Turning Gray to Green: The Path to a Sustainable CONCRETEPAC

CONCRETEPAC is the ready mixed concrete industry’s political action committee (PAC) that supports pro-business, pro-ready mixed concrete federal office candidates. NRMCA’s strategic plan calls for CONCRETEPAC to be robust, effective and sustainable.

- ROBUST – CONCRETEPAC goal is to raise $1 million per election cycle by 2024. This will only be possible by garnering broader and deeper contributor support and shifting away from events as the primary means of generating contributions.

- EFFECTIVE – CONCRETEPAC carefully evaluates all candidate contributions. A larger CONCRETEPAC will enable support for key members on six House Committees, influential Senators up for reelection each cycle, as well as party and leadership committees. As demonstrated with the recent ready mixed concrete driver’s hours’ of service exemptions passed in Fixing America’s Surface Transportation Act, CONCRETEPAC supports candidates who support legislation and regulation important to your business and is consistent with a pro-business, pro-ready mixed concrete advocacy agenda.

- SUSTAINABLE – CONCRETEPAC must become more sustainable. Currently, only 2% of NRMCA members contribute to CONCRETEPAC and contributions come primarily through events and fundraising activities. With average contributions of $472 and average disbursements of $1,256, CONCRETEPAC requires three contributions for every disbursement.

NRMCA Members and all stakeholders in the ready mixed concrete industry are invited to help grow CONCRETEPAC by supporting the Gray to Green program.

1. The Major Donor Program. This program is the foundation of CONCRETEPAC and recognizes donors contributing $500 or more annually at identified pledge levels of $500, $1000, $2500, and $5000 ($10,000 for spouses). NRMCA Directors and Officers are encouraged to participate in the Major Donor Program (recommended participation at the minimum Gray Level of $500). Major Donors can satisfy their pledges by committing to a donor level at the beginning of the year. Participation in CONCRETEPAC events and fundraisers throughout the year will be credited toward your pledge. CONCRETEPAC will track progress toward Major Donor pledges. If you go over your initial pledge amount or haven’t satisfied your pledge commitment by October 1st a pledge reminder will be sent for payment. If your commitments from participation in the CONCRETEPAC ‘BACK the PAC’ Dinner exceeds your initial pledge amount you will receive an updated commitment reminder for the balance due. Support for CONCRETEPAC is subject to Federal Election Commission yearly contribution limits and must be paid in full by December 20th of that calendar year. Neither PAC-to-PAC contributions nor corporate sponsorships will receive credit toward Major Donor pledges.

2. Producer Member Challenge Program. Currently, employees from only 15% of NRMCA producer member companies support CONCRETEPAC with personal contributions even though NRMCA’s political program benefits the entire industry. The Producer Member Challenge Program will establish CONCRETEPAC fundraising challenges by Producer Category. For example, representatives from member companies in Category A (members producing 4+ million cubic yards annually) will be challenged to raise $20,000. Producer Member Challenges can be satisfied by encouraging their company employees or association member company employees currently not supporting CONCRETEPAC to make a pledge through the Major Donor Program with personal contributions.

Producer Member Challenge Categories:

- Category A (4 million cyds or greater) – Proposed goal: $20,000
- Category B (1 million – 3,999,999 cyds) – Proposed goal: $5,000
- Category C (500,000 – 999,000 cyds) – Proposed goal: $3,000
- Category D (250,000 – 499,999 cyds) – Proposed goal: $2,500
- Category E (150,000 – 249,999 cyds) – Proposed goal: $2,000
- Category F (20,001 – 149,999 cyds) – Proposed goal: $1,000
- Category G (Minimum 20,000 cyds) – Proposed goal: $500

3. Associate Member Challenge Program. Currently, only 2% of NRMCA’s associate member company employees support CONCRETEPAC. CONCRETEPAC will seek to raise $2000 from each the 150 associate member company employees through personal contributions.

Partnership and sole proprietorship checks are permitted; however federal law prohibits corporate checks and corporate credit cards. Contributions or gifts to CONCRETEPAC are not deductible as charitable contributions for federal income tax purposes. Contributions will be screened and those from outside the restricted class (non-members) and those from individuals who have not given prior approval may be returned. Contributions will be used for political purposes. You have the right to refuse to contribute without reprisal. NRMCA will not favor or disadvantage anyone by reason of the amount of their contribution or their decision not to contribute. Contributions are voluntary and amounts included herein are merely suggestions. Federal law requires that our committee report the full name, address, occupation and company name of each individual whose contributions aggregate in excess of $200 in a calendar year. Must be a U.S. Citizen and/or non-foreign national holding a green card indicating personal lawful residence in the U.S.
Prior Approval Form

The Federal Election Commission (FEC) requires all association political action committees with corporate members (like CONCRETEPAC) to obtain prior approval before we can solicit individuals or a company’s personnel. You may have completed this form in the past. The FEC requires that specific prior approval be authorized for each year. Completing a prior approval form does not obligate you to contribute, but simply gives us permission to communicate with you and your employees about our political activities.

As a qualified representative of a NRMCA member company, I grant permission to CONCRETEPAC to solicit contributions from employees of our company. I understand that this permission may be withdrawn at any time and that the shareholders, retirees and family members may also participate in CONCRETEPAC activities and receive informational materials.

Please complete and sign for each year you would like to grant permission.

Sign here to authorize NRMCA’s CONCRETEPAC today!

Name: ________________________________________________
Company: ________________________________________________
Title: ________________________________________________
Address: ________________________________________________
City/State/Zip: ________________________________________________
Phone: __________________________ Fax: __________________________

In addition to the authorization to accept unsolicited contributions as described above, I also authorize CONCRETEPAC to communicate with the following individual or individuals from our company during the calendar year(s) indicated above regarding activities, events and recruitment opportunities related to CONCRETEPAC (please check one):

☐ All eligible employees
☐ Eligible employees from the following subdivision of the company:
☐ Only the following individuals from the company (please attach separate sheet)
☐ No eligible employees of the company

Please return form to:
CONCRETEPAC
900 Spring Street
Silver Spring, MD 20910
Or via email to concretepac@nrmca.org

Note: Corporate members of NRMCA may grant prior approval to only one national trade association PAC per calendar year. However granting prior approval for CONCRETEPAC does not preclude employees from contributing to local or state PACs, national member or ideological PACs or the company’s own federal PAC. Eligible employees include those with executive, managerial or senior administrative responsibilities.