



At the beginning of this year, we knew the 2024 elections would be one of the most important topics for our members. And so, we strategically designed our programming to prepare our membership to be “election-ready.”



However, none of us could have imagined that we would witness an assassination attempt nearly succeed on former President Donald Trump, a despicable act that all leaders from both political parties have rightly condemned as evil, as well as the current President Joe Biden, and presumptive Democrat nominee for re-election, announce he would no longer be running for President. This unspeakable act occurred just days after the earliest modern televised debate ramped up questions about President Joe Biden’s ability to run for office, which had major down ticket implications as some Democrat politicians were calling for him to step down. These events, especially the horrific scene in Butler, Pennsylvania, on the eve of the Republican National Convention, have millions of people tuning into the election earlier than ever.

So what’s a PAC professional supposed to do in this uncharted territory? Quite simply: Focus on what you can do for your PAC – and your organization – to be prepared for November.

**Over the past quarter, NABPAC has been providing numerous events to get our members election-ready.**

In April, our PAC Luncheon focused on how voter registration and Get Out the Vote (GOTV) efforts can benefit your PAC. Betsy Strong from CVS Health and Bethany Dame from the American Property Casualty Insurance Association shared their perspective on how to develop and implement these critical programs. Later in the month, NABPAC’s PAC Help Hotline consultant Amie Adams shared data on the best practices and benchmarking that sets the most successful PACs apart.

In May, our PAC Luncheon featured leading election prognosticator David Wasserman breaking down the biggest races and stories driving the election at the time. We’re all looking forward to David’s follow up as keynote speaker at our Annual Convention, as we’ve seen an immense shift in the focus of the election after the truly unprecedented events of the past few weeks. We rounded out May with a Let’s Talk discussion with NABPAC’s communications advisor Rocky Krivijanski, who shared the best ways to create a rapid response plan for PAC professionals. In light of recent events, PACs should be looking at their plans, knowing that political violence is no longer a “what if” this election cycle. Likewise, PACs who support politicians or candidates who use graphic, incendiary, or otherwise controversial language could come under increased scrutiny.

In June, we once again joined with PAC PALS to host our rooftop reception at NABPAC HQ. And while this event was mostly a time to reconnect with colleagues and meet new members, there were plenty of discussions in the crowd about the upcoming elections and how PAC managers were getting ready. For a fun recap of that event, you should check out the **IRL Facts About PACs podcast**, where Executive Producer and co-host Adam Belmar broadcasted live from the event.

In June, NABPAC’s Let’s Talk focused on how to host a candidate fundraiser, with Maggie Newton from Southern Company sharing ways to create events that please both Members and staff alike. Later in the month, Amie Adams joined the podcast to talk directly about how PAC Directors could get election-ready.

All of these events have been designed to help you tackle the biggest issues for your PACs and use these early months to prepare for the elections this fall. **A recap of all of these events can also be found on NABPAC Connect under the “Resources” tab, under the “Professional Development” folder and “2024 Events.”** We hope you had a chance to attend many, if not all, of these events and look forward to continuing our efforts throughout the fall.

Thank you for your continued engagement with NABPAC, and I look forward to seeing you at one of our many events soon

*Bridget Sewell*

NABPAC BOARD PRESIDENT

## REGISTRATION IS OPEN FOR THE 2024 ANNUAL CONFERENCE AT THE BREAKERS

Don’t miss out on NABPAC’s flagship event! Current NABPAC members can get an **early bird conference registration rate** of \$1,195.00 until **September 13, 2024.**



