



504PAC MATERIALS

Please find the enclosed materials for 504PAC orientation and education:

1. Best Practices on Sharing PAC Information
2. 2021 Goal & Regional Challenge
3. Sample letter for employees
4. Sample letter for Board
5. Regional Directors: sample newsletter blurb
6. PAC Online Donation Guidance
7. PAC Online Donation Screenshots
8. Frequently Asked Questions

Thank you for your help and support!



Best Practices for Sharing PAC Information with CDC Employees and Board Members

1. You must **sign a Solicitation Authorization Form and return it to the 504PAC** before you can solicit your employees and board members for contributions to the 504PAC. This is an FEC requirement. You may only authorize one PAC to solicit your employees. (Note: this does not exclude you or your employees from giving to another trade association PAC or to any other PAC). This form is available online on the 504 PAC section of the NADCO website, or NADCO staff can email you a copy to print and sign.
2. You may only **solicit your restricted class**. That begins at your mid-level personnel and your board. For most CDCs, that is most employees.
3. You may **solicit orally or in writing**. The **504PAC slideshow may be a helpful resource** for you to use when explaining the importance of PACs, what the 504PAC does with donations, and the process of decision-making, which are frequently asked questions.
4. You may **suggest a level of donation**. The maximum donation per year is \$5,000. Any donation amount is welcome! 504PAC receives a range of donations from \$20 to several thousand dollars and is excited to receive each and every one. Donating online is easiest, but the PAC also accepts personal checks.
5. PAC **contributions must be personal** (not corporate) funds and are not tax deductible.
6. An employee's **donations must be voluntary**. This is the biggest takeaway – there can be no coercion, arm twisting, forced contributing, or any suggestion that a decision to contribute or not will impact an employee's performance review.
7. Anyone who makes a donation will need to share their **legal name, the name of the organization they work for, and their home address**. This is an FEC requirement – not 504PACs. We will not show up at their homes on a Saturday morning! The FEC requires this information to demonstrate that these contributions came from real individuals. Their name and address are likely on their check, so no additional documentation should be needed to donate to 504PAC if they do not donate online.
8. **Demonstrate your passion**. You are sharing this information because you are invested in the future of the 504 industry and recognize the importance of PAC giving to that future. If you communicate that well to your employees, chances are they will want to support that vision as well!

504PAC CONTRIBUTIONS REGIONAL CHALLENGE

WILL YOUR REGION LEAD THE INDUSTRY IN 504 PAC CONTRIBUTIONS?

Ready for a little friendly competition? In trying to meet the 504 PAC fundraising goal for 2021, the PAC Committee has designed a “Regional Challenge”.

During this year’s Annual Meeting, the top three NADCO Regions will be recognized for their cumulative contributions to the campaign, along with the top CDCs from each of those regions. In addition, we will recognize the Regions with the most PAC solicitation forms on file.

The 504PAC balance is critically low. Will you help us achieve our goal?



SAMPLE LETTER/EMAIL

FOR SENIOR STAFF / EMPLOYEES

Date

Dear _____,

As a member of this team, you play an integral role in improving access to capital for America's small businesses. That's why I want to take a moment to discuss with you a matter of importance to both our company and our industry: participation in NADCO's 504PAC. In the past year, Congress has taken notice of both the important work CDCs do in offering frontline support to small businesses and how impactful the 504 Loan Program has been with the nation's recovery efforts. When added to the recent legislative successes NADCO has achieved for our industry, the time to act is now.

As you know, everything we do is directed by laws and regulations. In order to ensure that the scope of laws and regulations support the mission of CDCs to provide access to capital through the 504 and other SBA programs, it is vital that we educate and support legislators who understand the value of the work we do.

The 504PAC allows us to actively take part in what's happening with the program politically through bipartisan work targeted to supporters of the CDC industry.

Donors can increase their influence and be part of a larger, more powerful group. The 504PAC supports candidates across the country who are champions of our industry and need support to continue their work on behalf of CDCs. The 504PAC is also an important educational tool for members of Congress who are interested in learning more about NADCO, CDCs, the 504 Loan Program, and other programs we deliver.

