



# Effective Ways to Use Your PAC Board

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American Association of Orthopaedic Surgeons

# WHO IS ON BOARD?

- Demographics?
- Criteria?
- Terms?
- Politicos?
- Organizational Leadership?



# SETTING EXPECTATIONS

- Within your organization & for your Board

## Organization

- A PAC Board has an entirely different purpose than a traditional Board/Council/Committee found within most organizations.
  - Timing-when do your Members roll on?
  - Expertise is political
  - Setting your policies and procedures
  - Being nimble

**POLICIES AND PROCEDURES OF THE  
POLITICAL ACTION COMMITTEE OF THE  
AMERICAN ASSOCIATION OF ORTHOPAEDIC SURGEONS®  
(ORTHOPAEDIC PAC)**

Adopted by the Board of Directors  
American Association of Orthopaedic Surgeons  
(Adopted February 6, 1999)  
(Amended May 14, 2016 (June 12, 2015))

**ARTICLE I  
Names and Purpose**

- A. **Name.** The name of this Political Action Committee (hereinafter "PAC") shall be the Political Action Committee of the American Association of Orthopaedic Surgeons (hereinafter "Orthopaedic PAC").
- B. **Association.** The American Association of Orthopaedic Surgeons (hereinafter "ASSOCIATION") shall be a not-for-profit membership organization, incorporated and located in and governed by the laws of the State of Illinois.
- C. **Purpose.** The purpose of the Orthopaedic PAC shall be to support candidates for federal office who have expressed real or potential interest in issues involving the provision of care to musculoskeletal patients and the maintenance and betterment of the profession of orthopaedic surgery.

**ARTICLE II  
Orthopaedic PAC Executive Committee**

- A. **General Powers.** The property, affairs, and business of the Orthopaedic PAC shall be managed and controlled by its Executive Committee (hereinafter "Orthopaedic PAC Executive Committee") that shall be named from time to time by the Board of Directors of the ASSOCIATION.
- B. **Specific Powers.** The Orthopaedic PAC Executive Committee shall be specifically charged to:
1. Develop a strategy for giving and make contributions within the federal limits to candidates (or to such candidates' authorized political or campaign committees) for federal office;
  2. Solicit appropriate individuals for contributions to the Orthopaedic PAC in a legally appropriate manner;

1  
Amended May 14, 2016

# SETTING EXPECTATIONS

- Within your organization & for your Board

## Your Board

-What do you want them to do?

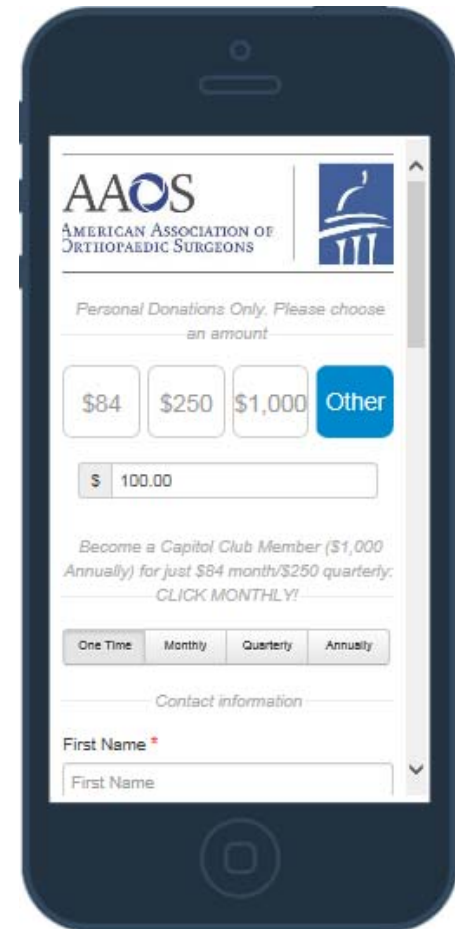
- ✓ Fundraise?
- ✓ Develop strategies & implement?
- ✓ Set personal goals?
- ✓ Provide cover?
- ✓ All of the above?



# SETTING EXPECTATIONS: Fundraise

Armed and Ready:

- What tools are you providing for them?
  - Workshop/Retreat
  - Peer2Peer ideas (pressure works too!)
  - Call time
    - Scripts
    - Leads
  - Technology
    - Square
    - Webpage
    - Mobile id



# SETTING EXPECTATIONS: Develop Strategies & Guidance

## **Proposed New Executive Board Policy Supporting Member Involvement in Ob- GynPAC**

Advocacy on behalf of women's health is central to our mission. The US Congress and Statehouses are increasingly affecting the practice of medicine, our specialty's ability to care for our patients, and the future of women's health. The American Congress of Ob-Gyns supports member involvement in legislative and political advocacy to help ensure that lawmakers and government entities make informed decisions on issues related to women's health.

