



# **Crafting an Effective Engagement Strategy**

HALEIGH HILDEBRAND, VICE PRESIDENT  
AMERICAN HOTEL & LODGING ASSOCIATION

# Building Trust with Donors

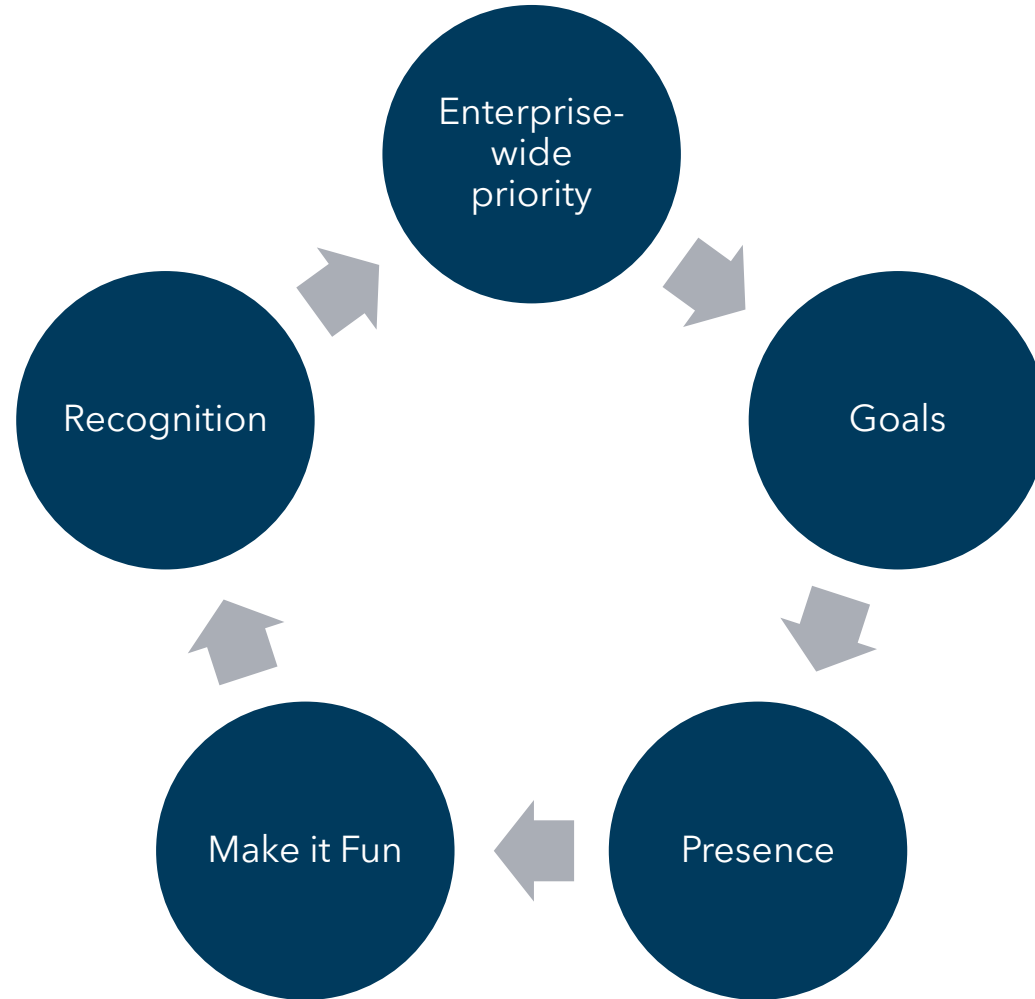
**Demonstrate  
value**

**Communication**

**Transparency**

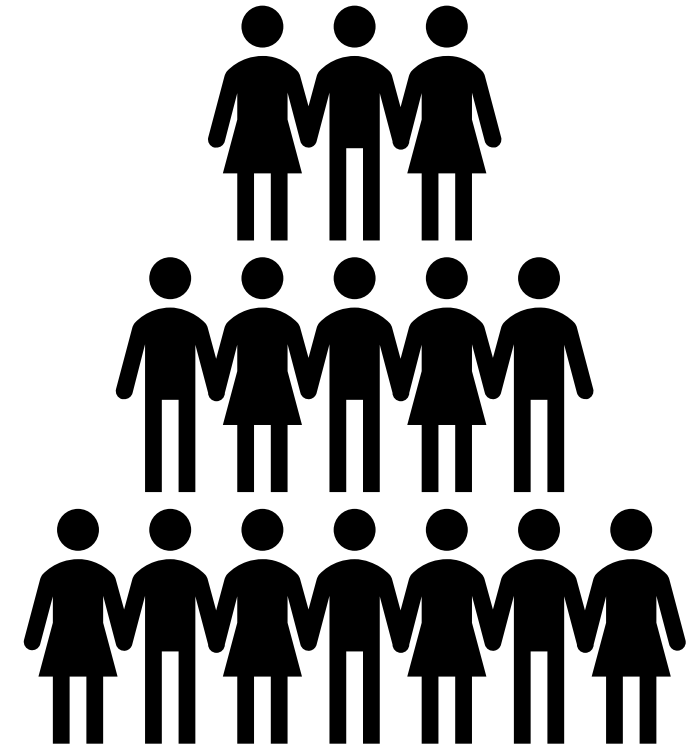
**Events**

# Build a Culture for Your Organization



# Find Your Champions and Deploy Them

- Leadership
- High level donors
- PAC Advisory Board
- Recognition



# Recognition: Case Study

Board of Directors

Recognition at top of BOD  
Meetings

Pins

Expectation

High Dollar Donors

Recognition at Events with Signage

Co-Chair Programs

Awards

# Regular Communication

- Quarterly Reports
- Board Meetings
- Newsletters

# Integrate PAC into Everything

- Committee Meetings
- Conferences
- All hands meetings
- Communications