

PAC ROLES & SUBCOMMITTEES

PAC LEADERSHIP

CHAIR

- Facilitates regular PAC meetings
- Main point of contact
- Provides leadership and direction
- Leads decision-making

TREASURER

- Files all paperwork and finance reports with Texas Ethics Commission
- Keeps track of contributions and expenditures
- Opens bank account and pays all bills

SECRETARY

- Takes notes of action items and discussions at PAC meetings
- Sends reminders to PAC for meetings, events, and deadlines.

SOCIAL MEDIA

- Help run Facebook, Twitter, and/or Instagram account
- Post updates with bond information, events, etc.
- Respond to questions or comments as needed
- Receive and coordinate photos and endorsement videos from community members

FUNDRAISING

- Help organize fundraising efforts
- Send the district a public information request for list of top vendors and donors
- Contact local developers
- Send request for donation letter or email (or make phone calls) to potential donors
- Coordinate collection of contributions

MARKETING MATERIALS

- Collect quotes from printers
- Coordinate artwork submission to printers for items such as:
 - Pushcards
 - Flyers
 - Mailers/postcards
 - Buttons/tickers
 - T-shirts
- Coordinate pick up of marketing materials
- Work with Community Engagement subcommittee to distribute all materials

MEDIA COORDINATION

- Collect quotes for advertisements
 - Newspaper (print & digital)
 - Magazines
 - Online publications
 - Radio / TV
- Coordinate artwork and keep track of deadlines for advertisements
- Request letters to the editor from supporters and coordinate submissions each week

EVENTS & ATTENDANCE

- Keep track of district information meetings/presentations
- Schedule and coordinate PAC member attendance for support and/or speaking
- Coordinate logistics for any booth and/or table set-up at community events
- Distribute PAC materials at appropriate events

YARD SIGNS

- Collect quotes from printers
- Coordinate artwork submission and sign pick up
- Help with the coordination and management of distribution plan
- Manage volunteers to help with distribution

COMMUNITY ENGAGEMENT

- Organize and manage volunteers to help with:
 - Voter Registration
 - Materials distribution
 - Neighborhood walking
 - Phone calls
- Help coordinate voter identification tracking
- Get Out the Vote (GOTV) Efforts:
 - Early voting reminders
 - Early voter tracking