

INNOVATIVE WAYS TO UTILIZE AND COLLECT

# \$ SOFT DOLLARS \$

SUSAN ASKEW, EXECUTIVE DIRECTOR, ICSC PAC  
KATIE OEHMEN, MANAGER, SURGEONSPAC &  
GRASSROOTS

## SUPER PACS & EVENTS



HELP ELEVATE YOUR POLITICAL FOOTPRINT

CONGRESSIONAL LEADERSHIP FUND (CLF)  
HOUSE MAJORITY PAC  
INDIVIDUAL MEMBER SUPER PAC  
NATIONAL CONVENTIONS

## CHARITABLE GIVING

OPPORTUNITY TO GIVE BACK...AND BE SEEN

MATCHES  
EVENT SPONSOR  
TABLE AT INDUSTRY EVENT

*thank you*

## IN-DISTRICT OPPORTUNITIES

LEVERAGE YOUR PRESENCE AT THE LOCAL LEVEL



ROUNDTABLES  
SITE VISITS  
OTHER ACTIVITIES (GOLF TOURNAMENT GUEST  
SPEAKER, RECEPTION OR DINNER)

## PAC TRAVEL

FOR STAFF, MEMBERS, OR ADVOCATES

TO A PAC FUNDRAISER OR EVENT  
FOR A CHAPTER/ASSOCIATION MEETING  
AS A GUEST SPEAKER



## EVENT REIMBURSEMENT

GIVE...AND RECIEVE

FUNDRAISING EVENTS  
SPLIT BACK PROGRAM  
CHAPTER/ASSOCIATION ACTIVITIES



More than 40% of PACs use PAC match

Over 50% of PACs facilitate guest speakers,  
special events, etc.



SOURCE: WWW.NABPAC.ORG

## TAKEAWAYS AND CONTACTS

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## TIMING

IS EVERYTHING

BUSINESS CALENDAR  
INTERNAL AND EXTERNAL ACTIVITIES  
COMPETING SOLICITATIONS/APPEALS  
CONGRESSIONAL CALENDAR

## METHOD & MEDIUM

KNOW YOUR AUDIENCE

EMAIL  
IN-PERSON  
MAILING  
PHONE



## COMPETITION

KEEP YOUR FRIENDS CLOSE, ENEMIES CLOSER



CHARITIES  
ELECTIONS  
GIVING TUESDAY  
PERSONAL INTERESTS

## ADDITIONAL CONTACTS

FEEL FREE TO USE THESE FOLKS AS A RESOURCE!

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## CONTACTS CONT.



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