



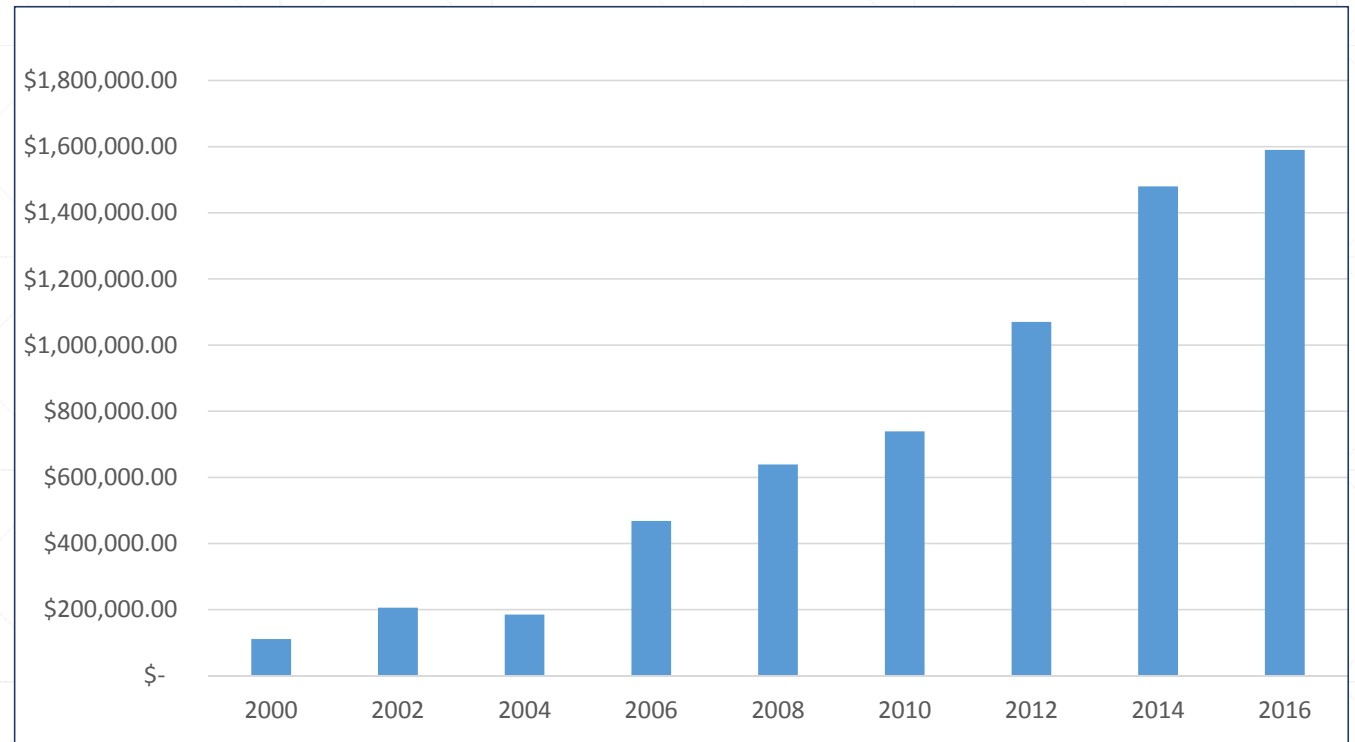
Abigail Osborne

Senior Specialist, Member Advocacy and Political Affairs

American Academy of Dermatology Association, SkinPAC

About SkinPAC

- Created in 2000
- Surpassed \$1M in 2012
- Adopted scorecard-based giving in 2012



SkinPAC Stats

- 13,500 eligible members
 - 2016 Election Cycle:
 - \$1,592,239
 - 2,112 donors (16%)
 - \$753 average contribution
 - 2017 Fundraising:
 - \$337,000
 - 797 donors
-

18 2013

WHAT THE WORLD WOULD BE LIKE WITHOUT SKINPAC:

I billed for an excision of a malignant lesion and I received 24% less than last year. Can you tell me what the problem is?



DR. SMITH



continued...

SkinPAC needs your support to advance dermatology's message on Capitol Hill. Visit www.SkinPAC.org or fill out and mail the attached form to contribute today.

skinpac
Patients, Practice, Policy.



Not only am I the AADA President, I'm also a supporter of SkinPAC. I've got Skin in the game.

skinpac
Patients, Practice, Policy.

Donate now at www.skinpac.org

Where to start?

- Annual Fundraising Plan
 - ✓ Determine theme
 - ✓ Set fundraising goal and participation goal
 - ✓ Establish outreach tactics & targets
 - ✓ Identify peer-to-peer opportunities
 - ✓ Reporting out & recognition opportunities
- Leadership buy in
- Transparency



Implementing a National Campaign



Themed Solicitations

- Language
- Graphics
- Signatories



Mini-Campaigns

- Short Campaigns
- Use Assoc. or National Buzz



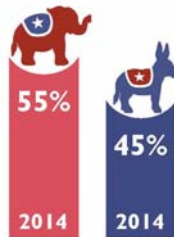
Special Events

- Utilize existing Events
- Have a Roadshow



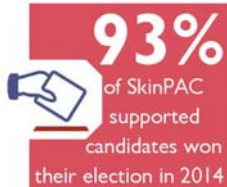
skinpac Facials,
Peelings,
Polishing

SkinPAC participated in **184 elections**

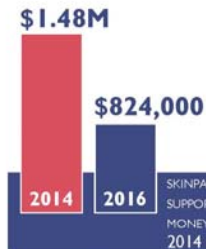


45% of SkinPAC
disbursements went to
Democrats and
55% to **Republicans**

SkinPAC
contributed more
than **\$800,000**
to pro-dermatology
candidates



11%
of AADA members
contributed to
SkinPAC in 2015



SKINPAC NEEDS YOUR
SUPPORT TO SURPASS THE
MONEY RAISED IN THE
2014 CYCLE.

