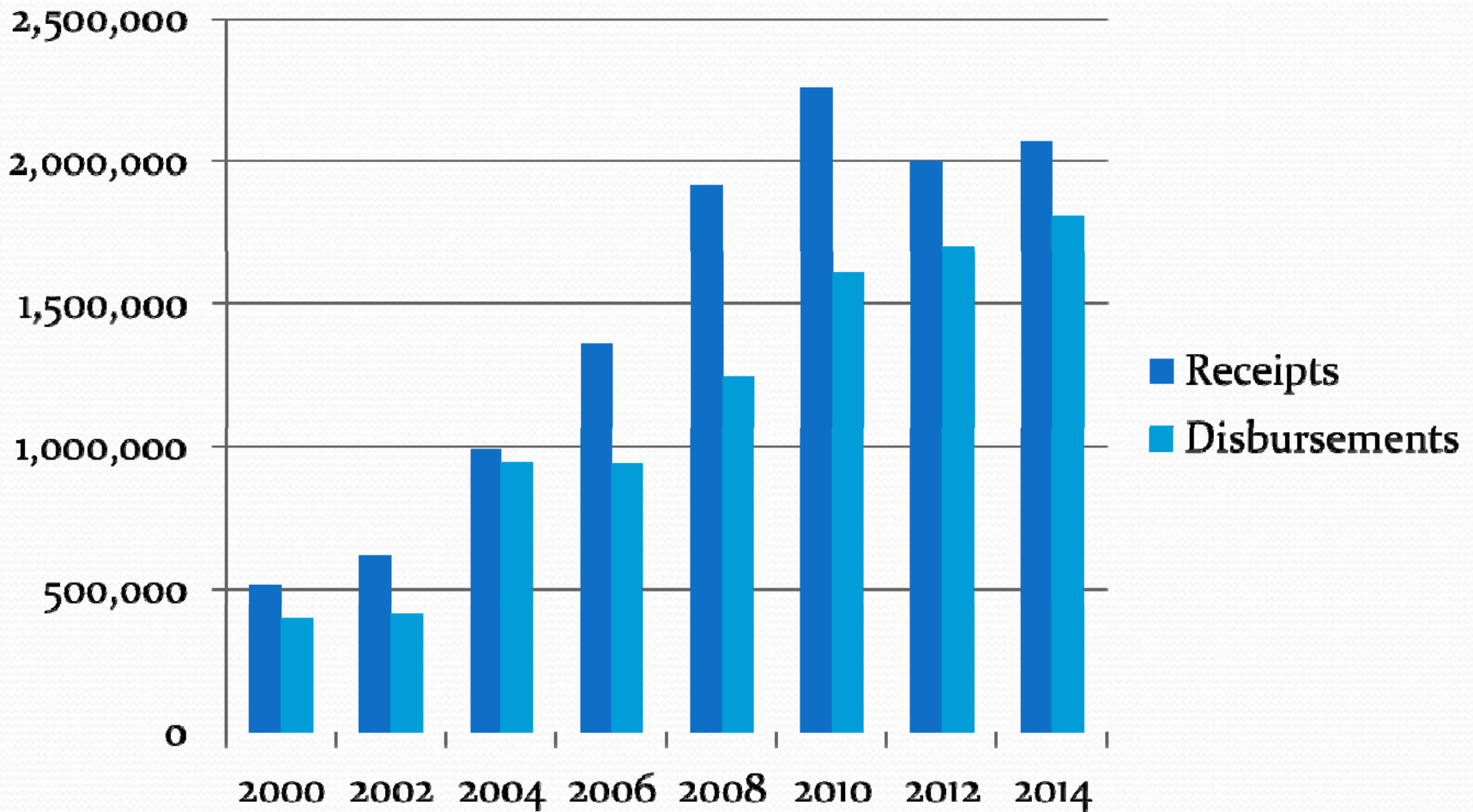


# Building a 365-Day Engagement Plan for Your PAC

Jeanne L. Slade  
Director  
ACEP Political Affairs and NEMPAC



# NEMPAC History by Cycle



# REFOCUS

Big Picture



Details





# Big Picture

*Is the PAC's viability and growth part of your company or association's strategic plan?*

**ACEP Strategic Plan for 2014-2017**

**Objective F – Communicate the value of emergency care as an important component of the health care system.**

5 - Create a distinct branded campaign to drive NEMPAC's major goals in 2014/2015. Utilize focus groups and surveys to determine scope, techniques and issues to drive brand's penetration and success within membership.	*	*		Jeanne Slade
6 - Build a proactive communications plan for NEMPAC branded campaign to include an editorial calendar that maximizes existing ACEP assets including ACEP Now, the NEMPAC and ACEP websites, NEMPAC telemarketing program and ACEP meetings.	*	*		Jeanne Slade
7 - To meet current best communications practices of large political action committees, create PAC video and newsletter to engage, educate and solicit eligible class.	*	*		Jeanne Slade



