

PAC Fundraising & Advocacy Engagement Through Events

Director of Congressional & Political Affairs



ASAPAC
American Society of **Anesthesiologists**®

asahq.org/asapac

About ASAPAC

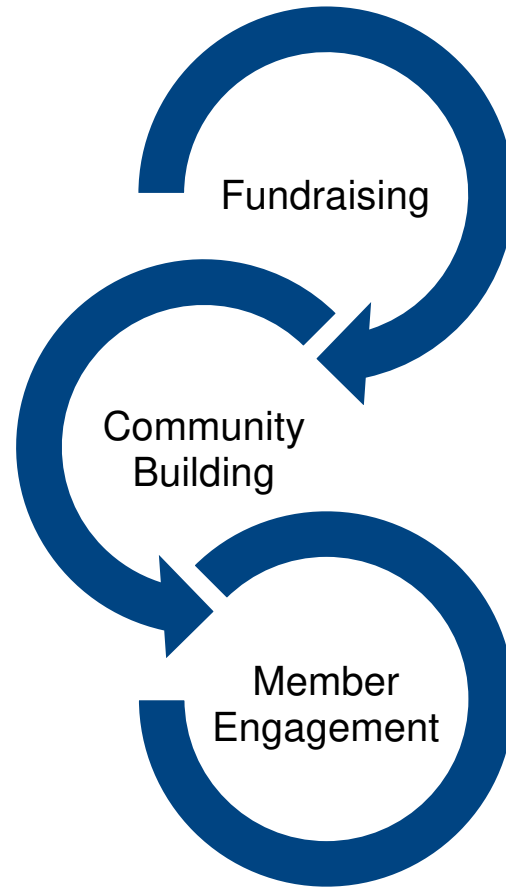
Established in 1991

41,000 eligible donors

@12% participation rate in FY'25

\$3.88M raised in the 2024 cycle

Evolving Goals



Factors to Consider

- Budget
- Goal for the event
- Financial goal
- Staff bandwidth
- Contractual obligations
- Target audience
- Internal resources
- Leads from meetings team/visitors' bureau
- Local laws
- PAC Board/leadership support
- Internal scheduling
- Organizational goals
- For ASA:
 - Educational, scientific and/or historical element
 - Family friendly
 - Attractive across the membership

Capital One Arena—Fly In

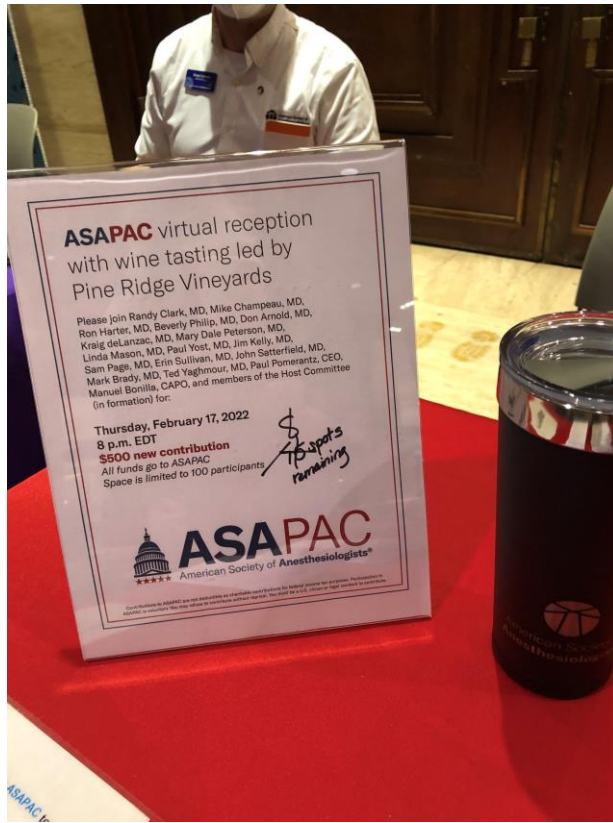


- Open to \$1K donors+ attending legislative conference
- Goal: \$25,000
- Cost: \$8,500
- Amount Raised: \$37,000
- Engagement: 37

Lessons Learned

- Stanley Cup play offs make planning a trick shot
- High cost, limited accessibility
- Music unites, event trended older
- Food less important; focus on community

