

Strengthening Solicitation Efforts Through Engagement, Insights & Data

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Manager, Major Donor Fundraising



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AMPAC 

AMPAC Facts

Goal of AMPAC: Supporting the Future of Medicine

AMPAC identifies and supports candidates for congressional offices who will make physicians and patients a top priority.

01 Founded in 1961

AMPAC is founded by the AMA as the first non-union PAC. The AMA is the first membership association to see the necessity for political involvement.

02 Governed by a Board of AMA Members

Twelve board members total. Ten physicians, one resident, and one medical student.

03 2025 Raised: \$1.1 M

From 2,370 donors across the country

How do we Engage with Members

- Peer-to-Peer
- Direct Mail
- Email
- In-person at AMA sanctioned meetings

Why Engagement Matters

- Stronger engagement = stronger solicitation outcomes
- Donors respond most to people they trust
- Peer messengers + committed leaders dramatically increase participation

Engaging Peer-to-Peer Fundraising

- Leverages social proof; people give when asked by people like them
- Helps reach micro-communities across departments, teams, or affinity groups
- Creates a sense of shared commitment and collective achievement
- Increases personalization and relevance of outreach

Designing Effective Peer-to-Peer Tactics

- **Recruit & empower ambassadors**
 - Select well-connected, respected team members
 - Provide a simple outreach toolkit (scripts, templates, FAQs)
- **Enable meaningful conversation**
 - Encourage personal storytelling rather than scripted appeals
 - Use multiple channels: email, text, in-person touchpoints
- **Recognize and support volunteer solicitors**
 - Celebrate ambassadors publicly
 - Provide quick feedback on progress so they feel invested

Tracking Participation and Engagement Trends

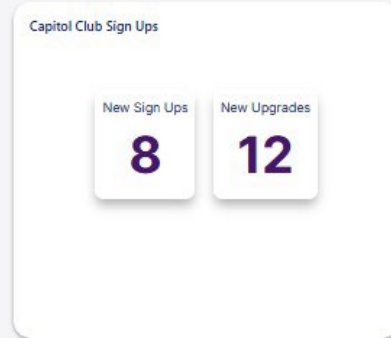
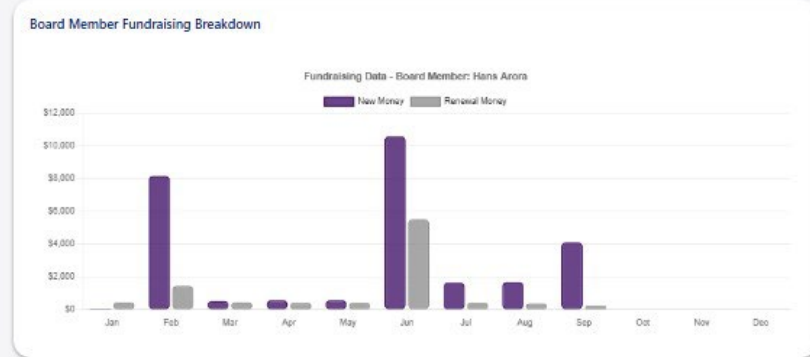
- Shows where engagement is strong versus stalled
- Identifies groups needing targeted support
- Reveals patterns across time, cohorts, or campaign types
- Helps ambassadors and leaders adjust approaches quickly

Key Participation & Engagement Metrics

- Participation Metrics
 - Overall participation rate
 - Participation by department, unit, or demographic (if appropriate)
 - First-time donors vs. returning donors
 - Timing of gifts
- Engagement Metrics
 - Email open and click-through rates
 - Ambassador outreach activity
 - Event attendance or virtual session participation

Methods for Tracking Engagement

- Dashboards for real-time monitoring
- Heat maps to flag high vs. low-engagement areas
- Outreach logs for ambassadors to track contacts and responses
- Weekly pulse updates summarizing progress to ambassadors and leadership
- Post-campaign participation comparisons across quarters or years



Report Search

Start Date* 09/01/2025 End Date* 10/01/2025

State (HOD) None selected

Council None selected

Section None selected

Search

AMPAC Fundraising Dashboard

Hans Arora, MD
2026 Fundraising Totals

Contributor Name	State	Source	New Money Credit	Renewal Credit	New CC	Upgrades
Amar Kelkar, MD**	MA	State Advocacy Summit	\$ 1,250.00	\$ 1,250.00		1
Josh Lesko, MD	VA	National Advocacy Conference	\$ 1,500.00	\$ 1,000.00		1
Ali Kasraeian, MD	FL	National Advocacy Conference	\$ 2,000.00	\$ 500.00		1
Ann Stroink, MD	IL	National Advocacy Conference	\$ 500.00	\$ 500.00		1
Jayesh Shah, MD	TX	National Advocacy Conference	\$ 500.00		1	
Carl Westcott, MD	NC	National Advocacy Conference	\$ 100.00			
Toluwalase Ajayi, MD**	CA	National Advocacy Conference	\$ 1,250.00	\$ 1,250.00		
Richard Labasky, MD**	UT	National Advocacy Conference	\$ 250.00	\$ 250.00		
Fundraising Totals			\$ 7,350.00	\$ 4,750.00	1	4
Percent of Goal			74%	48%		