One simple way for you to show your support is to contribute to the 504PAC. No contribution is too small, and every dollar makes a difference by helping ensure that critical priorities are addressed on Capitol Hill.

Participation in 504PAC giving is completely voluntary, and you have a right to decline to contribute without reprisal. I have personally made the decision to support 504PAC, and I hope you will too. Under Federal Election Commission law, 504PAC can only accept individual contributions. Contributions from corporations like ours are prohibited – that's why it's important that we get involved individually. Each member of this organization who contributes to 504PAC makes a difference. Remember, no contribution is too small.

Contributing to the 504PAC is easy. Contributions can either be made as a one-time donation or as an automatic monthly deduction. More information about how to contribute is enclosed.

I feel strongly about the importance of 504PAC to our continued success and hope you will join me in strengthening the CDC industry's voice on Capitol Hill.

Sincerely,

Name

Enclosure

SAMPLE LETTER/EMAIL

FOR BOARD MEMBERS

Date

Dear _____,

As one of the most successful CDCs in the country, I believe we have a duty to lead by example. In this case, I'm referring to support of the 504PAC. In the past year, Congress has taken notice of both the important work CDCs do in offering frontline support to small businesses and how impactful the 504 Loan Program has been with the nation's recovery efforts. When added to the recent legislative successes NADCO has achieved for our industry, the time to act is now.

As you know, everything we do is directed by laws and regulations. In order to ensure that the scope of laws and regulations support the mission of CDCs to provide access to capital through the 504 and other SBA programs, it is vital that we educate and support legislators who understand the value of the work we do. One simple way to show your support is to contribute to the 504PAC.

Participation in 504PAC is completely voluntary. I have personally made the decision to support 504PAC, and I hope you will too. Under Federal Election Commission law, 504PAC can only accept individual contributions. Contributions from corporations like ours are prohibited – that's why it's important that we get involved individually.

Contributions can either be made as a one-time donation or as an automatic monthly deduction. More information about how to contribute is included in the 504PAC toolkit.

I feel strongly about the importance of 504PAC to our continued success and hope you will join me in strengthening the CDC industry's voice on Capitol Hill.

Sincerely,

Name

Enclosure

SAMPLE NEWSLETTER BLURB

FOR REGIONAL DIRECTORS

504 PAC

Are you interested in learning more about the NADCO 504PAC and how you can participate?

A PAC (**P**olitical **A**ction **C**ommittee) is a valuable tool that allows people with similar goals or issues to have a greater impact in the political arena through donations to political representatives. PACs are non-partisan committees that must register and file regular reports with the Federal Election Commission (FEC).

Overseen by the NADCO Board of Directors' PAC committee, 504PAC contributions are used to raise the level of awareness about the 504 Loan Program and the role of CDCs as local economic developers with key lawmakers on Capitol Hill. 504PAC can pool the individual contributions of the NADCO membership to support candidates who champion the 504 Loan Program and other SBA programming across the country. Subsequently, the 504PAC also helps provide opportunities to educate lawmakers on the benefits of the SBA lending programs, and primarily the 504 Loan Program, and the impact of these programs in their states and districts. Combined with NADCO's grassroots program and the ongoing outreach on Capitol Hill, 504PAC is a critical tool in NADCO's active legislative strategy.

Major gains have been accomplished recently, so much so that SBA's loan programs now carry one of the nation's most important tasks...providing recovery resources for small businesses. But we have more work to do.

I encourage you to learn more about how this important legislative voice is working for you and how you can get involved. Visit NADCO's [504PAC](#) site for more information.



How to Use the Online PAC Donation System

Donating to the PAC just became faster and easier! Managerial personnel and board members from NADCO-member CDCs can submit donations online – no checks, no paper, no delays! As always, when it comes to political donations, there are some legal items that need to be addressed before your (personal!) credit card can be entered. Below is a quick guide for how you and your employees can make donations.

