



Next Gen:
Investing in the future of your Society

Why Target The Next Gen?



- Makes giving a habit
- Engages them in society advocacy
- Encourages attending involvement
- Future of your organization

Why Target the Next Gen?



- Untapped resource
 - Ob-GynPAC: 2009 no resident specific legislative targets=31 resident donors, raised \$5,000
 - 2011 309 resident donors, raised \$30,000



Why the Next Gen?



- Untapped resource
 - Orthopaedic PAC Resident Participation
 - 2009 Resident Participation: Non-Existent
 - 2014 Resident participation: 85 residents
 - 2016 Resident Participation: 330 residents
 - Orthopaedic PAC Residency Programs
 - 2016: 8 at 100%, 54 programs participating

How to Target the Next Gen?



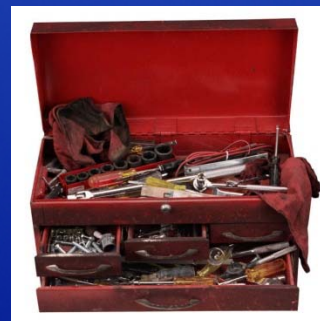
- Political Education



- Peer-to-Peer



- Tools and Programs

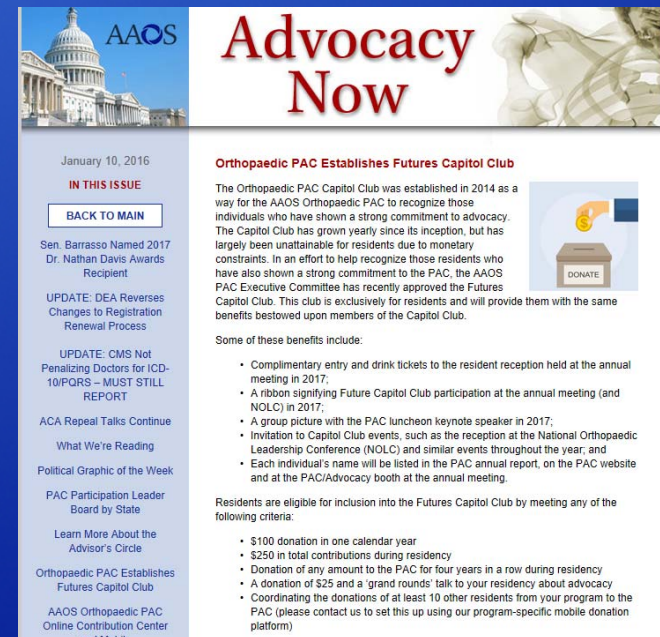


Political Education

Communication



- PAC e-newsletter
- Monthly Resident Component Newsletter
- Annual Advocacy Report
- Resident HOD
 - PAC Board Member Speech

