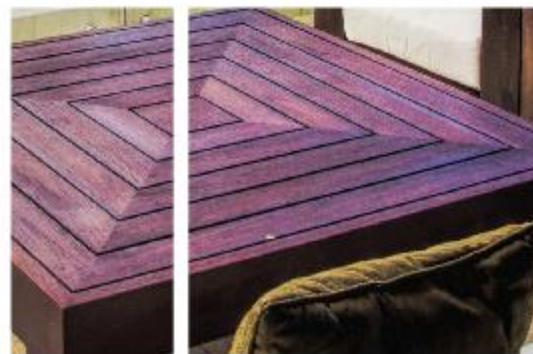




January 12, 2017

Incentivizing Association PAC Giving

Jim Wilson, NAA



What's My Motivation?

- Access
- Peer Pressure
- Teamwork/winning team
- Self satisfaction
- Recognition
- Duty/Automatic

Life in an Association PAC

- Different considerations than corporate restricted class.
- Members' experience is perhaps more diffuse, especially for advocacy/PAC.

How do You Incentivize?

- Make PAC an automatic/regular part of their association experience.
- Members should see it as an integral part of their membership.

Overall Strategic Approach

- Ingrain it in the culture. Set an example.
 - National Leadership/BOD at premium level(s)
 - PAC Board at premium levels
 - Legislative committee at 100% participation (at least)
- PAC participation should be an expectation of participation in leadership.

Overall Strategic Approach

- Remind and reinforce
- Connect them to the use of their contributions
- Remind them of why they are doing it

Tactics

- Recognition & Identification
 - Donor levels and clubs
 - Honor Boards and Screens
 - Directories, Pins, Swag (ties, scarves, etc.)
 - Don't be afraid of competition; be prepared to support it.

Tactics

- Exclusivity
 - Guest Speakers/VIP opportunities
 - Internet/lounge
 - Meals/events
 - Raffles/Silent auctions
 - Gifts
 - Special Treatment (upgrades, airport xfers, etc.)

Incentivize via De-silo-ize

- Another step: connect them to the use of the \$.
- Make sure your premium donors have opportunity to become key contacts, and/or at least do check presentations.
- More exclusivity and recognition.
- Creates a culture of deep participation in advocacy as part of membership.

Sometimes it all comes together

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Area apartment group gauges legislative outlook

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PROVIDED

Charleston area rental industry leaders meet with South Carolina Senator Tim Scott recently.

National fundraising secured this money, but Lowcountry rental industry supporters got to hand it off.

The Charleston Apartment Association says it was pleased to present U.S. Senator Tim Scott, R-South Carolina, with a check Nov. 22 "generated" from National Apartment Association Political Action Committee dollars, according to the local group's online Legislative Pulse newsletter. The Charleston association didn't cite the exact amount of the check, but says "donations like these enable our voices to be heard and pave the way for political leaders to advocate for the local and national industry."

Separately, the monthly report urges Charleston association members to mark their calendars for the March 5-8, 2017, NAA Capitol Conference in Washington, D.C. Described by the local association as "the (apartment) industry's largest advocacy event," the conference seeks to educate grassroots activists and mobilize them to promote their objectives with their congressmen on Lobby Day, it says. Participants represent a "cross-section of the apartment industry" nationwide, the Charleston group notes.

Advocates introduce themselves to the new members of Congress and "strengthen their relationships" with returning members. According to national apartment industry leaders, "Our goal is to reach all 535 members of Congress."

Visit <http://capitol-naa.naahq.org/>.

The Charleston Apartment Association says its mission is "to recognize the vastly increasing role of the apartment industry in providing quality housing." Members unite on improving apartment industry services, keeping up on legislative matters, networking, offering educational programs, taking part in charitable efforts and featuring local and national speakers.

At the same time, the association posts the Legislative Pulse to keep members abreast of political news impacting the industry. Association members receive the guide every fourth Tuesday of the month.



Questions?

