2020 MHA Health PAC Recommendations for Organization-run Campaigns

Thank you for conducting your Health PAC campaign as we work toward meeting our 2020 goal of $400,000. Use the following recommendations to ensure a successful fundraising campaign within your organization. If you have any questions or need campaign progress reports, contact Stacy Dowdy (sdowdy@mha.org) at the MHA at (517) 703-8648.

Solicitation and Contribution Recommendations

- All Health PAC solicitation correspondence **must** be sent on personal or Health PAC stationery. Customizable sample materials are available online at [www.mhahealthpac.org](http://www.mhahealthpac.org). All correspondence should be signed by the CEO; however, titles should be excluded on Health PAC solicitation materials.

- State and federal law allows the solicitation of salaried employees from MHA-member hospitals/health systems with the following responsibilities: policy-making, supervisory, managerial, professional, administrative/non-clerical and board members. A list of your organization’s contributors from last year is available by request. Contact Stacy Dowdy (sdowdy@mha.org) for more information.

- Below is a range of suggested contribution levels that you may wish to follow. However, any level of giving is greatly appreciated.

<table>
<thead>
<tr>
<th>Suggested contribution levels</th>
<th>Facility w/less than $250 M in NPR</th>
<th>Facility w/more than $250 M in NPR</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO and Trustees</td>
<td>$1,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>Senior Vice President/VPs</td>
<td>$750</td>
<td>$1,000</td>
</tr>
<tr>
<td>Directors</td>
<td>$350</td>
<td>$500</td>
</tr>
<tr>
<td>Managers</td>
<td>$150</td>
<td>$350</td>
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- Send a second request within the first fourteen days of the month-long campaign to those individuals who have not responded to the first request.

- All checks should be made out to “Health PAC.” Health PAC cannot accept corporate/business checks. Contributions over $20 must be written on personal checks, *never* hospital corporate, personal corporate or any other business-related check. Please do not send cash.

- A fully completed contribution card **must** accompany every contribution.

- Send all contributions to Health PAC via certified/registered mail or an overnight delivery service to the address below:
  Health PAC
  110 W. Michigan Ave, Suite 1200
  Lansing, MI 48933

- **The 2020 campaign concludes Monday, June 1.**

**Legal Guidelines:** MHA member hospitals that have qualified for charitable status under Internal Revenue Code section 501(c)(3) are subject to rules governing participation in certain political activities. As a result, MHA members are encouraged to read the detailed legal opinions located online at [www.mhahealthpac.org](http://www.mhahealthpac.org) prior to engaging in any political activity.