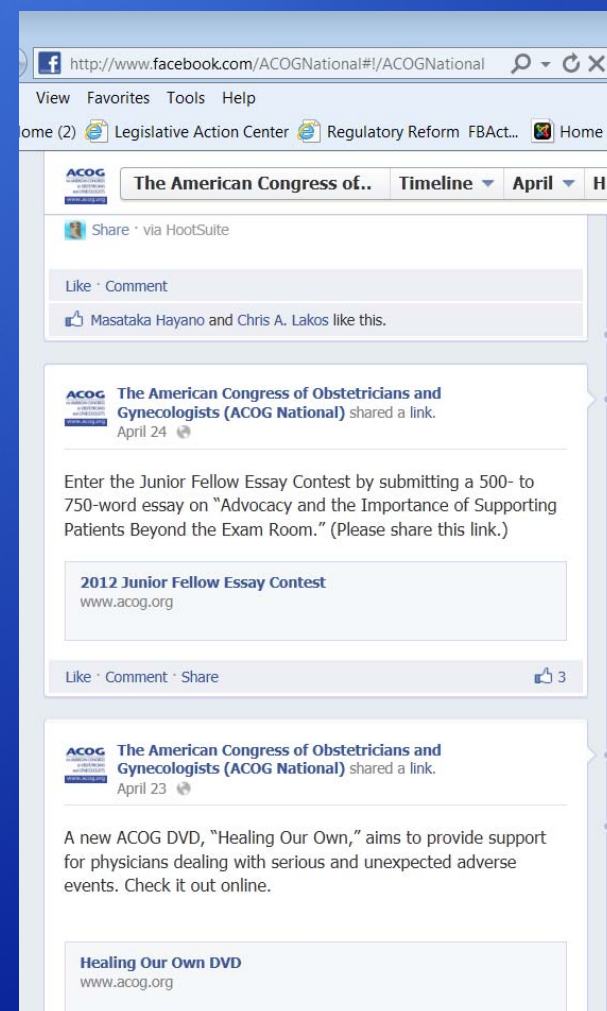
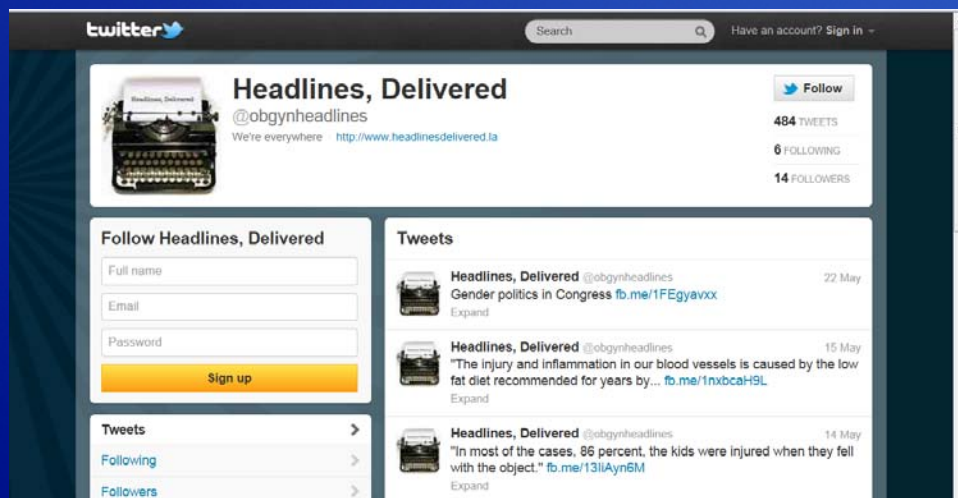


Political Education



Communication

- Social Media
- 2 click political action



Political Education Communication



- GOTV push
- Advocacy Video



ACOG Leadership Video: The Importance of Advocacy



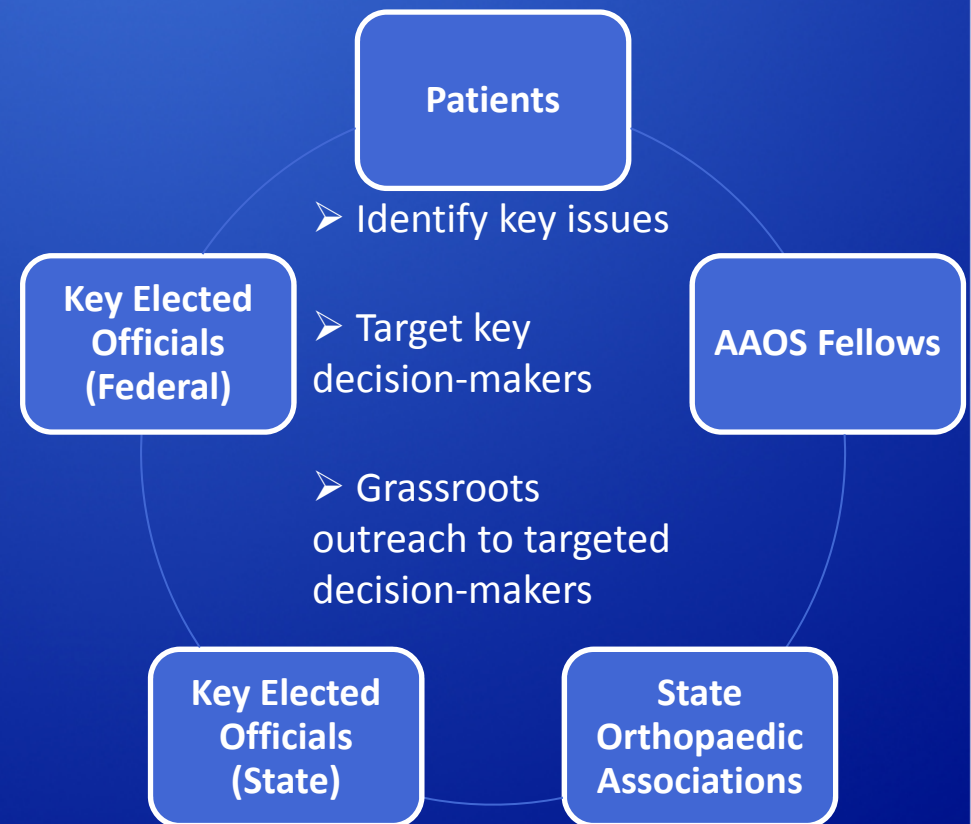
What is advocacy; what does it mean for our practices, our patients, and our specialty? Advocacy is a coordinated

