

# Driving Long-Term Engagement

## PAC and Grassroots Education Programs That Really Work



Nick DeSarno  
Manager, Grassroots & Communications  
Public Affairs Council

# WHY EDUCATION IS IMPORTANT

## YOUR ADVOCATES MATTER

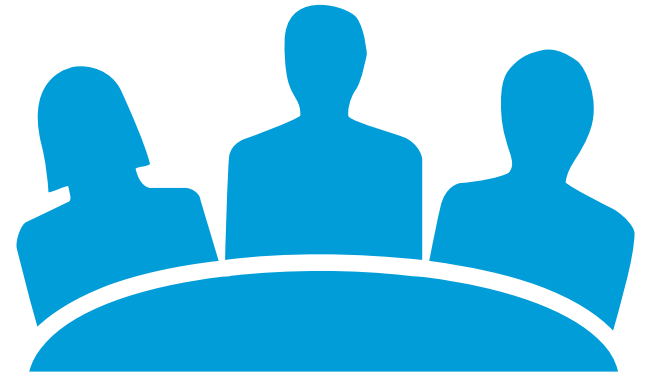
Become PAC Ambassadors

Become a Legislative Asset Not a Burden

Foster New Leaders

Donate More to Your PAC

Support Your Government Affairs Team



# EDUCATING GRASSROOTS ADVOCATES

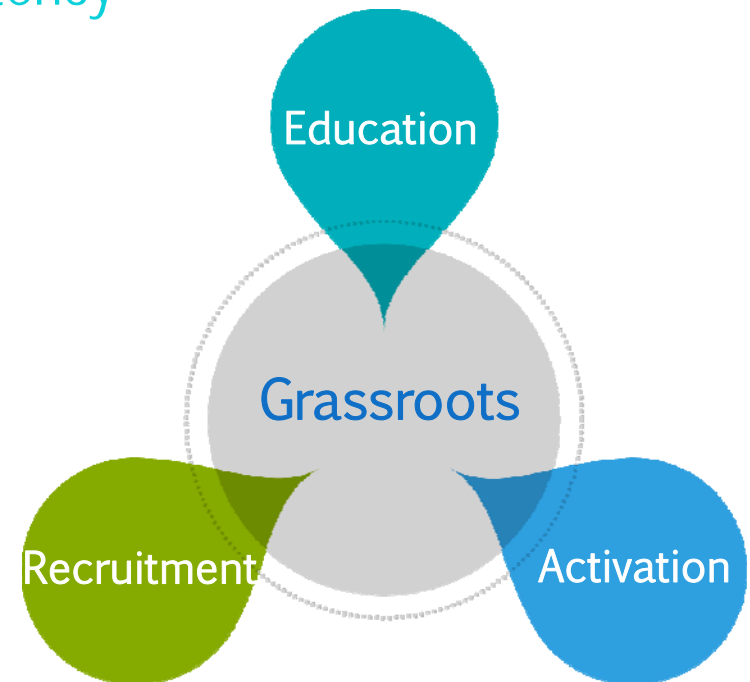
Grassroots Programs Take Time and Consistency

