



FUNDRAISING PROCEDURES AND GUIDELINES FOR SOLICITATION

Friends of Mississippi Hospitals Political Action Committee is a Joint PAC. Friends of Mississippi Hospitals Political Action Committee is a joint Political Action Committee (PAC) with the American Hospital Association through the AHAPAC. For qualified individuals discussed below, a contribution to Friends of Mississippi Hospitals Political Action Committee is also a contribution to AHAPAC.

Who may contribute?

- Any hospital employee, trustee, volunteer or vendor may contribute. Only contributions from employees who have managerial, supervisory, or policymaking duties, or who are trustees of the hospital can be shared with AHAPAC. Contributions from all other individuals are used at the state level to support Mississippi candidates who advocate for hospital policy.
- Contributions can be accepted from individuals, other political action committees, for-profit entities and professional corporations. Not-for-profit hospitals (or systems) and government (including community) hospitals cannot make a donation.

HELPFUL HINTS FOR A SUCCESSFUL FUNDRAISING EFFORT

Make your own contribution.

- Before you ask for a contribution from others, you should make your own contribution.

Identify your prospects.

- Create your list of names and useful information about those you plan to ask for a contribution.

Send a letter to all prospects.

- Using the sample letter enclosed, send a solicitation to all prospects signed by you. The letters can be used following a PAC presentation or used as your primary solicitation method. Feel free to tailor the sample letter to suit your needs.
- Make sure the letter is accompanied by the Friends of Mississippi Hospitals PAC brochure.
- Use personal stationery or ask for Friends of Mississippi Hospitals PAC letterhead since hospital funds should not be used to underwrite PAC fundraising mailings.

Collect and forward contributions.

- Keep records. Check your lists of prospects and try to contact each one.
- A contribution form should be completed in its entirety for each contribution.
- As you collect checks and forms, send them to the Friends of Mississippi Hospitals PAC promptly.
- Keep working until everyone on your list has been contacted.

Say Thank You.

- Whatever the contribution, remember to say thank you. Friends of Mississippi Hospitals PAC staff will also send a thank you to each contributor of \$50 or more, but your personal acknowledgment is even more important.
- Create your own personalized thank you letter. Every time a contribution is made, send a thank you letter. Remember, today's thank you is the beginning of next year's solicitation.

SPECIAL GUIDELINES FOR NON-PROFIT HOSPITALS

A non-profit hospital can approve the solicitation of their employees by FRIENDS PAC and provide limited administrative support in this effort (such as by providing a list of employee names and addresses).

Individual employees of the hospital may participate more actively in the solicitation of funds for Friends of Mississippi Hospitals PAC (such as by holding meetings to promote the PAC or communicating with co-workers about the PAC).

- When writing letters to solicit Friends of Mississippi Hospitals PAC contributions, please use personal stationery or ask us for Friends of Mississippi Hospitals PAC letterhead.
- Do not say that the hospital is endorsing Friends of Mississippi Hospitals Political Action Committee. Emphasize that contributions to Friends of Mississippi Hospitals PAC are completely voluntary.
- Avoid solicitation efforts at official hospital meetings or functions.