We encourage our members to support Ob-GynPAC, to run for elective office, and to encourage other members to do the same.

- Giving Policies
  - Translating legislative priorities into dollars out
  - Approve races, Open seats? Challengers? Off Committee?
- New Programs
  - Assisting with soft dollars
  - Board statement
  - Budget woes

# SETTING EXPECTATIONS:

## Setting Goals

- Dollar Amount
- Recruitment #
- Developing relationships
- How can YOU get them there



#### Who We Are:

Members of Ob-GynPAC Governing Committee fundraise for our PAC, and support our PAC with ACOG members. PAC Governing Committee members are highly involved in the legislative and political issues affecting our specialty and bring their expertise to the Committee's decisions.

**Our Fundraising Goal: \$**

**My 2015 Fundraising Goal:**

**I'll Write:** \_\_\_\_\_

**I'll Raise:** \_\_\_\_\_

***Armed and Ready***

**Please provide me with:**

- ☐ Personalized Advocacy Calendar
- ☐ Call Scripts
- ☐ Donor Files
- ☐ Square
- ☐ Booth-in-a-Box
- ☐ PAC Leadership Ppt
- ☐ PAC Annual Reports
- ☐ PAC Thank You Cards
- ☐ A bottle and a list of names

**Name:** \_\_\_\_\_

# SETTING EXPECTATIONS: Provide Legit Cover

## Call Time

My PAC Board has to approve this  
race...



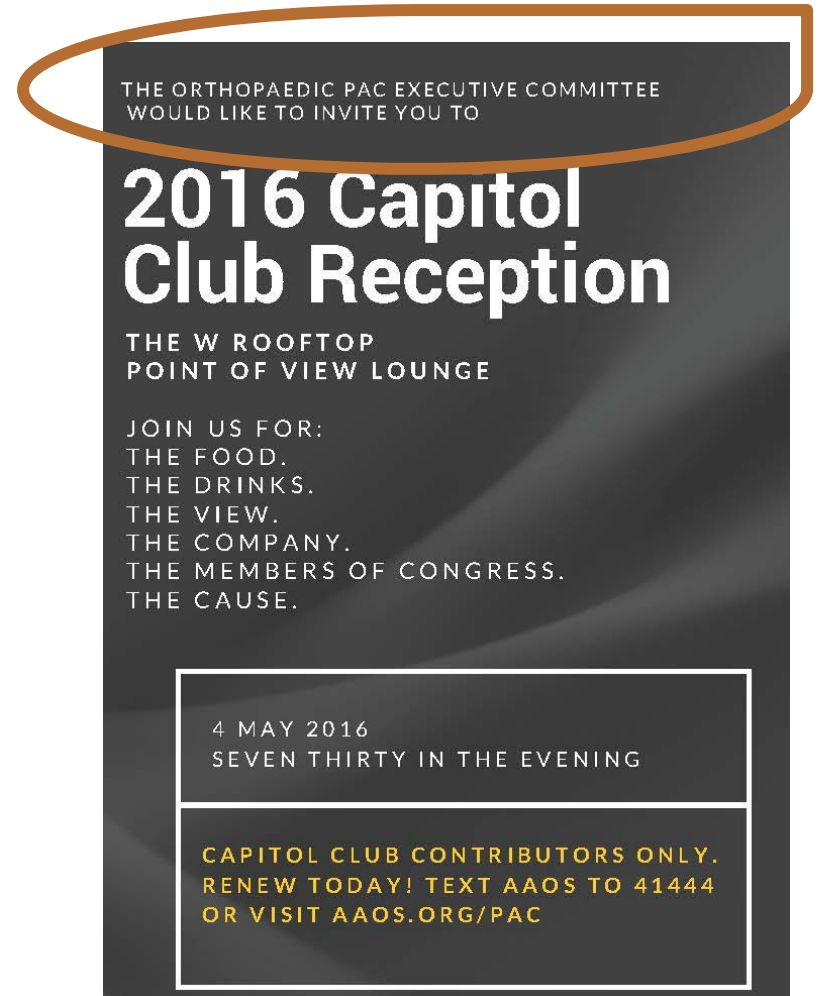
## Member Requests

Take it to the Board for a vote



# Empower Them

- Communication
- Name Recognition is Everything
- Where does the Board rank in org structure?
- Gifts
- Special Perks



# Thank You!

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