1. **Select “504 PAC”** from the drop-down Congressional menu on NADCO’s homepage (note: if you are not signed in, you will not see this option).
2. If you’re already familiar with the details of the PAC, you can **click the “More Information” button at the top of the screen**. If you’re here to learn more about the PAC, this page should give you the basics. You can contact NADCO for even more information.
3. **If you are the leader of your CDC**, or the primary NADCO contact, you will need to **complete the Solicitation Authorization Form**. You only need to complete this once every 5 years for your CDC, so after your first online visit, it will not be necessary. However, no one in your CDC can donate until you complete this form. For your next donation, you can follow the directions at the top of the site to click through to the next page.
4. If the leader of your CDC has already signed the authorization form, you can follow to directions to **click through to the next page**. You are already allowed to see it.
5. You have reached the **donation page!** Here, you can choose the amount you would like to contribute. A few things to note on your first visit:
 - a. Sometimes there will be drives associated with a specific event, such as the Annual Meeting, and there will always be a general donation option.
 - b. You may give any amount up to \$5,000 per year.
 - c. You can make a one-time donation or a reoccurring one.
 - d. The “Donor Information” section needs your personal address, not your CDC’s. This is an FEC requirement – NADCO will not share your home information outside of our required FEC filings.
6. **If your board members or staff members** at the appropriate level to solicit **do not have a NADCO account, they can still contribute online**. Just copy and paste the URL for the Donations – Secure Online Donation Form into an email to them. This will allow them to go directly to the donation page.

504PAC's Online Donation Steps



To make an online PAC donation, you must be signed into your NADCO account.

The PAC page is under the Congressional header on the main NADCO webpage menu.



This first page is the background on the PAC generally. Click the red button for "More Information-504 PAC". Yes, these are excessive steps, but it is required for legal reasons, unfortunately.

504PAC's Online Donation Steps

PRINT PAGE | YOUR CART | MANAGE PROFILE | SIGN OUT

NADCO

National Association of Development Companies

ABOUT REGULATORY NEWS EVENTS & TRAINING CONGRESSIONAL FUNDING JOBS

504PAC Solicitation Authorization Form

Please **CLICK HERE** if your CDC's primary NADCO contact has already completed this solicitation form. [Edit This Page](#)

I authorize the National Association of Development Companies to use my name and likeness in any and all manner for the administration and management of the 504PAC program for calendar years 2017, 2018, 2019, 2020 and 2021.

I understand that contributions made to the 504PAC program may be used for the benefit of individuals using personal and may not be made by a corporation. I certify that my company has not given approval from another trade association PAC to solicit personnel of this company for the same calendar years.

**OTHER CDC STAFF (AFTER EXEC. DIRECTOR FILLS THIS OUT):
EXEC DIR: SUBSEQUENT VISITS**

**EXEC. DIRECTOR - FIRST TIME VISIT
(GOOD FOR 5 YRS)**

☐ Yes

First Name * Last Name *

CDC Name *

Electronic Signature *

Home Address *

Home - City *

Home - Zip *

Date *

Home Phone *

This takes you to the Solicitation Authorization page. The primary NADCO contact at your CDC needs to fill this out—that's normally the Executive Director or President. It must be filled out before the rest of their CDC can donate. Once filled out, this authorization is good for 5 years, those EDs and their staff members can move directly to the donation process going forward. Some of you have already completed this. Once this is filled out, you are taken to the donation page.

For those who have already filled this out, or for those whose executive directors have already filled this out, you may click on the "Click Here" link at the top of this page. That takes you straight to the donations page.

504PAC's Online Donation Steps

PRINT PAGE | YOUR CART | MY PROFILE | MANAGE PROFILE | SIGN OUT

NADCO

National Association of Development Companies

ABOUT REGULATORY NEWS EVENTS & TRAINING CONGRESSIONAL FUNDING JOBS

Donations - Secure Online Donation Form

Please Note:
All information entered in the form below **MUST** be completed using your Personal Information and not your Business Information.

