

PAC Campaign Organizing 101

Below are some tips and questions you should think through before beginning your campaign for Silver PAC. While every company is different and the campaign should be tailored to meet your company's needs, taking these ideas into consideration should provide for a more organized approach. If you have any questions, please contact Silver PAC at SilverPAC@argentum.org.

Q: Who do you want to solicit or which employees are your target audience?

A: Some companies solicit all employees including at the community level, others only solicit corporate offices while others may only solicit top executives for Silver PAC contributions. Silver PAC has seen tremendous success from each approach. Keep in mind the FEC only allows the PAC to solicit executive or administrative personnel, defined as: Individuals employed by a corporation who are paid on a salary rather than hourly basis and who have policymaking, managerial, professional or supervisory duties.

Q: How do you want to approach your target audience to ask them to support Silver PAC?

A: The method you use to approach your target audience will likely depend on the size. The most successful PAC campaigns often use a combination of phone calls, in-person meetings and emails. It is also important to utilize information in the Silver PAC toolkit to demonstrate the value of supporting the PAC.

Q: Who will ask the target audience to contribute to Silver PAC?

A: While it is important to involve the CEO of the company, other leaders can also be effective advocates for supporting Silver PAC. For instance, respected executives or heads of departments often make great surrogates.

Q: How often should I communicate to my target audience of employees about Silver PAC?

A: It is important to decide on a schedule of communications and who they will be from the beginning of the campaign. Although Argentum accepts PAC contributions year-round, the Silver PAC fundraising campaign runs from May-September so it is important to communicate multiple times during that time frame.

Q: How much should individuals at my company contribute and should we have suggested giving levels?

A: While the amount individuals give varies by company, it is imperative to have suggested giving levels that fit within your company's comfort level. Typically, PAC contributions break down as follows by job title:

Silver Circle (\$5,000) & Trustee Circle (\$3,000): CEO, President, COO, CFO, Chairman & other C-Suite Executives, Senior VP

Chairman Circle (\$1,000-\$2,999): Executive VP, Senior VP, Investment Officers, Senior Counsel

Director Circle: (\$500-\$999): Attorney/Counsel, VP, Analysts, Marketing Professionals, Development Manager, Regional VP, IT Professionals

Advocate Circle: (\$100-\$499): Sales Professionals, Public Relations, Executive Director, Regional Director, Administrator

Supporters Under \$100: Eligible community Staff and Young Professionals

Q: What can Argentum do to help if I have any questions about my company's campaign?

A: Just ask! Argentum is happy to answer any questions you may have, speak with your team about Silver PAC, track the progress your campaign makes on a weekly basis, review solicitation materials and more.