# Big Picture

*Is the PAC an integral part of your advocacy implementation plan for the 114<sup>th</sup> Congress?*

- Budgeting for 2016 Candidates
- Leveraging your PAC dollars to maximize interactions with key legislators
- PAC dollars allow your members/employees to attend local events but also make legislators come to you!
- Use off-election year as a time to educate and build relationships

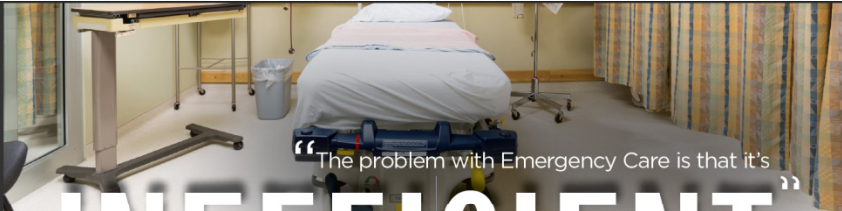


# Big Picture

*Does your PAC have a brand consistent with your association or company brand?*

- Are you speaking in the same language?
- Do your publications and electronic communications have similar look/feel?
- Do you regularly consult with your organization's communication team?
- Are you tooting your own horn?






“The problem with Emergency Care is that it's

# INEFFICIENT.”

Some lawmakers say the Emergency Department is the **wrong place for care**. They say it's **too expensive** and there are better places to go. They don't believe **ED volume is increasing** and they fail to see the **shortage of resources** for emergency patients. And they don't believe the situation will get worse.

**DON'T LET THEM DEFINE YOU. CONTRIBUTE TO NEMPAC TODAY.**  
Go to [www.acep.org/nempac](http://www.acep.org/nempac)

**NEMPAC**  
National Emergency Medicine PAC



## THANKS TO ACEP MEMBERS WE WERE \$2 MILLION STRONG...


Because of you, we were able to invest more than **\$2 million** in pro-emergency medicine candidates during the 2012 election cycle.

Your contributions give emergency physicians a voice on Capitol Hill and help shape the political landscape.

Contribute today at [www.acep.org/NEMPAC](http://www.acep.org/NEMPAC)

**NEMPAC**  
National Emergency Medicine PAC

NEMPAC is the financial vehicle through which ACEP members support the election or re-election of congressional candidates who share their commitment to emergency medicine.



## IT'S CRITICAL

THAT WE SUPPORT  
PRO-EMERGENCY MEDICINE CANDIDATES!

ACEP Members – Get Involved Today!  
For more information or to make a donation, visit [acep.org/nempac](http://acep.org/nempac)

**NEMPAC**  
National Emergency Medicine Political Action Committee

NEMPAC is the financial vehicle through which ACEP members support the election or re-election of congressional candidates who share their commitment to emergency medicine.





## 2014 Election Cycle Physician Specialty PAC Rankings

(hard and soft dollars)

American Society of Anesthesiologists	\$3,921,422
American Assn of Orthopaedic Surgeons	\$3,527,668
American College of Radiology	\$2,784,010
American College of Emergency Physicians	\$2,066,685
American Academy of Ophthalmology	\$1,679,550
American Academy of Dermatology Association	\$1,480,906
The American Congress of Ob-Gyns	\$1,360,000
American College of Surgeons	\$1,201,846
American College of Cardiology	\$986,469