Campaign/Fund Information

Campaign/Fund * 504 PAC 

Donation Information

Donation Amount *

Payment Method *

Donation Type * ☒ One-Time Donation ☐ Recurring Monthly Donation (until cancelled)

Professional Title *

Donor Comments

Donor Information

First Name *

Middle Name

ONE TIME OR
RECURRING

On this donation page, you can make a one time or a reoccurring donation. Some of the information is already filled in based on your existing NADCO profile. Remember that these donations must be personal, not from your CDC credit card, and linked to your home address, per FEC requirements, so make any adjustments as necessary before clicking submit.

If you are sending this to your board members who do not have NADCO accounts, once you have completed the authorization form for you CDC, you can send them the link directly to the donations page-that will be visible to them without signing in.



504PAC – FAQ’S

WHAT IS A PAC?

A PAC (Political Action Committee) is a valuable tool that allows people with similar goals or issues to have a greater impact in the political arena through donations to political representatives. PACs are non-partisan committees that must register and file regular reports with the Federal Election Commission (FEC).

Overseen by the NADCO Board of Directors' PAC committee, 504PAC contributions are used to raise the level of awareness about the 504 Loan Program with key lawmakers on Capitol Hill. 504PAC can pool the individual contributions of the NADCO membership to support candidates who champion the 504 Loan Program across the country. Subsequently, the 504PAC also helps provide opportunities to educate lawmakers on the benefits of the 504 Program. Combined with NADCO's grassroots program and the ongoing outreach on Capitol Hill, 504PAC is a critical tool in NADCO's legislative strategy.

Participation is strictly voluntary.

COMMON MISCONCEPTION: PACS BUY VOTES

Truth...PACs provide opportunities to educate lawmakers on the benefits of the CDC industry, as well as any issues impacting the delivery and accessibility of the 504 and other programs.

WHAT IS THE PURPOSE OF 504PAC?

PACs allow individuals who share a common goal or ideology, or who represent a specific group (such as CDCs), to be more politically effective than they could be as individual contributors.

A PAC pools these smaller contributions which can then be used to support candidates who champion their issues across the country.

WHY IS SUPPORTING THE 504PAC IMPORTANT?

If you're involved in the 504 Loan Program, you're involved in politics. Decisions made by elected officials directly affect our ability to administer the 504 Loan Program. If you don't actively take part in what's happening with the program politically:

- You fall victim to whatever a legislative body wants to do; and
- You have no recourse when the regulator has policies that you do not support.

The 504 PAC does bipartisan work targeted to supporters of the CDC industry.

Having strong participation is essential to the success of 504PAC. In fact, it is almost impossible to raise sufficient funds for a PAC without the support of NADCO's members.

Legislative and regulatory threats make it critical to have PAC dollars available that help to educate lawmakers.

WHO SHOULD DONATE TO 504PAC?

Everyone!

- NADCO's Board of Directors, Management, and staff
- CDC Executive Directors, their staff and members of CDC Boards

As of now, most contributions come from a handful of CDCs. However, the effects are shared by the entire industry. The more we as a group get involved, the stronger our effects on Capitol Hill will be.

504PAC donors should be as diverse and far-reaching as the 504 Loan Program is. Keep in mind, through your donations, you'll be supporting issues critical to CDCs and small businesses. Each dollar 504PAC receives helps the 504 Loan Program gain notice.

504PAC has been an integral part of our industry achieving its recent successes. But we still have more work to do.

WHY SHOULD I DONATE TO 504PAC?

