



Zillow Group

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“Choose Your Corner, Pick Away At It Carefully, Intensely, & To The Best Of Your Ability, & That Way, You Might change The World.”

— Charles Eames

What's your corner?

PAC Fundraising During a Pandemic

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Government & External Relations Manager

She/her/ hers





What even is the future of IN PERSON fundraising and events?

Topics for today

PAC Fundraising During a Pandemic

How to fundraise when no one knows what's next.

- Examples of resuming PAC solicitations and striking the right balance in tone and goals
- Ideas for virtual events and solicitation activities in place of in-person conferences and gatherings
- Non-political communications to keep your PAC community engaged





SMART Goals

To address any trepidation, use the SMART goals framework when presenting PAC solicitation options

- Specific
- Measurable
- Achievable
- Relevant
- Time bound



Reframing Creatively

Learn to reframe not only your ask but how you and your audience find value in the pandemic. The PAC is an opportunity.

- What would make things easier for your eligible class?
- What's different about your ask?
- What are upcoming deadlines, reminders, events, and introductions?



Communicate to Educate

How's your mindset?

- Are you afraid of what your employees might say?
- Who and what is holding you back?
- Get in their shoes
- Stay CURRENT
- ASK!

Review

What's your corner?



SMART GOALS



REFRAME CREATIVELY



COMMUNICATE TO EDUCATE

Questions?

Meredith White & Amie Adams

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