



2020 Guidelines for MHA-conducted Health PAC Campaigns

Thank you for allowing the MHA to conduct your Health PAC fundraising campaign. To ensure a successful campaign, please submit the requested materials per the guidelines listed below. Questions? Contact [Stacy Dowdy](#), director, Health PAC & Grassroots Advocacy.

Step 1: Prepare your Mailing List

- Collect home addresses for all solicitable employees. Under state and federal law, you may solicit salaried employees from MHA-member hospitals/health systems with the following responsibilities: policy-making, supervisory, managerial, professional, administrative/nonclerical and board members.
- All lists must be created with Excel or Excel-compatible software (no Word documents). Your spreadsheet must include the following columns and formatting (do not use all caps):

Title	First Name	Last Name	Home Address	City, State Zip
Mr.	Steve	Allen	1214 Elm Street	Lansing, MI 48909

Step 2: Prepare Your Solicitation Letter

- A sample letter is provided on the MHA Health PAC webpage (www.mhahealthpac.org). You may use this letter as-is or edit it to suit your needs. Please be sure to include suggested contribution guidelines. Health PAC stationery will be used for all solicitation letters.
- Determine a deadline for contributions. A two-week timeframe is recommended for local campaigns. **The statewide campaign concludes Monday, June 1.**
- The MHA will send solicitation materials directly to each employee if electronic signature is available. If electronic signature is unavailable, postmarked letters will be used.

Step 3: Submit Your Materials

- Email your mailing list and finalized letter to [Stacy Dowdy](#) at the MHA. Include the name and contact information of the individual coordinating the campaign for your organization.
- Letters will be prepared on first-come, first-served basis. However, the MHA will try to accommodate any specific date requests.

Step 4: Follow-up

- **To be successful, it is imperative that the hospital CEO personally follow-up with solicitable employees.**
- The MHA will provide biweekly contributor progress reports.
- The MHA will send a follow-up letter to noncontributing eligible employees after the initial deadline expires.
- All contributors will receive a thank you letter signed by the Health PAC state chair. If requested, the MHA will send a thank you letter to contributors from the hospital CEO or fundraising coordinator.

HEALTH POLITICAL ACTION COMMITTEE

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