PAC Dos, Don’ts and Tips

Dos:

✓ **Do** use OHPAC letterhead or personal stationery to send letters to hospital employees asking them to contribute to OHPAC. Eligible staff includes supervisors, managers, and administrative positions with professional responsibilities, physicians and volunteers. Board members are also eligible to contribute to OHPAC.
✓ **Do** sign the letters you send.
✓ **Do** invite OAHHS staff to your hospital staff meetings to talk about the importance of advocacy.
✓ **Do** ask your executive teams to contribute to OHPAC.
✓ **Do** ask OAHHS if you have any questions.
✓ **Do** collect personal checks or personal credit contributions with a completed OHPAC contribution form (information on that form is required by law).
✓ **Do** ensure all contributions are made voluntarily without threats, job discrimination, or financial reprisals.

Don’ts:

✓ **Don’t** use your hospital letterhead for solicitation letters.
✓ **Don’t** reimburse anyone for his or her OHPAC contribution.
✓ **Don’t** use internal hospital communications to ask for money for OHPAC.
✓ **Don’t** schedule special staff meetings to talk about donating to OHPAC.
✓ **Don’t** ask employees to give a specific amount to OHPAC; amounts can be recommended in the letter from the coordinator.

Tips:

✓ Reach out more than once but use good judgment and don’t overwhelm or make it feel like a mandate.
✓ Include information about what the PAC does for hospitals and patients.
✓ Set up face-to-face meeting time to discuss donating to the PAC.
✓ Help donors understand that they may be eligible for an Oregon tax credit.
✓ Remind executive-level donors what the benchmarks are. They are not required to donate any amount but it can be helpful.
✓ Make it easy for individuals to send in their contributions by providing online links and offering to help by mailing the contributions from a central location.