



Some say it's about elections We say it's about

# PRINCIPLES

There are over 3,000 federal bills introduced each year that affect **EVERY DENTAL PROFESSIONAL**

## Public Affairs Council Webinar

Post-Election Engagement of the  
PAC and Grassroots Community

September 13, 2016

**ADPAC**   
American Dental Political Action Committee

ADA American Dental Association®

Dentists must speak with



**ONE VOICE UNITED**  
in Washington...

## About the American Dental Political Action Committee

- 158,000 eligible members
- 22,000 dental students
- General dentists and specialties
- Must have DMD or DDS degree
- Raised \$1.87million in 2015
- 25,000 dentists participate in ADPAC; 75% at a \$50 contribution



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## 2016 Election: show what you know

- You have a 30,000-ft view on 435 House races and 34 Senate races
- Your members want you to have insider information and be able to give it to them



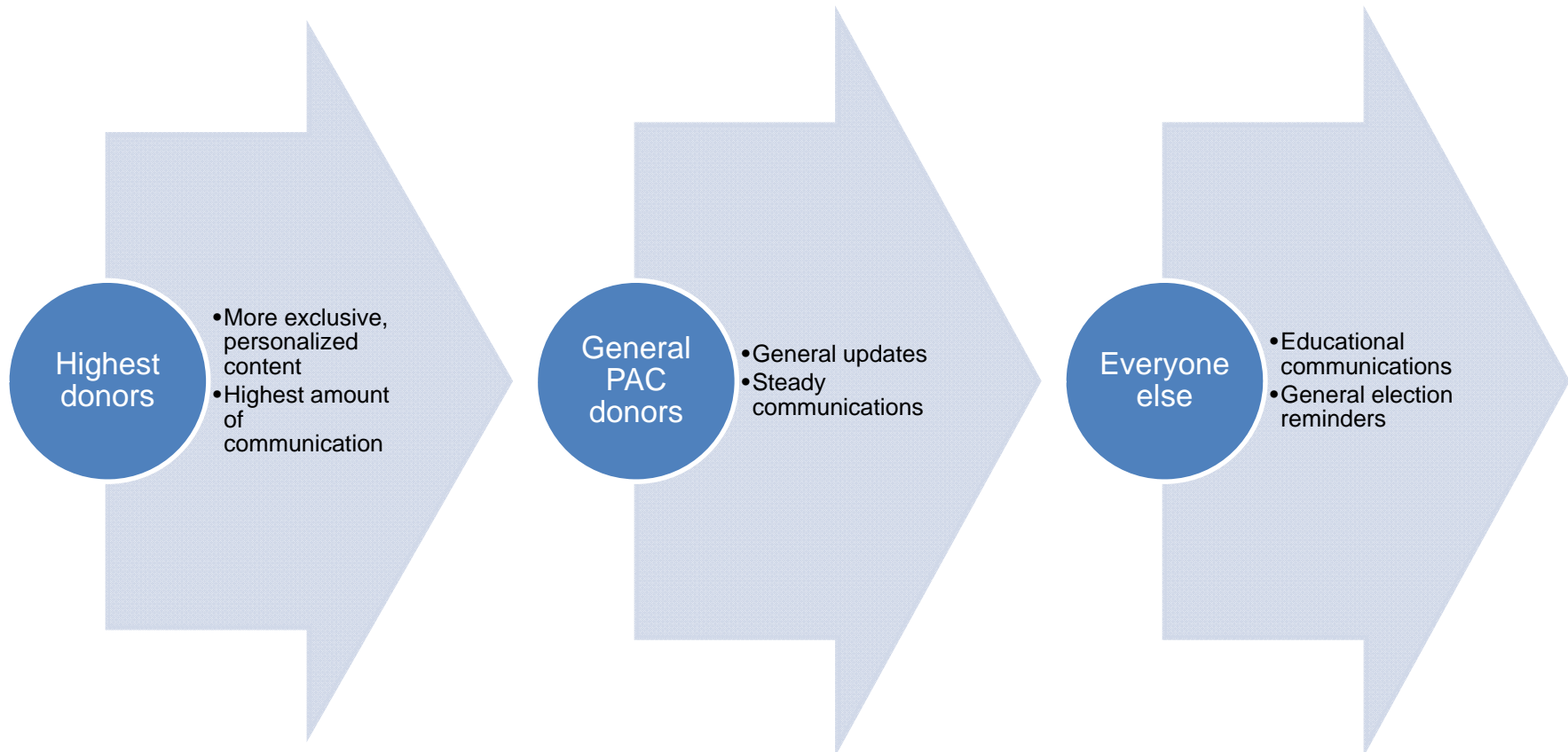


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## Work backwards: identify your groups