Virtual Wine Tasting– Pine Ridge Vineyards



- Open to: New contributors of at least \$500. Limit of 100 attendees.
- Engagement: 120+



Lessons Learned



- Host Committee of ASA + ASAPAC + staff leadership
- Leveraged PAC Chair's wine club membership
- Demand exceeded supply
- State liquor laws impact delivery
- Very popular among mid and later career members

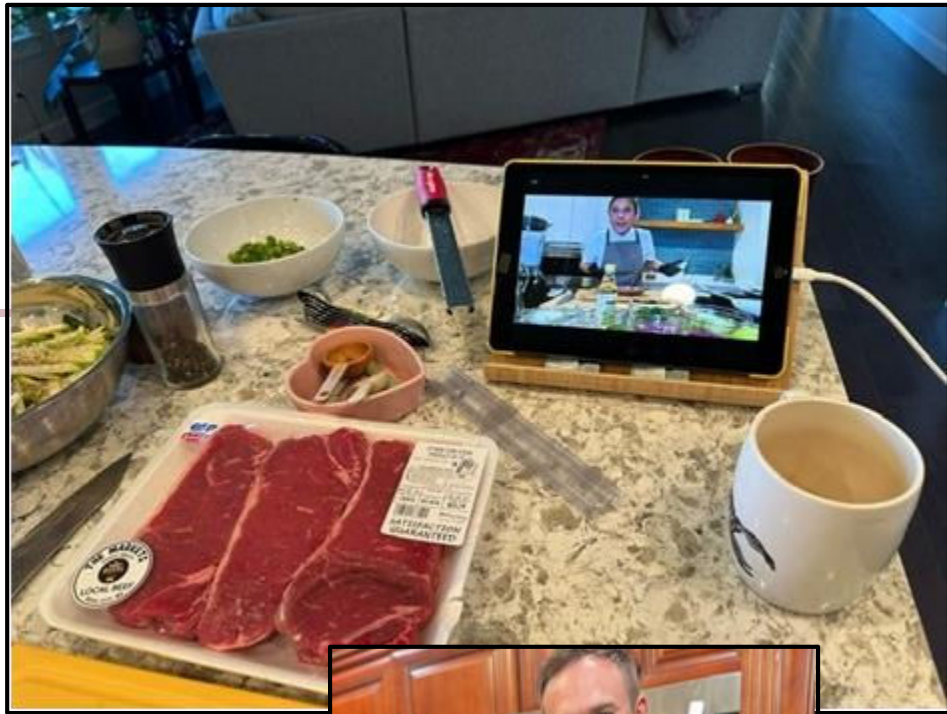
Who's in the Kitchen with ASAPAC? Top Chef Lorena Garcia



- Open to:
 - First 100 residents contributing \$20+
 - First 200 donors making a new \$500 contribution
- Engagement: 40 members

Lessons Learned

- More popular among residents; early to mid career members
- Family friendly, esp. older children
- Focus on food prep, less so on community dining
- Grocery boxes available for a price



San Francisco Zoo



- Open to: Donors of \$500+
- Engagement: 127; families provided up to four tickets

Lessons Learned



- PAC Board's vision
- Leveraged visitor's bureau contacts
- Family inclusion welcomed
- Members love a lecture
- Food less important
- Distance/transportation matters

Scavenger Hunt + Dinosaurs at Drexel University's Academy of Natural Sciences



- Open to: Recurring donors of \$500+
- Engagement 108; Families provided up to four tickets

Lessons Learned



- Emphasis on recurring donations created exclusion
- Docents made the event
- Congestion---Presidential Traffic
- Popular among all demographics + families

The Alamo



- Open to: Donors of \$250+
- Engagement: Initially limited at 250; Over 320 attended; limited family tickets (4)

Lessons Learned

- Historic site—strict headcount
- Popular across all demographics + families
- Docents invaluable
- Funny Hats Raise \$\$\$



Conclusions

- Experiences over swag
- Museums, scientific facilities offer room to spread out & hands on experiences
 - Often affordable
 - Security provided
- The menu is less important than the guests
- Proximity/ease of travel is appreciated
- Don't underestimate fun elements

Questions, Suggestions?

Thank you!

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