

Incentivizing PAC Involvement





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- ✓ 10 Years In Industry
- ✓ #1 PAC In The Insurance Industry



NAIFAPAC / IFAPAC

NAIFA Has Approximately 40,000 Members

In 2014

Raised just over \$2 Million for NAIFAPAC & 50 State IFAPACS

9,474 Contributors

23.6% Participation Rate

Average Contribution of \$257.13

Contributed 2.6 Million in 2014 Cycle



IFAPAC Contribution Levels

Annual Levels

Capitol - \$5,000

Emissary - \$2,500

Diplomat - \$1000

Envoy - \$500

Statesmen - \$300

Ambassador - \$200

Century - \$100

Investor - \$50

Lifetime Levels

2500 Club - \$2,500

1 Star General - \$5,000

2 Star General - \$10,000

3 Star General - \$15,000

4 Star General - \$20,000



**There is a difference
between suggested
giving levels and
benefits clubs!**

Items To Consider

Your Budget

Donor Demographics

Naming the Levels

Frequency of Giving Items

**What Groups Does Your Association Already Have
Membership In**

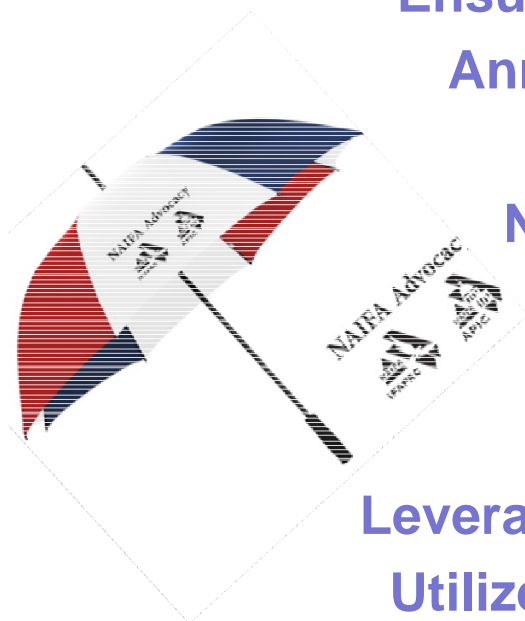
What Fundraising Campaigns Will You Create

Recognition vs. Reward

Recognition = Thank You

Thank Everyone

Ensure Thanks is From the Right Person
Annual Meeting, Association Website &
Social Media, Print Media,
Newsletters, Annual Report, etc.



Rewards = Gifts

Leverage Association Membership Benefits
Utilize Vendors to Create Exclusive Items



Meeting Chochkies

Pins & Ribbons



Other Freebies



High Dollar Donors

Make These Contributors Feel Special

VIP Seating

Discount Registrations/Tickets

Hotel Amenities

Opportunities to meet with Legislators

Periodic Exclusive Legislative Updates



Final Thoughts

Pay Attention to Your Donors Needs

Give A Program Time to Work

Don't Be Afraid to Make Changes

Ensure High Dollar Donors Feel Special

Be Creative & Have Fun



QUESTIONS??

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