- The 504PAC helps send out a universal message and makes our presence known.
- Giving to the PAC, and then having 504PAC donate to a candidate, helps make it clear the donation is from the 504/CDC community and that the industry is invested in the member's political future.
- We must keep pace with other interest group PACs. The future, and the future of our loan program, is in our hands.
 - There are PACs across all industries and topics. Everyone from the Realtors Association to the NRA have a PAC in their toolbox.
 - Many associations pour tremendous time and effort into their PAC activities. If 504PAC is to be considered in the same league, we need to increase our PAC contributions and activities.
- Congress is going to pass legislation that impacts our industry no matter what. The only real question is whether we can show them we're an active, organized, engaged constituency that should be listened to.
- Donations ensure that those members of Congress who support the work of CDCs and the 504 Loan Program continue to serve in Congress and continue to be our champions.
- Participating in 504PAC helps us communicate to lawmakers the vital role CDCs play in economic development every day.
- We are in a time of great political and economic uncertainty. If we do not participate in the political process, we risk being left out of key policy decisions.
- 504PAC has been an integral part of our industry achieving its recent successes. But we still have more work to do...with new members of Congress every two years, education and relationships will be key to garnering more champions.

"I want to support an industry that has allowed me to be so successful personally."

How are candidates for 504PAC support selected?

Candidates are selected for support by the NADCO PAC Committee. The candidates are voted on by the committee and, if a consensus is reached, the contribution is made.

Can my corporation contribute to the 504PAC?

No, all donations to the 504PAC must be made from personal, not corporate, funds.

How much can I contribute to the 504PAC each year?

The maximum contribution from any individual is \$5,000 per calendar year.

Are 504PAC contributions tax deductible?

No. As with all political donations, contributions to the 504PAC are not tax deductible.

How do I make a contribution?

Contributions can be made via a personal check or by credit card (checks should be made out to 504PAC unless otherwise noted for a specific event). Donating online is easiest, but personal checks are also accepted. A secure donation form can be found on NADCO's website at: nadco.org/donations/donate.

Donations can be broken out into automatic monthly deductions from your bank account. For many of us, giving \$25 per month is easier than giving one lump sum of \$300.

Do I need to fill out any paperwork with my donation?

Yes. NADCO must have a solicitation form on file for your CDC. This is an FEC requirement. Each CDC can only authorize one PAC to solicit you and your CDC employees/board. (Note: this does not prohibit you or your employees/board from giving to another trade association PAC or to any other PAC.) The solicitation form is available on NADCO's website at: [nadco.org/page/504PAC Solicit](https://nadco.org/page/504PAC_Solicit).

Only one solicitation form is needed per CDC but must come from someone that can authorize that permission. Once on file, solicitation forms are good for five years.

Please note: filing a solicitation form for your CDC will not open the flood gates for solicitors. The Federal Election Campaign Act requires trade organizations, such as NADCO, to obtain permission from members before they may receive information about or be solicited for contributions to the association's political action committee.

What's the typical donation amount?

504PAC receives a range of donations from \$20 to several thousand dollars and is excited to receive each and every one. To make it even easier, donations can be broken out into automatic monthly deductions from your bank account. For many of us, giving \$25 per month is easier than giving one lump sum of \$300.

The following is a list of suggested annual donation amounts per CDC based on portfolio size:

Portfolio Size	CDC's Suggested Annual PAC Donation
\$0 - \$10M	\$100 - \$200
\$10M - \$50M	\$500
\$50M - \$200M	\$800 - \$1,000
\$200M - \$400M	\$1,300 - \$1,500
\$400M - \$600M	\$1,800 - \$2,000
\$600M - \$800M	\$2,300 - \$2,500
\$800M - \$1,000M	\$2,800 - \$3,000
\$1,000M - \$1,300M	\$3,375 - \$3,750
\$1,300M - \$1,600M	\$4,125 - \$4,500

How do other CDCs generate PAC support from their staff and board?

- “We typically make two pushes per year - prior to both the Annual Meeting and the Spring Summit – with conversations about the importance of supporting the PAC.”
- “We make the connection back to how the 504 Loan Program is a congressional program. Support of the PAC goes hand-in-hand with ensuring Members are engaged with and educated on the important role this program plays in the small business sector.”
- “We communicate recent industry accomplishments to both our board and staff and remind them how important it is to continue supporting/educating candidates that champion our industry and our programs.”
- “We ensure employees understand the need to give back to an industry that has allowed them to be successful personally.”