|  |  |  |
| --- | --- | --- |
| 11.29.2016 | 8:00 PM | Conference Call |
| **Meeting called by** | Matt Barusch |
| **Type of meeting** | Regular |
| **Staff liaisons** | Matt Barusch |
| **Note takers** | Matt Barusch |
| **Attendees** | Rosa Naccarato, Michele Felicetti, Matt Moss, Christy Bradshaw, Kathryn Thomas |
| **Next meeting date** | TBD |
|  |
| **Charge**  | Review and approve 2017 PAC giving plan |
| **Discussion** | A large scale plan was developed for 2016, however due to concerns about stretching funds too thin, that plan was minimized for the 2016 general election and only a fraction of the plan was acted upon. The current plan, which was circulated to the committee, will act as a foundation for 2017. The committee will work to identify how to expand that plan |
| **Conclusions** | We need to target members of key committees and expand our giving to the Senate, as the current plan is largely focused on the House. |
| **Action Items:**  | **Person Responsible** | **Deadline** |
| Put together a list of members of key committees and potential allies in the SenateResearch potential Congressional allies | MattGroup | JanuaryJanuary |
|  |
| **Charge**  | Develop fundraising and outreach strategy to increase $ amount and number of contributors to PAC |
| **Discussion** | An idea of a year round fundraising campaign revolved around the model of a critical mass of small member contributions is being explored. The idea that if every one of our 16,000 members gave just $10 to the PAC, we could triple our funds, exponentially increase our presence on the Hill and increase PAC’s visibility to the membership. One aspect of motivating members to give will be educating them on what the PAC is and what it does, the benefits of PAC and why PAC matters. To that end, Matt would like to revive the PAC newsletter. |
| **Conclusions** | The PAC newsletter needs to be revived and used as a vehicle for an aggressive marketing and fundraising campaign to educate the membership and motivate members to contribute to PAC |
| **Action Items:**  | **Person Responsible** | **Deadline** |
| Draft revived PAC newsletter and work with Marketing Department on fundraising strategy | Matt | January |
|  |