

Building a Solicitation Campaign that Works

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Presentation Outline

- **Background on AANP and AANP-PAC**
- **Factors to consider when creating a solicitation campaign**
- **Examples of implementing those factors into a solicitation campaign**
- **Evaluate your PAC and donors**



Background on AANP

- AANP was created in 2013 when two NP associations merged.
- Since 2014, membership has grown from over 50,000 to over 80,000.
- Since 2014, the number of NPs has grown from 189,000 to 234,000



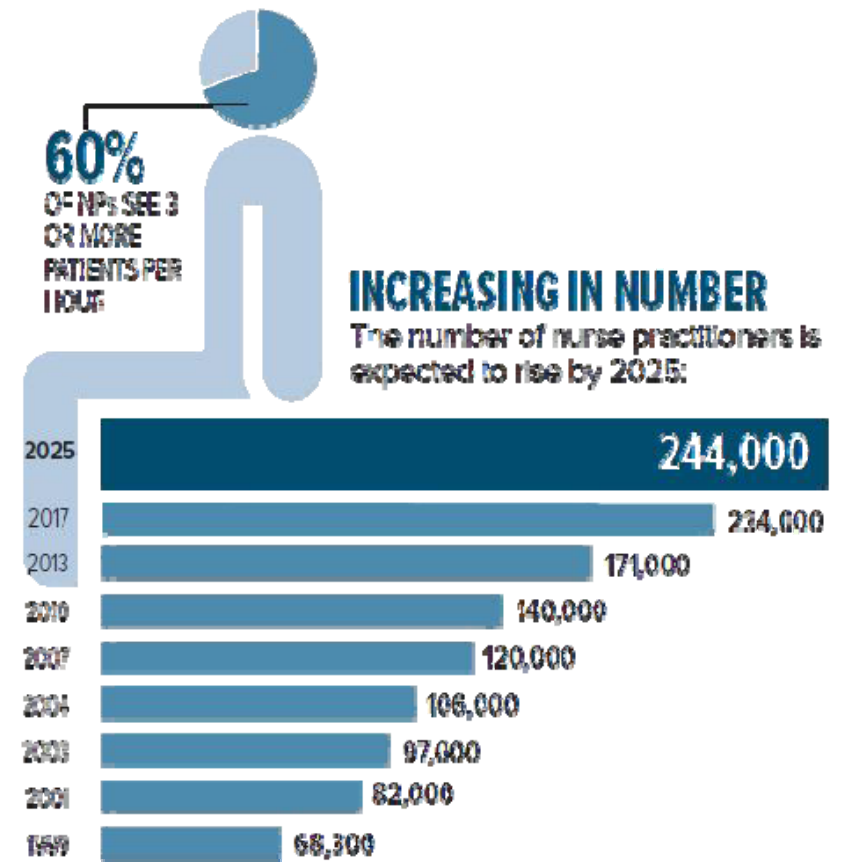
Background on AANP-PAC

- In 2012 – raised just under \$40,000 and contributed \$75,000 to Federal candidates.
- In 2017 – raised \$215,000 and contributed \$256,500 to Federal candidates.
- Ask is \$25 per member
- Major fundraiser is at National Conference



Current Environment and Potential to Grow PAC

- Internal Culture
- Contributors
- Communications
- PAC Benefits
- Top Issues



In-Depth Examples

- Internal Culture
- Contributors
- Communications
- PAC Benefits
- Top Issues



Do Your Research Before and After!

- Data Analysis – Internal and External
- Do a Survey
- Ask Your Fellow PAC Colleagues



Take-Away

Once you have an understanding of these factors – you can create a solicitation campaign that works for your PAC and organization!



Questions?

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