



# ESSENTIAL HOSPITALS

POLITICAL ACTION COMMITTEE

## EDUCATING AND COMMUNICATING ABOUT THE PAC

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## WHEN DELIVERING YOUR MESSAGE

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### DO's

- Adopt transparency.
- Educate in a non-solicitation environment.
- Offset PAC communications from association-wide blasts.
- Listen to your donors and non-donors, alike.
  - Tailor your message accordingly.

### DONT's

- Ignore PAC stereotypes.
- Start with an ask.
- Conduct outreach at the same time as other communications.
- Only communicate with top donors.
- Blanketly deliver the same canned message.



## CASE STUDY 1: STAFF PAC & SNACK

- Dispel myths using:
  - 101-level education
  - Minimal jargon
  - Open dialogue
- Highlight a recent success story afforded your company/organization because of the PAC
- Pull back the curtain whenever possible
- Be a source for all things political, including elections, etc.



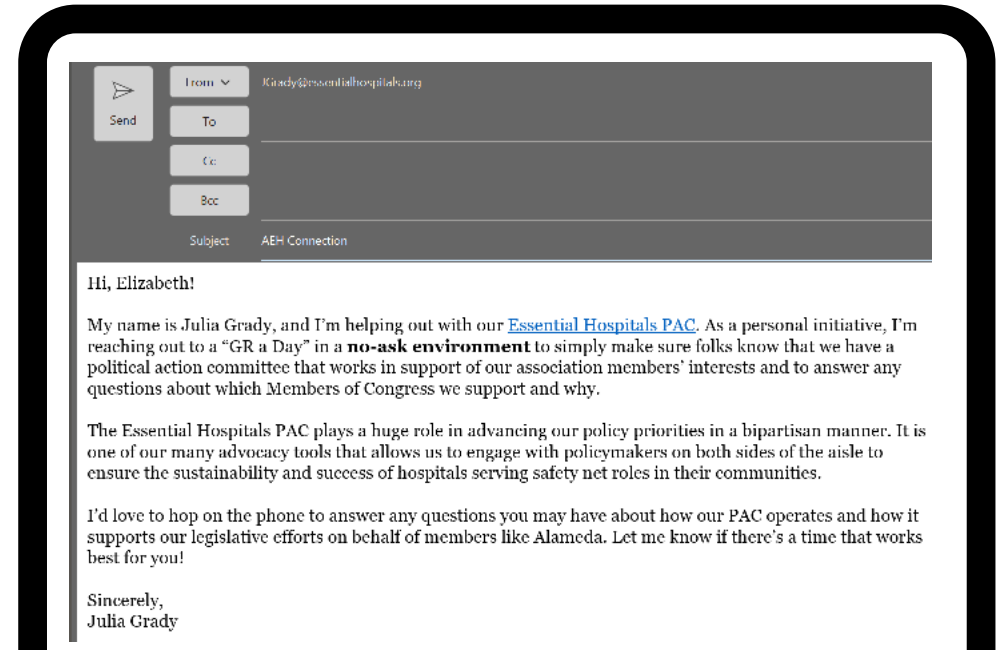
## CASE STUDY 2: GOVERNMENT RELATIONS ACADEMY

- Leverage leadership development programs to spread awareness about your PAC
- Cultivate political engagement in your developing leaders
- Who has “boots on the ground” with your priority legislative issues?



## CASE STUDY 3: GR A DAY CAMPAIGN

- Connect to listen, not speak.
- Be prepared to answer questions and to conduct detailed follow-up.
- Tailor your message, depending on the recipient of your outreach.
- Track your conversations.



## TO RECAP

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Do not worry about perfecting a solicitation message, rather find value in **listening** to those who already engage with the PAC or those who you would like to be giving to the PAC.

**THANK YOU!**