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## Highest donors

- Your highest donors are also your best grassroots activists
- Check in with your key donors in key seats and races- see what they are hearing and listen to their thoughts and opinions
- Provide them with general political updates
- Provide them with exclusive political updates on primary nights or election nights
- Invite them to deliver contributions and cultivate personal relationships with candidates and members of Congress



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## General PAC Donors

- General donors also tend to be active in grassroots issues
- Show them you have information and you are trying to get it to them
- These donors might be less concerned about specifics- it is more about showing value and activity



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### 2016 Senate Ratings

Pure Toss-Up	
Ayotte (R-NH)	
Toomey (R-PA)	
NV Open (Reid, D)	
Toss-Up/Tilt Democrat	Toss-Up/Tilt Republican
Johnson (R-VI)	Burr (R-NC)
W Open (Coats, R)	Rubio (R-FL)
Lean Democrat	Lean Republican
Kirk (R-IL)	Blunt (R-MO)#
	McCain (R-AZ)#
	Portman (R-OH)*
Democrat Favored	Republican Favored
Safe Democrat	Safe Republican
Bennet (D-CO)	Boozman (R-AR)
Blumenthal (D-CT)	Crapo (R-ID)
Leahy (D-VT)	Grassley (R-IA)
Murray (D-WA)	Hoeven (R-ND)
Schatz (D-HI)	Isakson (R-GA)

This issue brought to you by



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### Senate Math Still Favors Democrats

By Nathan L. Gonzales

Donald Trump continues to struggle in the presidential race and the Republicans' hold on the Senate is a precarious position.

Many of the most vulnerable Republican senators are doing everything in their power to stave off a re-election loss, but Trump appears to be digging holes in some states that are too big for incumbents to overcome. Trump has the unique ability to suppress Republican voters who don't like their presidential choices and galvanize Democratic voters who can't stand the thought of Trump becoming president.

There is talk of Republicans casting Trump aside by admitting that presidential defeat is virtually certain in order to push a message that GOP control of the Senate is imperative to put a "check" on President Hillary Clinton. It's a similar strategy to what Republicans did in 1996 when President Bill Clinton had a clear advantage over former Sen. Bob Dole.

But the challenge with duplicating 1996, according to one GOP strategist, is that Dole agreed with the strategy and cooperated. He understood the dynamic of the election and changed his schedule in the final weeks accordingly. It seems unlikely Trump will admit defeat before the election and then work on behalf of other candidates and party he essentially just joined.

There is also a risk that throwing Trump under the bus before Election Day could dry up fundraising to the Republican National Committee, which is handing and organizing the get-out-the-vote effort in key states since Trump does not have a ground game. The NRSC is working with vulnerable senators on turnout as well.

So while some so-called #NeverTrump Republicans argue that Trump



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## General members

- Not necessarily engaged in the grassroots
- General members need education on elections and how PACs come in to play within those elections.



The American Dental Political Action Committee (ADPAC) is a resource that works to protect our profession from the many obstacles created by Congress each year.

Our combined voice of more than 159,000 dentists can help ensure the ability to serve our patients is not hindered.



We need the support of all our members to solidify our presence in Washington, D.C.

