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):

<table>
<thead>
<tr>
<th>Title</th>
<th>First Name</th>
<th>Last Name</th>
<th>Home Address</th>
<th>City, State Zip</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr.</td>
<td>Steve</td>
<td>Allen</td>
<td>1214 Elm Street</td>
<td>Lansing, MI 48909</td>
</tr>
</tbody>
</table>

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.