



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.** 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.

Suggested contribution levels	Facility w/less than \$250 M in NPR	Facility w/more than \$250 M in NPR
CEO and Trustees	\$1,000	\$2,000
Senior Vice President/VPs	\$750	\$1,000
Directors	\$350	\$500
Managers	\$150	\$350

- 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 prior to engaging in any political activity.

HEALTH POLITICAL ACTION COMMITTEE

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