

Solicitation Dos and Don'ts

DO

Follow the letter of the law

Don't try to interpret the unclear. Find out the answer and don't assume that what sounds logical is the right response. The FEC is there to help – 202.694.1100.

Set a positive tone for the PAC

Use positive language and keep your messages upbeat. And thank everyone.

Include all required disclaimers with any solicitations

It's the law.

Make it personal

What do ***they*** care about? Customize your ask to reflect their job function and how the role of the PAC touches them.

Have your elevator speech prepared

Realistically, you have about 30-60 seconds to make your PAC pitch before you lose the attention of your audience. Be prepared and keep it short and to the point.

Cater your message to your audience

Issues affecting one department don't affect another. Engineers like facts, figures and charts, while marketing professionals prefer something with more pizzazz.

Answer “What's in it for me?”

Why should they join? Some people respond to gifts, others to recognition, while others want to 'do the right thing.' Cater to each group.

Ask

The biggest mistake fundraisers make is skipping the 'ask.'

Try something new

Host a fun event or give out random ice cream treats to PAC members. People love the unexpected, plus it creates an air of fun around the PAC.

DON'T

Coerce

Ever. It's illegal. Coercion is in the eye of the beholder – plus no one likes an overly pushy salesman. You can clearly state your point without crossing the line.

Don't assume everyone understands

Most of your eligibles either don't know what a PAC is or they think it's dirty money. Start with educating your universe before you solicit them. Tell them what a PAC is, how it works, why you have one and why they should join.

Don't ever apologize

"I'm sorry – I know you don't want to hear this, but we have to have a PAC." This sets a bad tone all around.

Solicit non-eligibles

It's illegal.