 CONFERENCE AGENDA	
Wednesday NOVEMBER 13	Thursday NOVEMBER 14
11:00 AM Registration Opens	6:30 AM Sunrise Yoga
1:15 PM Welcome & Introductions	8:00 AM Buffet Breakfast
1:30 PM Opening Keynote	9:00 AM Opening Keynote
2:30 PM Break	10:15 AM Break
2:45 PM Breakout Sessions	10:30 AM Roundtables
3:45 PM Break	11:15 AM Keynote Panel
4:00 PM Keynote Panel	12:15 PM Boxed Lunches to Go
5:45 PM Welcome Reception	2:00 PM Poolside Cabanas & Free Afternoon
7:00 PM Dinner on your own	6:30 PM Entertainment & Buffet Dinner Reception
Friday NOVEMBER 15	
8:00 AM Buffet Breakfast	
9:00 AM Breakout Sessions	
10:00 AM Break	
10:15 AM Practitioner Panel	
11:00 AM Closing Keynote	
12:00 PM Conference Concludes	

REGISTER HERE



Welcome!

NABPAC WELCOMES 25 NEW MEMBERS

Please help us welcome the new members who joined NABPAC to date in 2024. We are thrilled to have each organization in our NABPAC community of nearly 300 organizations and growing!

- Alcoa
- Alliance of Community Health Plans
- Atomic Credit Union
- BNSF Railway
- Capitol One
- Conoco Philips
- Consumer Technology Association
- Ecolabs
- Erie Insurance
- Ernst & Young
- Franklin Templeton
- KPMG
- Kraken
- National Apartment Association
- National Association of Mutual Insurance Companies
- National Shooting Sports Foundation
- National Waste & Recycling Association
- Novocure
- Optiver
- RV Industry Association
- S&P Global
- Shein
- Spark Influence
- The Blockchain Association
- USAA

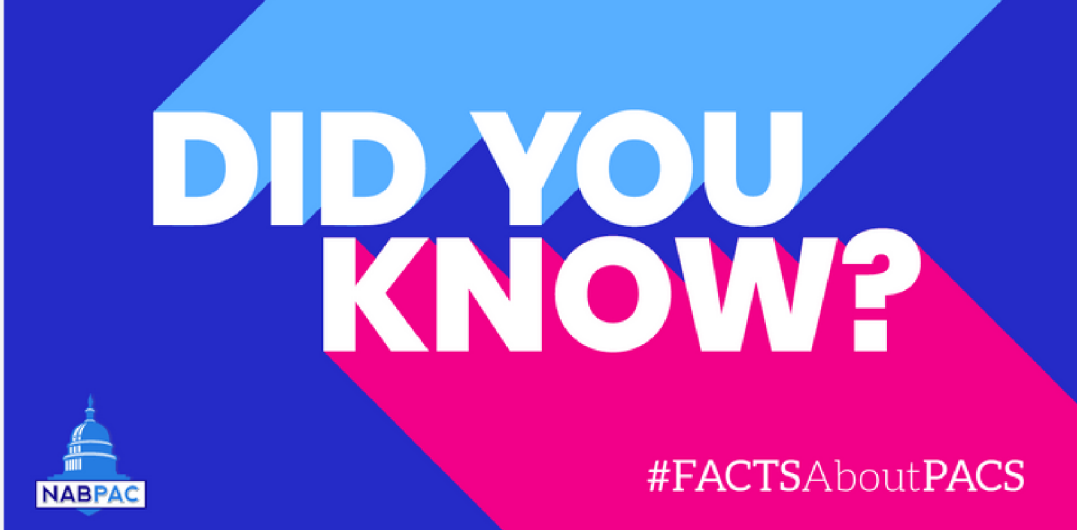
If you know of a business organization that is interested in standing up for the business PAC community and would benefit from NABPAC's services, please contact us at [nabpac@nabpac.org](mailto:nabpac@nabpac.org).

2025 DUES

As you may recall, in 2022, after a thorough review and a benchmarking process led by a Board-level Task Force, NABPAC adjusted our dues for the 2023 calendar year. We maintained our dues structure, with four levels based on the size of the member PAC, plus two vendor member categories, also based on size. Prior to this restructure, we looked at a number of different changes, but ultimately maintained our streamlined and simplified approach.

