

"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

#### **Meredith White**

Government & External Relations Manager She/her/ hers





### **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?

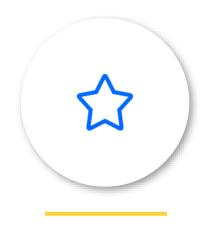
- Are you afraid of what your employees might say?
- Who and what is holding you back?
- Get in their shoes
- Stay CURRENT
- ASK!

#### Review

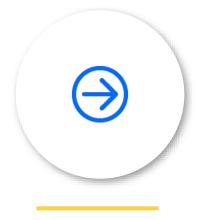
What's your corner?







REFRAME CREATIVELY



COMMUNICATE TO EDUCATE

## Questions?

Meredith White & Amie Adams