## ***NEMPAC Accomplishments in 2014 Election Cycle***

**362 contributions** delivered by ACEP members or staff

ACEP members participated in **78 campaign events** for  
federal legislators

NEMPAC hosted or co-hosted **80 fundraisers** for  
members of Congress

ACEP staff and members met with **40 new candidates** for  
NEMPAC consideration

**NEMPAC independent expenditures helped elect five  
physicians to Congress- TWO ACEP MEMBERS**

# *Start with a Goal*

Monetary Goal

Industry Goal

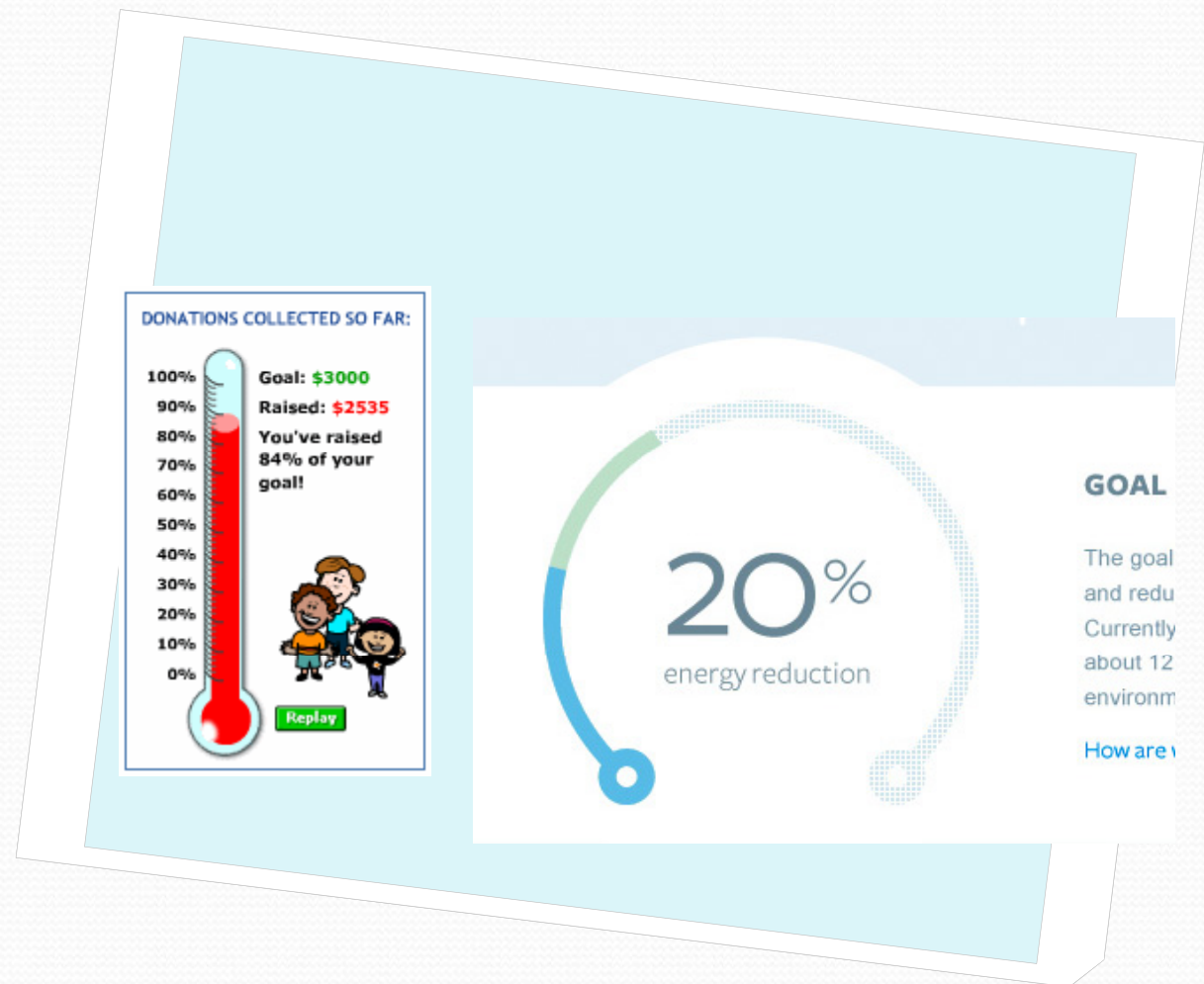
State/Chapter affiliate goals

Percentage of participation

New Donors

Increase in Average Donation

Increase in # of VIP Donors







# ***Brainstorm***

- **Determine Current Assets/Resources**
  - Publications
  - Websites
  - Meetings and Events
  - Outside vendors/consultants
  - Administrative Budget – create flexibility
- **Use Your PAC Board as a sounding board**
  - Create subgroups/taskforces
- **Decide what stays/what goes**
- **Test messaging – try something new!**

## Create a Communication and Development Plan

<b>February</b>	<b>Electronic: Announce new website, donor levels and dues check-off to general membership</b>	<b>Article in ACEP Now, joint letter from Dr. Jacoby and Dr. Gerardi, email to membership from Drs. Jacoby and Gerardi with link to NEMPAC Report</b>
	<b>Direct Mail/Electronic: Distribute "NEMPAC 2014 Election Report"</b>	<b>Hard copies to Board and Council and GAS donors? - link to NEMPAC website for all other donors</b>
	<b>Publication: NEMPAC insert for ACEP News</b>	
	<b>Telemarketing/Electronic: Follow-up calls to lapsed GAS Donors</b>	<b>NEMPAC Board calls and emails, letter from PAC Chair to lapsed donors</b>
		<b>CapTel calls</b>
	<b>Publication: New brochure/buck slip for new member packets</b>	<b>Will replace the current buck slip</b>
	<b>Direct Mail: CapTel statement mailing</b>	<b>Mail to all lapsed donors (not prospects) - go back to January 2007 - July 31, 2014</b>
		<b>Send Date - February 20</b>





## ***Announce New Initiatives***

**NEMPAC check-off on ACEP Dues Statement raised  
from **\$100 to \$200****

### **New Donor Levels**

***Platinum Level - \$2500***

***Give-a-Shift – increased to \$1200***

***\$365 “Give-a-Shift” for Retired members and members transitioning  
from residency***

**Series of “Tele forums” to Educate Current and Potential  
Donors**

*Don't lose sight of your greatest assets...*







*Even if you are on the right track,  
you will get run over if you just sit  
there.”*

*-Will Rogers*