



AIA Virginia

PAC Opt-In – Discussion #2

The proposed plan is recommended by the PAC Board of Trustees and supported by the Government Advocacy Advisory Council:

- The PAC Board of Trustees researched, analyzed and discussed the following state AIA components who practice a similar approach:
 - AIA Georgia
 - AIA New Jersey
 - AIA Illinois
- In general, state components raised dues for the opt-out and provided a choice of investing in PAC or letting the funds go to the general operating budget
- Communications with the membership was a key component
- Our messaging would need to be tailored to different audiences (i.e. Principal, Emerging Professionals, etc.)
- A Communications Plan similar to the following was discussed:
 - Commencing in April 2019, recommend the EVP conduct in-person outreach with each local AIA Board of Directors
 - Provide a hard-copy letter to the membership
 - Share with the membership at the June 2019 Virtual Membership Meeting
 - Board take action at the August 2019 meeting
 - Send monthly electronic communications indicating the PAC Opt-In will take effect in January 2020 and establish a cut-off date for members to decide.
- Use the term “Opt-In” instead of “Opt-Out”
- Our legislative counsel, Williams Mullen, indicates that using dues monies for PAC is legal in Virginia as long as we make sure that it is made clear that members have the right to refuse to contribute without any reprisal and provide notice on the political purposes of the committee. Williams Mullen requested to see the language we use in our letter to the membership if the Board approves moving forward with an approach such as this
- It has been confirmed with the Institute’s General Counsel that this would not be required to go before the membership for a vote.

Recommendation for Discussion: Enact a \$10 “opt-in” plan by raising dues by that amount to go into effect for 2020.