Developing Resources

Continual Updates

Strategic Outreach

Creating Interesting Education Content



Driving Engagement Means understanding Your Role

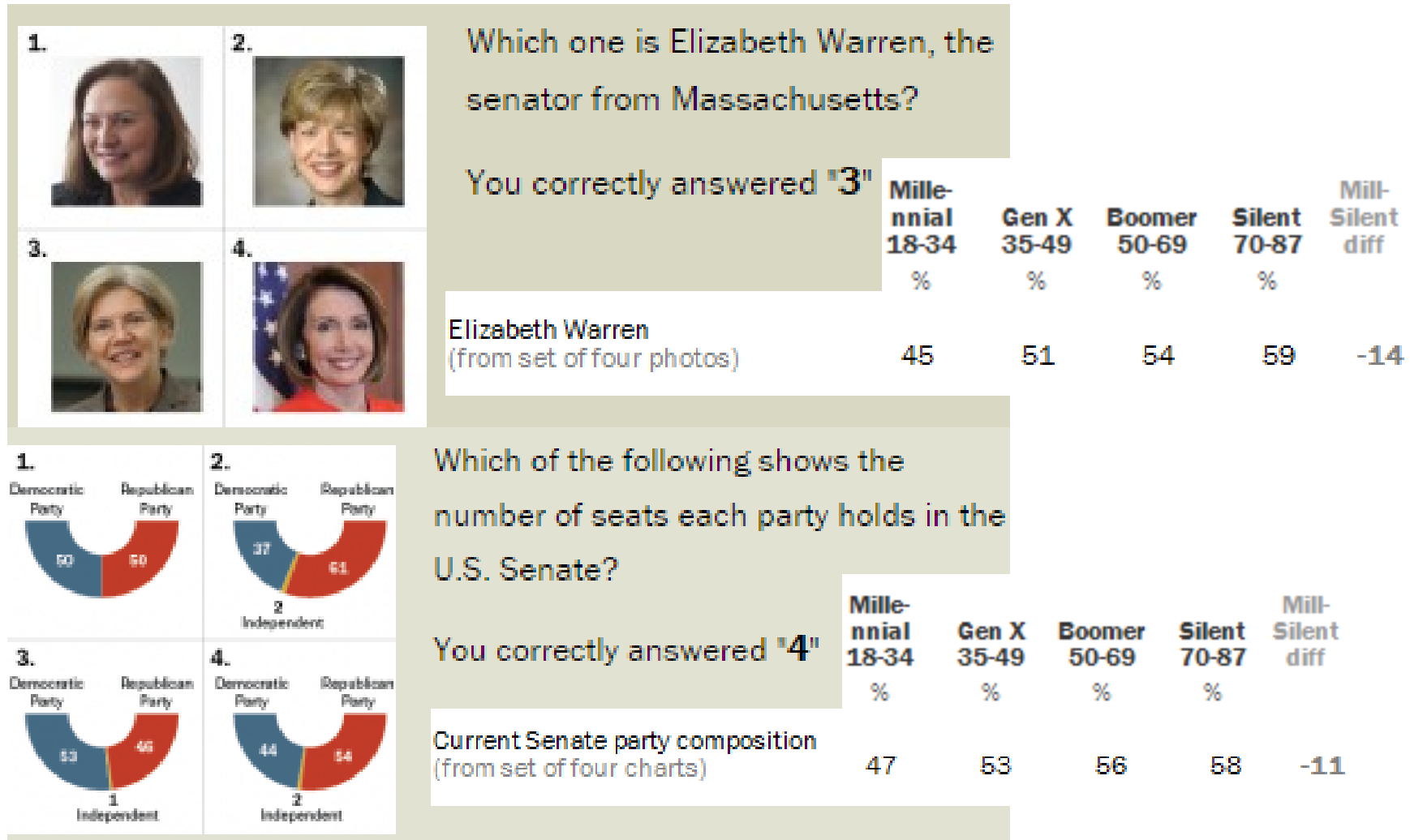
Seeing Education as a Way to Improve Metrics

# ENGAGEMENT LADDER





# AMERICANS POLITICAL KNOWLEDGE



Source: Pew News IQ April, 2015 Survey

# CREATIVE CONTENT

Things to Consider:

Segmentation,

Social Media,

Internal Communications,

Cross Pollination,

Removing Jargon,

Timing,

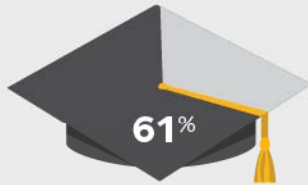
and Earned Media.



# CREATIVE CONTENT

DID YOU KNOW ...

... the Average Dental Student Leaves School with **\$247,227\*** in Student Loan Debt?



Percentage of dental school seniors graduating in 2014 who said that educational debt influenced their decision to go into private practice rather than public service, teaching, research or administration.



**9 OUT OF 10** dental students graduate with student loan debt.

\*Educational debt is the sum of undergraduate debt and dental school debt of only those respondents who have debt.

**ADA** American Dental Association®  
America's leading advocate for oral health

STUDENT DEBT INCREASE OVER THE PAST 10 YEARS:



The American Dental Association, in partnership with the American Student Dental Association and the American Dental Education Association, supports efforts to minimize the degree to which excessive student debt limits new dentists' choices.

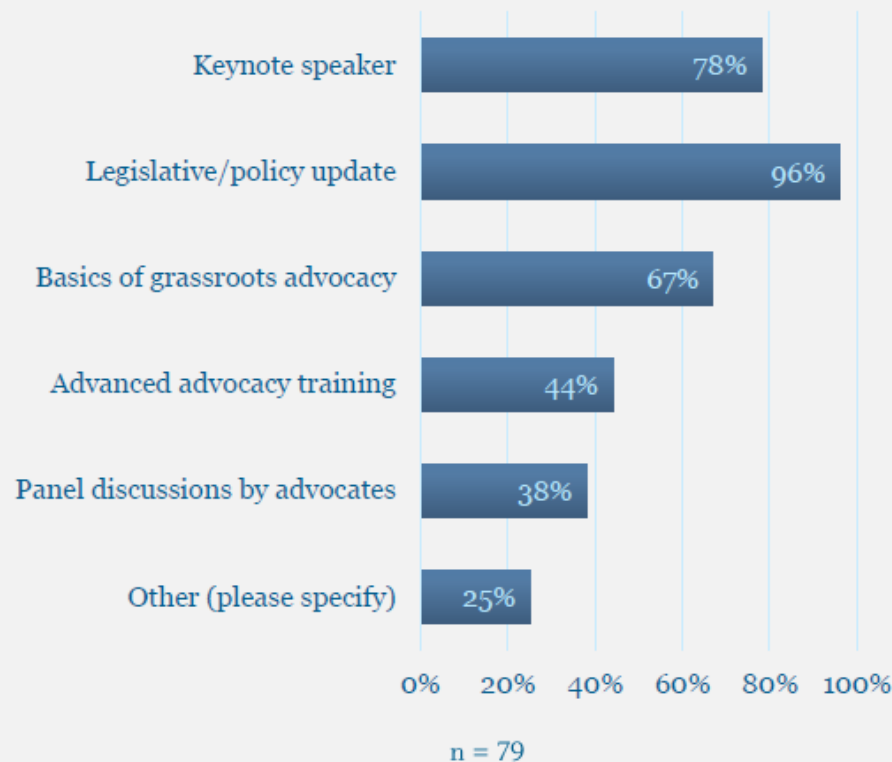
It is time to **take action** and help ease the crushing burden of education debt. Get involved today by visiting **ADA.org/engage**.

