

TRALAPAC SOLICITATION GUIDANCE

Here are a few tips to assist in communications with our TRALAPAC eligible associates.

The Do's

1. Many people don't understand what a PAC is. You can tell them that the TRALAPAC is a non-partisan, politically oriented organization intended to advance the Truck Renting and Leasing Association's business agenda. TRALAPAC uses its funds to help elect candidates for federal elective office – i.e. the U.S. House of Representatives and U.S. Senate. It was formed and operates in accordance with federal election laws. You should also explain that 100% of their contribution will be used to elect candidates with none going to operating expenses. Operating expenses are paid by the association or through member companies' PAC funds.
2. Explain why it's important to participate in TRALAPAC. Mention that American business and our industry in particular are confronting the challenges of well funded, anti-business special interest groups that want to raise business taxes, expand commercial litigation and increase business regulations. Discuss how our PAC gives us the opportunity to participate in the political system and to speak with one voice in support of candidates who understand our business and share our pro-business philosophy. Confirm that our PAC is willing to support candidates from both major parties and that it does not get involved in legislative issues that have no relevance to our pro-business philosophies and business objectives.
3. Emphasize to our associates that their participation is voluntary and that they may decide not to contribute without concern for reprisal. Also, tell them that a decision to participate or not participate has no effect on their position within their company or the Truck Renting and Leasing Association.
4. After you provide associates with background information, you should suggest that they consider participating in TRALAPAC. Explain that contributions can be made by personal check only – no corporate funds may be used – even if that individual may own his/her company outright. Tell them that they can ask questions regarding TRALAPAC directly to its Treasurer or to the President and CEO of the Truck Renting and Leasing Association.
5. Always thank associates for considering a TRALAPAC contribution.
6. Federal election laws require that we include the following language in any written solicitation: "Participation in TRALAPAC is totally voluntary. You may refuse to contribute without concern for reprisal." This text may appear in a footnote instead of in the body of the communication – but it must be sufficiently prominent to remind associates that participation really is voluntary.

The Don'ts

1. Don't solicit contributions from associates outside the targeted class. If they are not actively engaged in the Truck Renting and Leasing Association please do not solicit a contribution. If you have questions about who should be targeted, contact the TRALAPAC Treasurer at 703-299-9120.
2. Don't individually solicit anyone who reports directly to you. General group solicitations and peer-to-peer solicitations are appropriate. But, business leaders should avoid one-on-one solicitations of a direct report.
3. Don't use high pressure or coercive tactics. We know that some organizations might have a different approach. But, we operate TRALAPAC according to the highest ethical and legal standards.
4. Don't tell an associate that he/she must contribute to TRALAPAC or contribute only in accordance with the suggested guidelines. Probably the best course is to suggest that associates consider contributing to TRALAPAC.
5. Don't personalize written communications.