



PAC OPT-OUT TALKING POINTS

The AIA Virginia Political Action Committee (PAC) is the funding vehicle used to support legislators in office and candidates seeking elected office whose policy positions support the profession of architecture and align with our Directory of Public Policies and Position Statements. In 2015 and 2016, the PAC generated funds equivalent to less than \$1.50 per AIA Virginia member. In 2017, AIA Virginia members invested just over \$6,833, while engineer- and contractor-funded PACs each reached \$50,000 and \$65,000, respectively. This is a factor of 10 times. In 2018, AIA Virginia implemented a multi-pronged strategy to communicate the value and importance of the PAC to members. Since the adoption of this strategic approach, giving history was \$21,775 in 2018; \$27,785 in 2019; \$11,470 in 2020; and \$23,270 in 2021, allowing AIA Virginia to disburse over \$40,000 annually to legislators.

Prior to implementing the multi-pronged strategy, the AIA Virginia PAC's historically low funding levels had allowed us to only be reactive, extinguishing the imminent and 'greatest fires,' typically in the arena of professional services procurement. Member survey data overwhelmingly indicates a desire for AIA Virginia to be proactive in legislative areas that will make healthy vibrant communities including resiliency, mass transit, environmental responsibility, broadband access, and affordable housing, among others. In 2020, the organization adopted a policy to defer a portion of dues to the PAC annually to better position ourselves to act accordingly. A member ALWAYS has the option to "Opt-out" – to move that portion of their dues to the General Operating Fund instead.

- **The AIA Virginia PAC is non-partisan.** The political party in power will have more individuals on any respective Committee and also Chair committees. As such, our Disbursement Plan may allocate more funds to one political party over the other in any given year.
- **The PAC benefits ALL firms.** We have established a positive legal framework for practicing in Virginia, and the PAC is essential to ensuring this framework continues to benefit the profession as a whole.
- The PAC is unique in that **members participate voluntarily**, yet the benefits impact everyone in our profession.
- A portion of your AIA Virginia dues go toward paying lobbyist fees and the day-to-day business operations of performing advocacy.
- Making a meaningful PAC contribution to a legislator allows the organization access to that individual—competing for time is one of the largest obstacles in advocacy. Typically, time first goes to constituents, then financial supporters, and then to anyone remaining.
- If architects are not at the table, speaking for the interests of the profession, then other entities will speak on our behalf, which is unacceptable.