This adjustment positions us for the future and supports our strategic plan for the organization. As part of the Dues Task Force report out, we are also maintaining dues levels for two years, with an automatic "cost of living" adjustment beginning in 2025 and repeating every two years. Below are the annual dues costs for 2025, with this adjustment included.

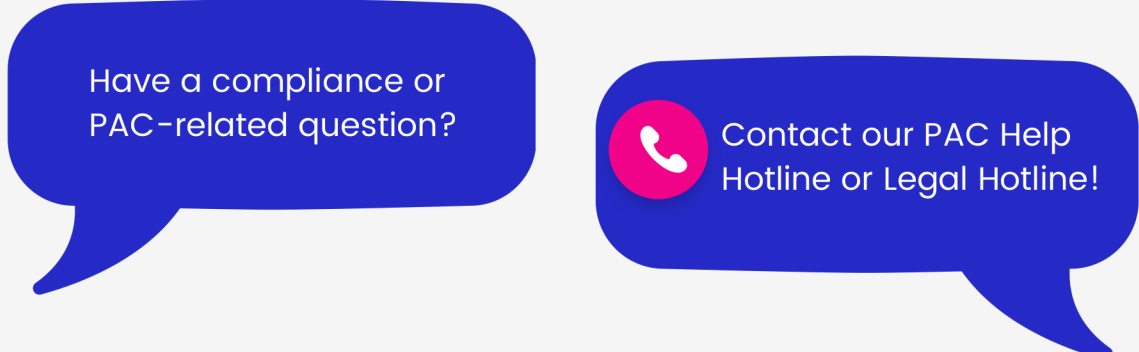
Most Recent Cycle PAC Receipts	2024 Annual Dues	2025 Annual Dues
\$200,000 or less	\$3,000	\$3,200
\$200,001-\$500,000	\$4,500	\$4,700
\$500,001-\$800,000	\$6,000	\$6,300
\$800,001 or more	\$7,500	\$7,800
Vendors <10 employees	\$3,000	\$3,200
Vendors > 11 employees	\$4,500	\$4,700



PAC & LEGAL HOTLINES

Don't forget to take advantage of our hotline services and expertise, as these are included with your annual membership in NABPAC. You can email [nabpac@nabpac.org](mailto:nabpac@nabpac.org) to get your questions answered. NABPAC is grateful to have Carol Laham, partner at Wiley Rein, LLC, and Amie Adams, president of Dunn Associates, available to our members to answer your most challenging questions or explore new ideas.

We look forward to assisting you!



FACTS ABOUT PACS PODCAST



Are you listening to the number one PAC podcast in America?

If you're not, you're missing out on information about NABPAC events, latest trends and research in the PAC community, and timely facts that can assist you in managing your PAC and overall political programs.

Check out our most-listened-to podcasts from Q2:

- **Leadership Advice for PAC Directors** – Are you looking for a sharper focus? We have expert advice on leadership and what we can all do to turn that focus inward and harness our authenticity. Author, consultant, and executive coach Tracy J Edmonds joins the #1 PAC Podcast in America with some candid advice on leadership.
- **Election Update** – David Wasserman from the Cook Political Report joined a PAC'd house to share his comprehensive 2024 Election Update. And loyal listeners of the #1 PAC podcast in America have not been left out. From the most thought-provoking scenarios to the consequences of redistricting, your cut of Wasserman's insights into the strategic underpinnings shaping electoral outcomes is one click away.
- **Public Opinion: Intersection of Business and Politics** – Amy Showalter joins the #1 PAC podcast in America with contextual analysis of a new opinion survey of American consumers and employees about how businesses address politics in the workplace.

Get caught up on the latest shows on Apple podcasts (or wherever you download your favorites) and be sure to share our podcast with your PAC members by including us in your newsletters, email communications, or on your PAC websites!

If you are interested in being a guest or serving as a sponsor, please contact [Micaela.isler@nabpac.org](mailto:Micaela.isler@nabpac.org).

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