in additional PAC receipts. • Ongoing communication with MOs through monthly reports, regular check-ins via email and telephone calls with state PAC teams. • Expanded PAC website complete with real-time disbursement and receipt information; and extensive use of PAC Champions online Community. • Continue to provide extensive, customized resources to targeted PAC Champions and MO leadership (drafting and sending national and state solicitations, PowerPoint presentations, talking points, MO newsletter articles, etc.). • Updated and distributed all PAC resources including state and group specific legislative one-pagers and related legislative accomplishment and candidate disbursement documents. • ACEC/PAC achievements are regularly and prominently recognized in <i>Last Word</i> and on ACEC website. • Nationwide fundraising plan composed of donor education, targeted, personalized solicitations, one-on-one meetings, sweepstakes, newsletters, state leadership conference calls, and ACEC meeting activities. • Staff conducted survey of both the ACEC/PAC Major Donors and the PAC Champions to gather feedback on both programs and gauge effectiveness of fundraising and recognition activities.

<p>2. Achieve effective participation of all MOs to reach their ACEC/PAC goals.</p>	<ul style="list-style-type: none"> • Review current PAC Champions for their commitment and effectiveness of the fundraising program in their state. Strongly encourage replacement of the PAC Champion or recruitment of additional PAC Champions if appropriate. • Ongoing conference calls with all state leadership that did not make goal the previous year. • Regular personal contact with all PAC volunteers throughout the year via personal calls and email. • Staff urges those states with goals over \$30,000 to have at least two PAC Champions or regional co-Chairs. • Continued promotion of PAC credit card swipes (amp devices) at all major state meetings and events; expanded online giving through new ACEC/PAC website.
<p>3. Undertake additional coordinated efforts to gain participation from ACEC's largest firms and largest states. Work closely with the state and PAC leadership in CA and TX to implement specific fundraising plans to help them achieve their 2018 ACEC/PAC goals.</p>	<ul style="list-style-type: none"> • ACEC Executive Committee members are engaged and actively promoting ACEC/PAC efforts through both personal communications to state leadership and ACEC/PAC presentations during visits to their respective states. • Regular staff contact with ExCom officers and members with updated monthly fundraising reports, emphasizing the focus on large state fundraising. • Working with large state leadership to help re-structure PAC and political giving programs to make ACEC/PAC giving a priority. Also, ACEC staff has engaged large state staff and leadership to promote greater integration of PAC candidate disbursements at local, in-state congressional events. • Continue to work with large states to institute coordinated campaigns that include events, direct phone calls, peer-to-peer outreach, and meetings with candidates that also raise PAC funds. • Regular communication and monthly conference calls with leadership from ACEC/CA, ACEC/CO, and ACEC/FL. • Work closely with ACEC/California PAC Committee on Chapter by Chapter outreach that includes integrated effort supported by the ACEC/California board. • Monthly calls and communications to ACEC/Texas Chair Gary Raba to generate interest and identify challenges. • In addition to focus on California and Texas, staff has worked closely with ACEC/New York and ACEC/Florida staff and leadership with a focus on personal, member to member outreach by both PAC committees. • Recruited key DPC leadership to become ACEC/PAC stakeholders for their firms with some success, including new Capitol and Chairman's Club members.

<p>4. Contact all ACEC member firms that have not yet completed the necessary “prior approval” forms to do so, and solicit every eligible ACEC member firm which has given prior approval and encourage them to support ACEC/PAC giving by their employees.</p>	<ul style="list-style-type: none"> • Provided PAC Champions and State MOs with extensive information on the Prior Approval requirement, along with regular, updated lists of ACEC members with prior approval for 2018 and beyond. • Currently there are approximately 46,189 individual ACEC members and approximately 1,373 firms and branches with signed prior approval. Those firms are spread among 7,143 addresses. • Continue to promote interactive web service to allow firms to update their prior approval information online, which was also used in conjunction with membership certification. • Regular personal follow-up by PAC Director to individuals and state MOs to get forms signed. • Ongoing follow-up for firms without current prior approval takes place daily, as well as enlistment of state PAC Champions and State Executive Directors for follow-up in their states. • Those with prior approval are included in all PAC fundraising campaigns (including the PAC Spring and Fall Sweepstakes) on the state, national and firm level.
<p>5. Increase Congressional Club (\$500) membership from 276 to 285, Millennium Club (\$1,000) membership from 245 to 250, Chairman’s Club (\$2,500) membership from 61 to 65, and Capitol Club (\$5,000) membership from 22 to 25.</p>	<ul style="list-style-type: none"> • Congressional Club (\$500): 125 members to date. • Millennium Club (\$1,000): 212 members to date. • Chairman’s Club (\$2,500): 60 members to date. • Capitol Club (\$5,000): 17 members to date. • Ongoing peer to peer recruitment effort utilizing personal phone calls and emails from ACEC CEO. • Conducted multi-pronged outreach (email, phone calls, and personal PAC Leadership follow-up) to convert major donor pledges to contributions. • Personal follow-up by Political Affairs Exec. Director to urge renews and thank major donors. • Updated benefits in Chairman’s Club, Millennium Club, and Capitol Club to encourage ACEC member support and growth of the programs including additional recognition and special events and briefings with VIP speakers at the Annual Convention and the Fall Conference.

<p>6. Grow ACEC's Direct Giving programs in terms of both dollars contributed and total overall participation by ACEC members to those federal candidates on the PAC budget.</p>	<ul style="list-style-type: none"> • Thus far in 2018 ACEC/PAC has hosted or co-hosted 53 (31 in-district and 22 Washington, D.C.-based) congressional fundraising and Meet-and-Greet events for key House and Senate candidates -- 45 events were for U.S. House members or candidates, 8 were for U.S. Senators. • ACEC/PAC also coordinated 56 separate ACEC/PAC check presentations with ACEC members (either back in the state or during the ACEC Annual Meeting in DC). • Raised over \$162,500 in reported direct giving by individual ACEC members to ACEC/PAC supported candidates though August 31. • While we rely to a large degree on self-reporting, staff continues to analyze FEC data to more accurately determine overall direct giving by ACEC members to U.S. House and Senate members. It will also use the info to target those who contribute directly to candidates but are not currently ACEC/PAC donors. • PAC Champions will discuss growing Direct Giving by ACEC members at their meeting during the Fall Conference
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Chairman: Charlie Gozdziwski
Report submitted by: Gregory Knopp
Date Submitted: August 31, 2018