

Navigating the Risks of Corporate Political Spending

A model code of conduct may help companies stay safe.

Today, companies face serious challenges navigating the heightened risks posed by political spending. Policies alone won't suffice. What companies need is a broad framework to guide them in deciding how to handle political spending and in evaluating and managing the accompanying risks of this spending.

Just look at the choices confronting companies. Should they donate to officeholders who refused to certify the 2020 presidential election? Should they restart political spending paused after the January 6 attack on the U.S. Capitol? Should they contribute to candidates whose positions on such heated issues as voting rights, democracy and climate change conflict with company values and policies? How can companies engage in political spending and protect themselves at the same time?

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