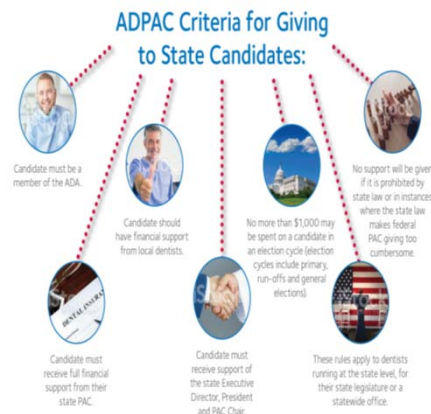
**JOIN ADPAC TODAY!**



**WE SUPPORT MEMBER DENTISTS IN STATE LEGISLATURES**

There are over **121,380** dental practices in the U.S.  
and over **25** state legislators who are dentists.

How do we select candidates who will represent us in our state capitals?



**ADPAC helps elect candidates committed to our profession.**

**ADPAC**  
American Dental Political Action Committee  
ADA American Dental Association

Learn more at  
**ADA.ORG/ADPAC**



ADPAC helps secure a seat at the table with our lawmakers on Capitol Hill.

We must be a part of policy discussions taking place in 2016 and beyond.

Let's come together as One Voice United to:



Learn more at  
**ADA.ORG/ADPAC**

**PAC**  
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## Getting everyone ready for a new Congress

This election is about positioning your organization for success in 2017.



By January, the dust of this election will have settled and the tone should be positive.



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## Post-election: tout every success and educate

- Tell your members how many races were a success and how much was spent
- Begin education on new members of the 115<sup>th</sup> Congress
- Repeat this information in multiple places
- Help members who were active in the election stay active in January
- Suggest new Member of Congress to utilize key contact in an advisory capacity
- Go to everything you can and take the opportunity to talk up the key contact to a new member of Congress

### ADA® Morning Huddle

Today's dental news exclusively for ADA members



Good Morning, Dr. Milligan

July 27, 2016

#### Editor's Note

The ADA Morning Huddle compiles news stories from a wide range of sources to let you know what the general media is saying about dentistry, whether or not it agrees with the ADA's views. Publication of an article in the Morning Huddle in no way implies ADA's endorsement, agreement, or promotion of a particular article.

#### DENTISTRY IN THE NEWS



#### TODAY Examines Products To Use In-Between Dental Visits.

[Today Show Online](#) (7/26) shares dental products that several dentists recommend for preventive "maintenance in-between visits" that are available at the drugstore. Several of the highlighted products have the ADA Seal of Acceptance, including [Colgate Total Advanced Whitening Toothpaste](#), [Orbit Sugarfree Gum](#), and [REACH Mint Waxed Floss](#).

The ADA provides a complete list of products with the [ADA Seal of Acceptance](#).

#### Dentist Wins GOP Primary Runoff In Georgia's Third District.

The [Atlanta Journal-Constitution](#) (7/26, Hallerman) reports that dentist and former West Point, Georgia Mayor Drew Ferguson has defeated state Sen. Mike Crane "in the hotly contested Republican runoff in" the race to succeed retiring GA3 Rep. Lynn Westmoreland. Georgia's third district "stretches from the southeastern Atlanta suburbs to the Alabama border," according to the article, which notes that Dr. Ferguson "had the backing of much of Georgia's GOP 'establishment,'" including U.S. Sen. Johnny Isakson, former Gov. Sonny Perdue and Westmoreland," as well as the US Chamber of Commerce.

#### FROM THE ADA

##### Dr. Drew Ferguson wins GA-03 Runoff!

ADA member [Dr. Drew Ferguson](#) has won the Republican runoff in Georgia's 3<sup>rd</sup> Congressional district! With support from hundreds of his ADA member colleagues and [ADPAC](#), Dr. Ferguson was able to secure this victory. He will now face Angela Pendley in the November general election. Georgia's 3<sup>rd</sup> Congressional district is a heavily Republican district. Dr. Ferguson is expected to win the general election and come to Washington as a member of the 115<sup>th</sup> Congress.

Connect with ADA:



[Visit ADA News](#)

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## 2017: Freshen, reset, engage

2017 will be an ideal time to:

- Reset your advocacy agenda
- Reset contact lists for grassroots advocates
- Freshen grassroots and solicitation materials
- Rebrand your logo
- Roll out a new program or giving level
- Engage your members in an optimistic and thoughtful way



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## Questions

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