



A NOTE OF HOPE FROM MICAELA

We begin the second half of the year with *hope*. We *hope* you and your families remain in continued good health and are finding ways to stay busy, happy, and strong. The beach, the pool, and the boardwalk are open in most states, but, with rising COVID-19 case numbers, the typical summer fun and vacations appear to be limited.

Like you, your colleagues and members aren't likely able to take a summer vacation, to get away from it all, and that is likely to further add to already low employee/member morale. On top of that are the anxieties about going back to the office, childcare, potential furloughs, and personal health. We need to remember to put these hard-working individuals at the center of our advocacy and communications efforts.

Even as we prepare for the 2020 election, which is now just three months away, we must continue to act with empathy and *hope*.

We *hope* NABPAC has provided some aid in that effort over the past few months. If you haven't had a chance to listen to our webinars or podcast episodes, they offer important and candid advice about everything from online fundraisers and PAC Match programs to Get Out The Vote efforts, and, of course, how to solicit in this difficult environment. You may also want to log on to our [NABPAC Community Forums](#) to discuss your PAC and the 2020 elections with your fellow NABPAC members. Share your COVID-19 challenges, and how you've overcome them.

NABPAC just closed our third crisis survey since March. The results of this survey will help us determine what NABPAC needs to focus on over the next few months to ensure you have the resources and tools you need to continue to navigate these uncertain waters.

Along with anxieties about the COVID-19 pandemic, our nation continues to face the reality that much work remains when it comes to racial justice. We've just concluded the first meeting of our Diversity and Inclusion Task Force. This group of incredibly thoughtful NABPAC members are committed to promoting diversity and inclusion within NABPAC and the broader PAC community, creating opportunities for underrepresented people to gain professional exposure to the PAC industry, as well as developing educational resources for NABPAC members. If you are interested in joining Co-Chairs John Mason from Altria and Kevin Cameron from the National Multifamily Housing Council and other NABPAC members in this important initiative, please contact us at nabpac@nabpac.org.

This a difficult time in our nation's history, but this country was born from fire. We were not a perfect nation when we emerged 244 years ago, and we still won't be when 2020 ends. I know we have the potential to grow stronger and better together. NABPAC is proud to be your partner in that journey.

we're all in this together

NABPAC MID-YEAR REVIEW

When the global pandemic hit our country in early March, the NABPAC Board of Directors and staff quickly pivoted from offering our in-person programming to virtual. We surveyed our membership, engaged our Board through our standing committees and various task forces to map out further programming and educational opportunities and curated weekly resources to assist our members through the last four months. A high-level overview of what we have been able to provide to you is illustrated below. We certainly hope you have found these resources useful and had your questions answered during these unprecedented times. We haven't slowed down our efforts yet and we don't plan to anytime soon! We are currently assessing and building out continued programming and resources for the second half of the year. We believe there have been opportunities realized as a result of these difficult times and have positioned us as an even stronger organization. Thank you for your feedback and interest in our offerings to date, but please let us know how we can further assist you going forward.



12 PODCASTS

The Facts About PACs Podcast launched on April 6, just two weeks after the initial stay at home orders.

To date **12 episodes** have been released with nearly **2,000 hits** to the podcast page on the NABPAC website.

SOCIAL MEDIA

14,000 IMPRESSIONS

NABPAC increased its social media outreach 10-fold so far this year—receiving **14,000 impressions** on Twitter alone in May.

16 RESOURCE EMAILS

We have been keeping our members informed with weekly emails to all NABPAC members.

16 resource emails have been distributed to date, with an average weekly open rate of 32%.

These emails include "Quarantine Quick Tips" for PAC Management, highlights from NABPAC programming, upcoming events, and links to articles and podcasts to help members succeed in these uncertain times.

WEBSITE

4,315 UNIQUE PAGE VIEWS

Since February, the NABPAC website has received **4,315 unique page views**.

TOP 3 PAGE VIEWS:

- 2,321** Home Page
- 1,800** Podcast Landing Page
- 936** Member Center

3 SURVEYS

Conducted **3** Coronavirus Member Surveys

LEGAL AND PACHELP HOTLINES

The Legal Hotline responded to **96 inquiries** from **49 different NABPAC members**.

The PACHelp Hotline responded to **60 inquiries** from **30 different NABPAC members**.

156 NABPAC MEMBER REQUESTS ANSWERED

NABPAC BOARD OF DIRECTORS WELCOMES NEW BOARD MEMBERS



MARY-RYAN DOUGLASS
Political Programs Associate Director
American Pharmacists Association (APhA)



JOE JOINER
PAC Director
CTIA

The NABPAC Board of Directors recently voted in four new members to fill two-year terms beginning July 1, 2020 through July 1, 2022. Join us in congratulating **Mary-Ryan Douglass**—Political Programs Associate Director at the American Pharmacists Association (APhA), **Joe Joiner**—PAC Director at CTIA, **Lindsay Roitman**—PAC Director at Microsoft and **Lacy Tennille**—Political PAC Director. Each new board member brings extensive political and PAC experience from a cross-section of industries, that will assist in driving NABPAC's mission in the coming months and years.



LINDSAY ROITMAN
PAC Director
Microsoft



LACY TENNILLE
Political Director
Koch Industries

The Board also wishes to thank outgoing board members **Mica Evans Hider**—PAC Director at the American Chemistry Council and **Richard McDonnell**—Employee Advocacy Director at GM for their years of commitment and service to NABPAC.

PAC AND LEGAL HOTLINE



Now more than ever, we could all use a little extra help to get through. Please don't forget to take advantage of our PAC and Legal Hotlines for further assistance. This service is included in your NABPAC membership. We have a team of experts from Jan Baran at Wiley Rein, LLP, Amie Adams from Dunn Associates and Trey Richardson from SAGAC Public Affairs, all of whom stand ready to assist you in any way that they can. Please email NABPAC@NABPAC.org with your questions and we will put you in touch with the right contact.

WELCOME NABPAC WELCOMES 13 NEW MEMBERS!

Please join us in welcoming the new members who have joined NABPAC so far this year.

- US Chamber of Commerce
- Mastercard
- The Council of Insurance Agents & Brokers
- Comcast
- The National Roofing Contractors Association
- LHC Group
- Micron
- Kraft Heinz
- NetJets
- Eagle Bank
- Novo Nordisk
- JUUL
- Phone2Action

We are a stronger organization with these new members and are thrilled that we continue to grow as an organization, especially in these challenging times. 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 Micaela Isler at Micaela.isler@nabpac.org.



FACTS ABOUT PACS PODCAST

As you know, NABPAC was formed in 1977 to advocate on behalf of the business PAC community. Lately, we have created a series of tools and messages for members to use in their efforts to defend employee funded PAC's, both internally and externally during these challenging times. While much of the anti-PAC sentiment has tempered due to the COVID-19 pandemic, we know we will continue to learn about more federal candidates taking the "anti-PAC pledge" and see more and more scrutiny related to PAC disbursements by company or industry as the November elections loom ahead. We are proud to announce that we have taken our Facts About PACs toolkit one step further, by creating a business PAC centric podcast that will feature guests and educate key stakeholders about our industry. Since launching the Facts About PACs podcast in April, we have now produced 15 episodes and featured many of our member organizations as special guests, reaching thousands of professionals. If you would like to suggest a guest or topic ideas, or would like to sponsor an episode, please contact Micaela Isler at Micaela.isler@nabpac.org.

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