



## PAC Solicitation Strategies

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# Today's Agenda

- MBA and MORPAC: Who Are We?
- Goal Setting and Tracking
- Advocacy Campaigns
- Strategies
- Events and Webinars
- Advocacy 365

# About Mortgage Bankers Association (MBA)

**2,200**

MEMBER COMPANIES

**69,000+**

ADVOCATES IN THE MORTGAGE ACTION ALLIANCE READY TO FIGHT FOR OUR INDUSTRY

**50+**

RESEARCH PRODUCTS AND SERVICES TO SUPPORT STRATEGIC PLANNING AND BUSINESS DEVELOPMENT

**20+**

POLICY SPECIALISTS, LOBBYISTS, AND ECONOMISTS ARE AVAILABLE TO SPEAK THROUGH THE MBA SPEAKERS BUREAU

**50+**

DEDICATED COMMITTEES, NETWORKS, COUNCILS, AND WORKING GROUPS

**125+**

FREE EDUCATIONAL WEBINARS, RECORDINGS, AND SELF-STUDIES ON TIMELY TOPICS

# MBA's ADVOCACY PROGRAMS

Getting involved is as easy as **1-2-3**.

**1**

**JOIN MAA**



MORTGAGE ACTION ALLIANCE

Visit [MBA.org/JoinMAA](http://MBA.org/JoinMAA)  
or text "MAA" to 50457.

**2**

**LEARN ABOUT  
MORPAC**



MORTGAGE BANKERS ASSOCIATION  
POLITICAL ACTION COMMITTEE

Visit [MBA.org/MORPAC](http://MBA.org/MORPAC) or  
text "MORPAC" to 50457.

**3**

**ATTEND  
#MBANAC25**



Visit [MBA.org/NAC25](http://MBA.org/NAC25) to  
advocate in D.C. April 8-9.

# MBA's Political Action Committee, MORPAC

**2,000 (50% new)**

unique donors

## MORPAC Stats

in the 2023-2024 election cycle

**\$2M+**

raised by individuals and disbursed this cycle to incumbents' re-election efforts, leadership PACs, and national party campaign committee

**Top 20**

nationally ranked trade association PAC by receipts and contributions to candidates

# MAA and MORPAC FY25 Goals

## Mortgage Action Alliance (MAA)

1. Grow and maintain active MAA membership of more than 75,000 members (includes anticipated expirations)
2. Meet/exceed average call to action participation rate of 10%
3. Reengage MBA's grasstops program
4. Increase member engagement, sharing stories to demonstrate impact
5. Execute MBA's National Advocacy Conference (April 8-9)

## MORPAC

1. Be a \$2.25 million PAC by end of the 2026 election cycle
2. Enhance fundraising strategies, including peer-to-peer solicitation
3. Develop a high donor political giving program
4. Streamline MAA and MORPAC activities to grow our grassroots/eligible network
5. Promote sponsorships to MORPAC's Admin Fund ("soft dollars" through sponsorships)

# Goal Tracking Example

Category	2024 Goal
<i>MBA Staff</i>	\$50,000.00
<i>Boards (MBA Board, COMBOG, RESBOG, IMBEC)</i>	\$215,000.00
<i>Prospecting/Peer to Peer Outreach (New Money)</i>	\$35,000.00
<i>E-Contributor (New Money)/Lapsed Contributors</i>	\$180,000.00
<i>Fundraisers/Events/Conferences (New Money)</i>	\$85,000.00
<i>PAC to PAC</i>	\$85,000.00
<i>Company Campaigns (includes Action Week)</i>	\$450,000.00
<b>Yearly Total:</b>	<b>\$1,100,000.00</b>

# Advocacy Campaigns

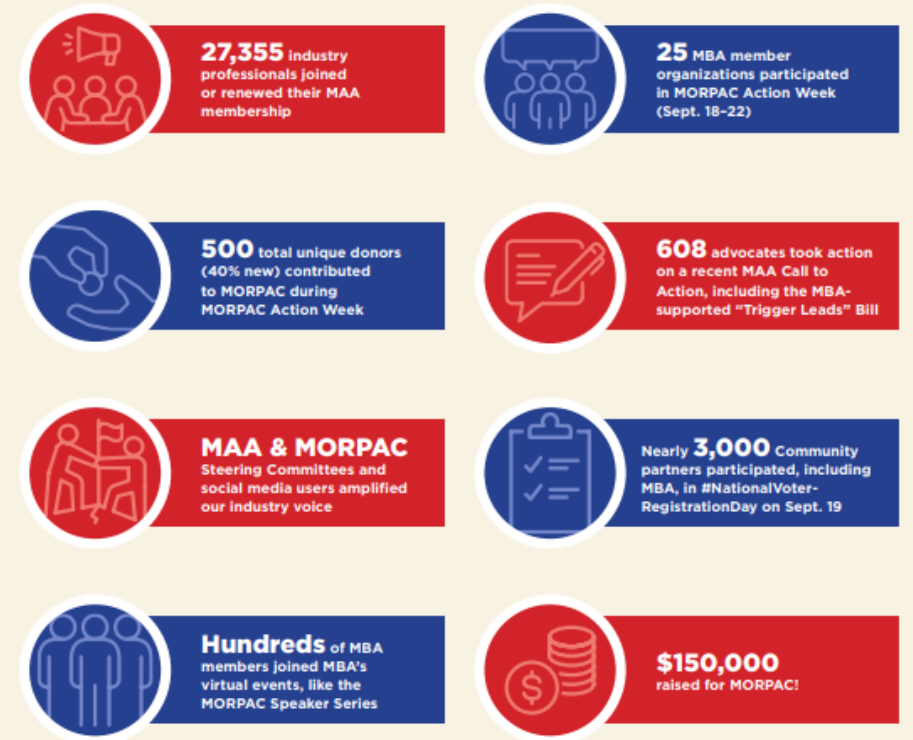


When running a company campaign, MBA provides:

1. Communication plan
2. Sample solicitation communications
3. Daily contribution reports
4. Custom graphics
5. Social media guide
6. Virtual events flyer

## MBA ADVOCACY MONTH

Thank you for making a difference! During the month of September we:





# Strategies

- Social Engagement
- Video Content
- Peer-to-Peer Solicitations
- Cold Calls/Ringless Voicemail Messaging (Slydial)
- Fundraisers
- Advocacy Roadshows and Townhalls
- Webinars (MAA Quarterly Webinars and MORPAC Speaker Series)

# Advocacy 365



# Questions?

**For resources or additional information:**

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