



# AGC PAC ACTIVITIES & IMPACT 2007-2008 ELECTION CYCLE

## Electoral Summary:

### Independent Expenditures

- 3 Senate Races, 5 House Races
- 1 Senate Win (Collins ME)
- 1 Senate Loss (Smith OR)
- 1 Senate Races Too Close to Call (Coleman MN)
- 2 House Wins
- 2 House Loses
- 1 House Race Too Close to Call (Reichert WA)

*37% win record (with 2 races too close to call)*

### House

- 201 House Races (192 minus retirements)
- 22 Loses (5 Challengers, 11 Incumbents, 6 Open Seats)
- 166 Wins (3 Challengers, 152, Incumbents, 11 Open Seats)

*86% win record (with 4 races too close to call)*

### Senate

- 25 Senate Races (24 minus retirement)
- 5 Loses (3 Incumbents, 2 Open Seats)
- 16 Wins (13 Incumbents, 3 Open Seats)

*67% win record (with 3 races too close to call)*

**\$1,080,073 Raised – \$1,013,000 Spent – 84% AGC PAC Candidates Won**

# AGC Election Activities: AGC PAC



- **DIRECT CONTRIBUTIONS:** Thanks to record support (**\$1,080,000**) for AGC PAC from nearly 1000 donors (an **increase of 16% from 2006**), AGC PAC wrote 440 checks, totaling more than **\$900,000** in direct support of **226** construction friendly candidates for the House and Senate, including more than two dozen members of the leadership as well as committee and subcommittee Chairs/Ranking members. Compared to the previous cycle, AGC PAC contributions to Democrats increased to **25%**, compared to just 12% in 2006. **27 candidates** received maximum support from AGC PAC (\$10,000) during the 2008 cycle. Of those receiving AGC PAC support, **84%** won election or reelection on Tuesday, with seven races still too close to call.
- **CANDIDATE FUNDRAISING:** In addition to direct contributions, AGC PAC and AGC chapters worked with the construction industry and individual members to help raise additional funds for several of AGC's key allies. In total, more than **\$200,000** was raised for construction friendly candidates through industry fundraisers at which AGC PAC or AGC members facilitated/hosted. The AGC Townhouse played host to **229 events** during the 08 cycle.
- **PARTY SUPPORT:** In addition to direct candidate support, AGC PAC contributed more than **\$38,000** to political party committees during the 2008 election cycle. These contributions allowed AGC to strengthen relationships with party leadership, show support for specific platform issues and help key allies beyond the direct donation limits.
- **INDEPENDENT EXPENDITURE:** AGC PAC implemented a historic effort in the final 4 weeks of the election using a multimedia campaign, including websites, internet ads and billboard advertising. AGC PAC spent more than **\$75,000** to help elect 8 key members of the House and Senate. Specifically, AGC PAC created and funded **[www.constructionvotes.com](http://www.constructionvotes.com)** directing users to customized web pages specific to the candidate and his/her state or district, and support for construction. Internet advertisements helped drive traffic to these candidate-specific sites, producing more than **5,000 click-thrus**, allowing AGC PAC to increase awareness and support for these key construction allies beyond just the AGC membership audience. In addition, the effort brought brand awareness to AGC and AGC PAC and the role construction plays in the economy. AGC PAC received positive feed back from both contractor members and Members of Congress regarding the effort.

# AGC Election Activities: GOTV



- **EMAIL CAMPAIGN:** AGC utilized an aggressive email campaign to alert members to early voting opportunities, polling information and election deadlines. AGC sent over 200,000 emails prior to the November election. Each member received 5 separate emails: (1) voter registration message with state specific registration application (2) early voting in person starts with requirements needed to vote early (3) early voting in person ends (4) early voting by mail ends (5) election day reminder.
- **PRINTED COMMUNICATIONS/PUBLICATIONS:** A feature story in October *CONSTRUCTOR* Magazine analyzed the election and impact on the industry. Monthly articles on elections and voting deadlines were also published in electronic News & Views and 8 page special insert in printed October edition. Weekly updates also went out in the Construction Legislative Week In Review (CLWIR) on Congress, the administration and elections, including GOTV tips and election news. AGC has provided candidate comparisons, election preview and other election information for chapter publications. Finally, AGC created GOTV posters highlighting the importance of voting and are to be used by members in common work areas.
- **COMMUNICATION WITH CAMPAIGNS-PLATFORM COMMITTEE:** On August 6, 2008 AGC sent a letter to Democratic and Republican Platform Committee's outlining AGC of America's top issues for the 2008 election that included policy recommendations on tax policy, labor and employment policy, infrastructure investment policy and environmental policy.
- **STAFF PRESENTATIONS:** AGC's chief executive officer has traveled around the country stressing the importance of the election and the ramifications for the elections.
- **GOTV WEBSITE:** AGC's [www.agc.org/vote](http://www.agc.org/vote) website provided detailed information on 2008 elections and allows you to enter a zip code and find detailed information on registering to vote, application deadlines, early and absentee voting requirements and polling locations in addition to direct links to your state board of elections websites. 18 chapters (with estimated employment of over 130,000 employees) have joined with their own parallel websites.