Political Education



Training

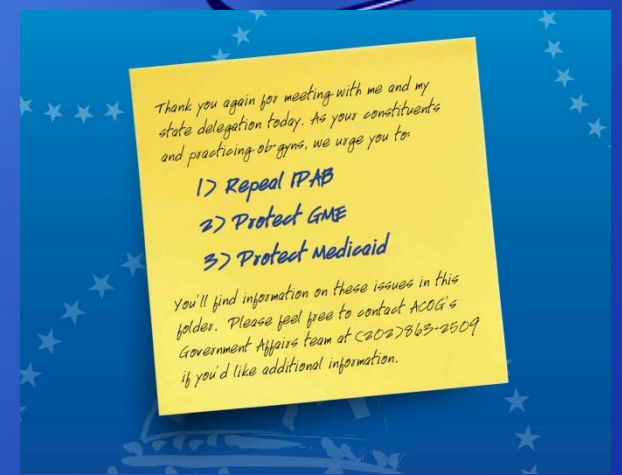
- Resident Advocacy Fellowships
 - Washington Health Policy Fellowships
- Grand Rounds
- Resident In-State lobby days



Political Education

Training

- Resident Advocacy Training and Leadership Courses
 - Annual Webinars
- Legislative Conference/Fly-In
 - Resident track



Free 60 min. primer to Resident Advocacy - One day left to register
View this email as a [Web Page](#).

Payment, Politics and PACs: A Primer to Resident Advocacy

An AAOS Resident Assembly
Health Policy Committee Webinar

Tomorrow! September 20 • 60 min.

9:00 pm ET, 8:00 pm CT,
7:00 pm MT, 6:00 pm PT

Free Webinar!

AAOS
AMERICAN ASSOCIATION OF
ORTHOPAEDIC SURGEONS

Peer-to-Peer



Starting at the Top

Resident Assembly Health Policy Committee

Charges of the Committee:

HEALTH POLICY COMMITTEE:

1. Address issues affecting the field of orthopaedic surgery and orthopaedic residency training.
2. Develop, refine, and present health policy actions to the executive committee.
3. Collaborate with AAOS to promote resident engagement in political issues locally and nationally.

4. Educate residents on the Orthopaedic Political Action Committee (PAC) and current political issues impacting orthopaedics.

- Resident Position on PAC Board
 - Choose a Resident leader that is already engaged in PAC activity
 - Define their role
 - Foster mentorship between sitting member and successor

Peer-to-Peer



Resident PAC Reps

- **Resident PAC Reps**
 - One in every Program & Class
 - Empower Reps
 - Provide solicitation materials
 - Communicate
 - Make it Competitive
 - Recognition
 - Rewards



Tools/Programs

Make It Easy!