Candidates are considered for SkinPAC financial support if:

- ✓ They actively demonstrate an understanding of dermatology issues and/or
- ✓ They are recommended by a SkinPAC donor and
- ✓ They are positively reviewed by the SkinPAC Board

SkinPAC's political purpose is to solicit and receive contributions to be used to make political campaign expenditures to those candidates for federal elective office, and other federal political committees, who demonstrate understanding and interest in the views and goals of the American Academy of Dermatology Association. Contributions to SkinPAC are not deductible as charitable contributions for federal income tax purposes. SkinPAC cannot accept contributions from corporate accounts. All AADA members have the right to refuse to contribute without reprisal. Federal law prohibits us from accepting contributions from foreign nationals. Federal law requires us to use our best efforts to collect and report the name, physical address, occupation, and the name of the employer of individuals whose contributions exceed \$200 in a calendar year.



Themed Solicitations



March 17, 2016

Elena R. Example, MD, FAAD
Example Dermatology Center
Suite 567
1234 Maple Lane
Anytown, US 09012-6789

Dear Dr. Example:

What is SkinPAC? With only 14% of AADA members contributing to SkinPAC in the 2013-14 election cycle, you can imagine I get asked this question a lot. Let me start by clarifying that SkinPAC is not supported by your AAD/AADA dues and is the separate political arm of the AADA. SkinPAC is the **ONLY** national political voice of dermatologists in Washington and across the country. It is the personal contributions from AADA members to SkinPAC that allow dermatologists to actively engage in the political process instead of hoping that someone else will speak up for us.

So, why should you contribute? Here are some of the top reasons:

- **SkinPAC puts AADA members' money to good use.** In the 2014 cycle, SkinPAC had a 93% "win" rate and helped elect over 170 Senate and House members to Congress, 14 of whom are physicians. These physicians are helping to ensure that the voice of medicine and our patients is finally being heard, even behind the closed doors of policymaking.
- **SkinPAC invests in races based on the candidate, not the party.** The SkinPAC Board of Advisors takes stewardship of our members' hard earned dollars very seriously. That's why they utilize a disbursement strategy that measures a candidate's ability to influence and level of support for dermatology's advocacy priorities. The SkinPAC Board also values recommendations of support from SkinPAC donors.
- **SkinPAC isn't just focused on national politics.** SkinPAC allows AADA to be members in state membership groups such as the Republican State Leadership Committee and the Democratic Legislative Campaign Committee. These memberships have allowed AADA members to bring dermatologists' advocacy message to state policymakers from Springfield to Austin to Albany to Sacramento and state capitols in-between.
- **SkinPAC is funded by AADA members, for AADA members, and is active through AADA members.** SkinPAC members attend local political events every cycle for SkinPAC-supported candidates. This allows us to grow our AADA Grassroots and Key Contacts program with personal, face-to-face meetings and further enables our members to be effective advocates for our specialty and our patients.

SkinPAC is a crucial part of the AADA's advocacy team, but it can become even greater with your help. Please join me and your colleagues today to ensure SkinPAC has the resources to help elect a majority of Congress that will be a part of the "dermatology caucus" this November by contributing \$500, \$300 or \$150 today.

Sincerely,

Abel Torres
Abel Torres, MD, JD, FAAD
President, American Academy of Dermatology Association

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www.skinpac.org

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Sincerely,

Abel Torres
Abel Torres, MD, JD, FAAD
President, American Academy of Dermatology Association



Mini-Campaigns

Political Convention State Challenge



- RECOGNITION:**
- ✓ most dollars raised
 - ✓ most new contributors
 - ✓ highest average dollars contributed
 - ✓ highest participation rate

GOAL:
Raise \$100K during
Conventions



Special Events



SkinPAC Roadshow



skinpac
Patients, Practice, Policy.

Join your fellow Mohs surgeons
for an exclusive reception benefiting SkinPAC,
the American Academy of Dermatology Association's
Political Action Committee.

FRIDAY, APRIL 29, 2016
6:00 P.M. TO 7:30 P.M.

ST. JOHN'S 24 ROOM • ROSEN SHINGLE CREEK RESORT
ORLANDO, FLORIDA

SPECIAL THANKS TO HOST COMMITTEE MEMBERS

 John G. Albertini, MD, Mohs Surgeon	 Brent Moody, MD, Mohs Surgeon	 Molly Maye, MD, Mohs Fellow
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Please RSVP by Monday, April 25 to Abigail Osborne at 202-712-2604 or aosborne@aad.org.





CHALLENGES

- ❖ Overcoming communications road blocks
- ❖ Tackling next-level giving
- ❖ Justifying failed campaigns

1250
SOCIETY

STRENGTH IN SOLIDARITY

skinpac
Patients,
Practice,
Policy.

Key Takeaways

- ✓ Develop annual fundraising plan
 - ✓ Incorporate themed solicitations, mini campaigns and special events
 - ✓ Create competition-based campaigns
 - ✓ Utilize peer-to-peer network
-

Questions

Abigail Osborne

Senior Specialist, Member Advocacy and Political Affairs

American Academy of Dermatology Association

aosborne@aad.org

202-712-2604
