



Building and Leveraging a Peer-to-peer PAC Program

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Peer-to-peer Considerations



- ☐ Pick the right people
 - Nomination process or leadership selection?
 - How many Ambassadors do you need?
 - Will they serve for a term and roll off?

- ☐ Plan your funding
 - Will you support Ambassador-led events?
 - In-person fly-in or training?

- ☐ Training is MANDATORY
 - Legal do's and don'ts
 - FEC manual or a handbook
 - Explain why it is so important to follow the rules

Peer-to-peer Considerations Con't



- ❑ Provide regular support
 - Monthly call
 - Blog post
 - Website just for Ambassadors?

- ❑ Prepare them to make the “ask”
 - Make sure they are comfortable
 - Give them talking points
 - Possible questions they may receive
 - Make it easy!

- ❑ Recognize their efforts often
 - Say thank you with a gift
 - Recognition from leadership

Lessons Learned (the hard way)



- ❑ Don't give them a long leash
 - Make sure they come to you first!
- ❑ Expect the unexpected
- ❑ Make it as easy for them as possible
 - Draft emails
 - Prepare presentations
 - Do as much for them as you can