Tools/Programs



Specials for Resident Giving

- Reduced suggested amount
 - \$20
- Create a membership level equal to your top donor level with similar perks
 - Futures Capitol Club \$1,000 for Attendings, \$100 for Residents
- Encourage low dollar quarterly or monthly donations
- Public Recognition

Tools/Programs



Specials for Resident Giving

- Specific Fundraisers
 - Pizza and Beer Parties
 - Networking with leadership
 - Low \$ resident price point
 - Fun venue



AAOS' Orthopaedic PAC, BOC and BOS
Cordially Invite You
to a Resident Leadership Reception

Thursday, March 16, 2017
6:30-9:00 PM

Bay City Brewery
3760 Hancock St
San Diego, CA

*Free for residents and AAOS Fellow PAC donors to attend



***Suggested Drink Ticket Contribution:**

AAOS Fellow: \$100
Resident: \$25

Transportation Provided

Please RSVP to Stacie Monroe at 202-546-4430 or email
monroe@aaos.org.

Paid for by Orthopaedic PAC

Federal law requires that we use our best efforts to collect and report the name, mailing address, occupation and name of employer of individuals who contribute to the Orthopaedic PAC. Checks or credit cards drawn on corporate accounts can be accepted but are deposited by law into a separate, non-federal account. Contributions are not deductible as charitable contributions for federal income purposes. Contributions are voluntary, and do in no way affect membership or other status in the American Association of Orthopaedic Surgeons. Only U.S. citizens may contribute to the Orthopaedic PAC.

Tools/Programs



Competition

- 100% Residency Contest
 - Recognition, recognition, recognition
 - Offer tools to make it easy
 - Mobile Platform

A screenshot of a fundraising page for the AAOS' Orthopaedic PAC. The page features the AAOS logo, a photo of a woman, and a fundraising goal of \$1,000. A progress bar shows \$1,355 raised. There are buttons for 'Make a Donation' and 'Share', and a link to 'See Who Has Donated'.

Donors

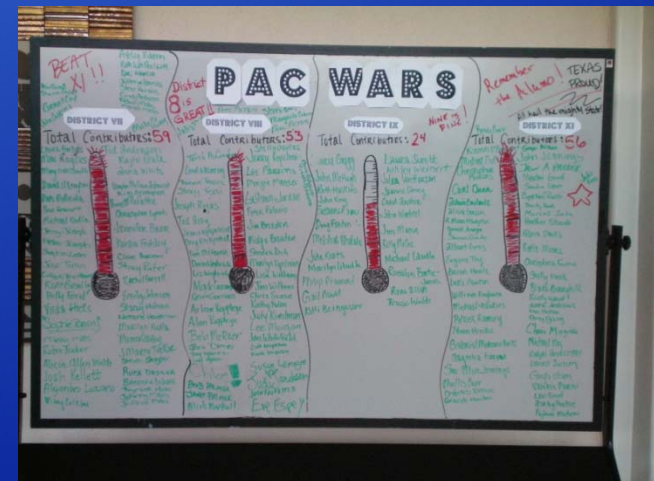
Name	Volunteer	Donated
Daniel Davis	Thomas Jefferson Orthopaedic Residency	\$100
Patrick Kane	Thomas Jefferson Orthopaedic Residency	\$40
on Coddling	Thomas Jefferson Orthopaedic Residency	\$25
iam rrender	Thomas Jefferson Orthopaedic Residency	\$25
jamin istowski	Thomas Jefferson Orthopaedic Residency	\$10
hael Ciccotti	Thomas Jefferson Orthopaedic Residency	\$25
/e Casper	Thomas Jefferson Orthopaedic Residency	\$25
e O'Neil	Thomas Jefferson Orthopaedic Residency	\$25

Tools/Programs



Competition

- PAC Wars: Fellows vs. Resident



Lessons Learned



Specials for Resident Giving

- Have a Legacy Plan
- Mail and phones waste of time and \$
- Political education is important
- Residents give:
 - In-person, for fundraisers, when leadership encourages them to.

Thank You



Stacie Monroe, American Association of Orthopaedic
Surgeons

monroe@aaos.org or 202-548-4150