



ICSC PAC



Public Affairs Council

Fine-Tuning Your Incentive and Benefits Strategy

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Know your audience



ICSC PAC



Know your Resources



Trade Associations

- Why do your members join the organization?
 - Advocacy efforts
 - Networking opportunities



Advocacy is #1 Priority

- Lapel pins
- White House Christmas Ornament
- Flag flown over the Capitol
- Holiday Cards - signed by Federal Affairs Team

Think outside the Beltway

What do your members want?

Best Opportunities

Annual meetings, regional conferences

- Donor Wall
- Fight for time for a special event! Fight for good “real estate” for your posters!
- Does your Foundation have an event? Given any opportunities that you don’t have? Make the case for the PAC - equal billing!

DC Fly-in & Hill Days

- Bring them to DC fundraisers
- Send them to a local event

Events

- Keg parties with karaoke
- South Beach Food and Wine Festival



One Happy Customer

- Live in the moment - don't worry about next year's budget
- It only takes one good event – if your boss and members are happy, then money will suddenly and magically appear in your operating budget again