Source: American Dental Education Association. (February 2015). ADEA Survey of Dental School Seniors, 2014 Graduating Class Tables Report. Washington, D.C.

# FLY-IN OPPORTUNITIES

## What sessions are generally included in your agenda?

Responses are similar for associations and corporations.



### Common “Other” responses include:

- Regulatory advocacy updates
- Award ceremonies to champion members of Congress
- PAC fundraising events
- Storytelling exercises
- State specific legislative trainings



# PAC EDUCATION

## WOULD YOU GIVE MONEY TO JUST ANY ORGANIZATION?



When you graduate, you will join the ranks of 157,000 dentists working toward the betterment of OUR profession. The American Dental Political Action Committee, ADPAC, helps to ensure a better future for the profession you're working toward by contributing to federal candidates who are supportive of the profession of dentistry and oral health care.

As a politically active organization, the ADA:

- Lobbies Congress;
- Sends action alerts to our members;
- Holds meetings on Capitol Hill; and
- Asks our dentists to join our most powerful political resource: ADPAC.

### ADPAC Philosophy of Giving

ADPAC considers many factors before contributing to a candidate for U.S. House or U.S. Senate. Among these are committee assignments, accessibility in Washington and in the state/district, leadership positions and interest in oral health and dental issues. No incumbent or candidate is entitled to receive funds. States may always choose not to give to an incumbent.

Though all committees perform important work, only certain committees have jurisdiction over health care, dentistry, taxation, small business and other issues. Below are committees that are key to dentistry.

Key House Committees		
Committee	Jurisdiction	Range of contribution (per election)
Energy and Commerce	Health care issues	\$3,000 – \$5,000
Ways and Means	Taxation	\$3,000 – \$5,000
Appropriations	Programmatic funding	\$3,000 – \$5,000
Education and Workforce	Student and labor issues	\$2,000 – \$5,000
Oversight and Government Reform	Student issues	\$2,000 – \$5,000
Judiciary	Insurance Antitrust	\$2,000 – \$5,000

Secondary House Committees		
Committee	Jurisdiction	Range of contribution (per election)
Armed Services	Military dental health system	\$2,000 – \$2,500
Budget	Programmatic spending	\$1,500 – \$2,500
Rules	Determines bills for voting	\$1,500 – \$2,500
Veteran Affairs	Veteran health system	\$1,500 – \$2,500
Science and Technology	Health-related technology	\$1,500 – \$2,500
Small Business	Small business issues	\$1,500 – \$2,500

### Senate Committees

Priority Committees for dentistry in the Senate are Finance, Health, Education, Labor, Pensions (HELP) and Appropriations. All Senators are eligible for a maximum contribution to both their primary and general election funds and leadership PACs when they are not up for re-election.

No contribution is made without the approval of the Constituent Society. Notification of each contribution is sent to the state Executive Director, the Member of Congress' Action Team Leader and the ADPAC Board member representing the state.

Contribution Limits		
Contributor	Limit	Recipient
ADPAC	\$5,000 per election	Candidates
ADPAC	\$5,000 per calendar year	Other PACs
ADPAC	\$15,000 per calendar year	Party Committees
Eligible Individuals	\$5,000 per calendar year	ADPAC
Eligible Individuals	\$5,200 per couple per election	Candidates

The Federal Election Commission (FEC) sets limits for PAC and individual giving, varied based on the recipient(s) of the contribution.

# EDUCATION PROGRAM ELEMENTS

- Lunch and Learns
- Webinars
- Tele-town halls
- Insider Updates/ Tip sheets
- Advocacy Booths
- Social Media Q&As
- Blog Posts
- Annual Reports

## What is ADPAC?

- American Dental Association's Political Action Committee
- ADPAC represents the non-partisan voice of thousands of dentists
- ADPAC supports federal candidates who:
  - Champion issues that will be important to your practice, patients and the public
  - Understand the importance of dentistry in America



# THINGS TO REMEMBER



Be creative

Don't assume they understand

Be consistent

Be brief and concise

Don't miss educational opportunities

Tie it together

# FINAL REMINDER



# CONTACT ME

Nick DeSarno

---

Public Affairs Council

[ndesarno@pac.org](mailto:ndesarno@pac.org) | 202.787.5971