**split credit with another board member

2026 AMPAC Board Fundraising Totals

AMPAC Board Member	New Money Raised	% of New \$ Goal Achieved	Renewal Money Raised	% of Renewal \$ Goal Achieved	New Capitol Club Members	Upgraded Capitol Club Members
Likhith Agrawal	\$331.00	22%	\$20.00	1%	1	0
Dr. Arora	\$7,350.00	74%	\$4,750.00	48%	1	4
Dr. Brisman	\$1,000.00	10%	\$1,000.00	10%	0	2
Dr. Desai	\$1,500.00	15%	\$1,500.00	15%	2	1
Dr. Gordon	\$1,720.00	115%	\$2,560.00	171%	0	2
Dr. Lawrence	\$2,000.00	20%	\$7,000.00	70%	3	0
Dr. Lee	\$3,500.00	35%	\$2,500.00	25%	2	1
Dr. Poole	\$18,970.00	190%	\$7,500.00	75%	1	7
Dr. Ribeira	\$7,750.00	78%	\$3,500.00	35%	0	4
Dr. Rohr-Kirchgraber	\$1,500.00	15%	\$0.00	0%	3	0
Dr. Tildon-Burton	\$3,000.00	30%	\$2,500.00	25%	1	1
Dr. Warchol	\$5,250.00	53%	\$2,250.00	23%	0	2
Fundraising Totals	\$53,871.00	51%	\$35,080.00	33%	14	24

Methods for Tracking Engagement

Methods for Tracking Engagement

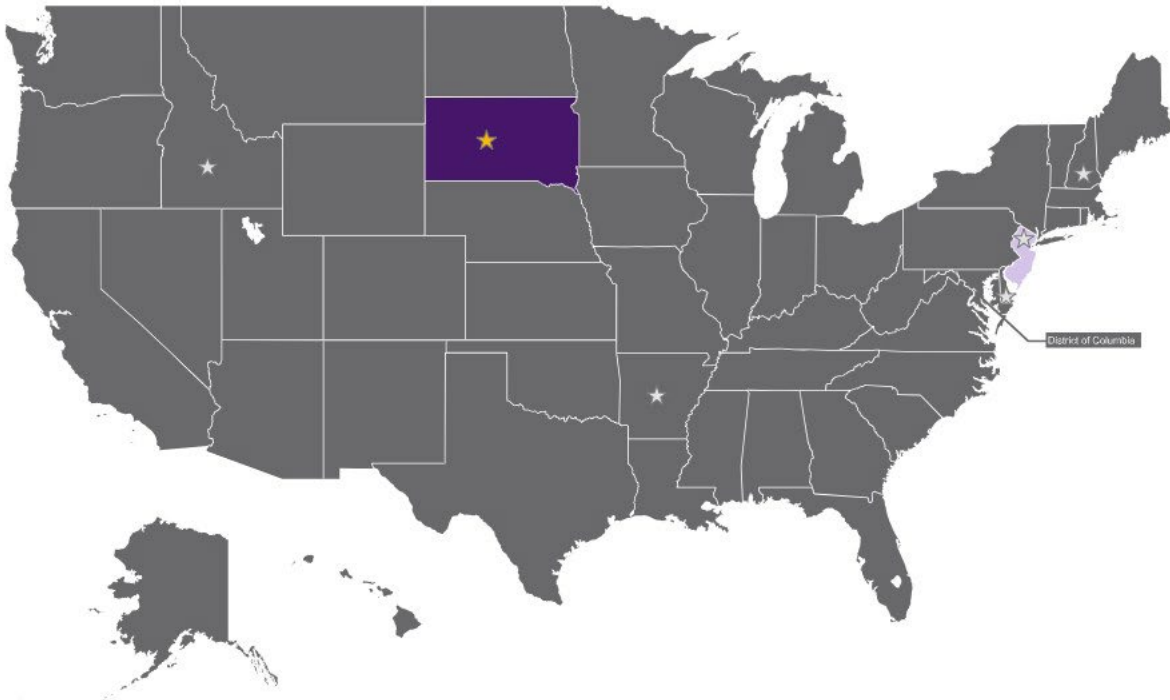
Explore 2026 AMPAC House of Delegates (HOD) participation and contribution level by clicking on each state. *HOD member list as of 10/1/2025 based on HOD credentialing. AMPAC contributions last updated 3/13/2026.

The map is color-coded by the percentage of delegates who have given to AMPAC in each state.

- Dark purple = 100% participation
- Light purple = 80-99% participation
- Gray = less than 80% participation

White and gold stars indicate the percentage of delegates who are part of AMPAC's Capitol Club.

- Gold star = 100% Capitol Club membership
- White star = 50-99% Capitol Club membership
- No star = less than 50% Capitol Club membership



Using Feedback & Performance Data to Strengthen Strategy

- Importance of Feedback Loops
 - Gives insight into donor motivations and hesitations
 - Helps refine messaging for clarity and relevance
 - Allows agile adjustment instead of waiting until the campaign ends
 - Builds trust by showing responsiveness to donor input

What Feedback to Collect

- Ambassador observations from conversations
- Donor barriers: unclear instructions, timing, competing priorities
- Messaging resonance: what language inspires action
- Preferred communication channels
- Suggestions for campaign improvements

Turning Data into Better Strategy

- Refine messaging in real time
 - When engagement signals confusion or low responses, adjust language, clarify instructions, and re-emphasize impact mid-campaign instead of waiting for wrap-up.
- Optimize timing and effort
 - Use response patterns to add reminders during low-activity periods and concentrate outreach in high-response windows for better returns.
- Target support and improve next year
 - Reinforce low-engagement teams, recognize high performers, and update training from recurring questions. Year-over-year trends guide goals, resourcing, and campaign design.

Questions?

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