



## SENIORS HOUSING PAC

# COMPANY CAMPAIGN GUIDE

### SH PAC Prior Approval

In order for us to communicate in detail about the Seniors Housing PAC and request contributions from your company's executive and administrative staff, Federal Election Commission (FEC) rules require that we obtain written approval each calendar year from a company's authorized official. This request is consistent with ASHA's ongoing Prior Approval campaign to meet our compliance obligations and grow the Seniors Housing PAC.

Granting this authorization does not prohibit your organization or its employees from making other political contributions, to the extent otherwise permissible by law. However, by granting this authorization, your organization may not grant similar authorization to any other trade association for the specified calendar year.

Please **click here** to access the SH PAC Prior Approval form. Completed forms can be returned to Sheff Richey at **sheff@ashaliving.org**

## FAQ's About Running a Seniors Housing PAC Company Campaign

### 1. Why should I host a SH PAC Company Campaign and how do I start?

On the following pages we describe an easy three-step process for kicking-off your Seniors Housing PAC Company Campaign.

The SH PAC gives ASHA members a voice in Congress to weigh in on the important issues and future challenges impacting the senior living industry.

Sheff Richey (**sheff@ashaliving.org**) with ASHA can provide materials to assist with your company's campaign, including printed copies and/or a PDF version of the SH PAC brochure, pledge forms, talking points, and other PAC related literature.

### 2. How do employees make a contribution to the Seniors Housing PAC?

- **Credit card contributions** can be made online through the SH PAC website. We encourage you to send a list of all eligible employees in advance of your campaign kick-off (including name, job title, and email address), so that we can set up individual log-in credentials for easy access to the SH PAC website.

*\*There is a minimum of \$10 for online contributions.*

- **A personal check** can be made payable to the Seniors Housing PAC and returned with the SH PAC pledge form or a business card to:

**Seniors Housing PAC**  
 5225 Wisconsin Ave, NW  
 Suite 502  
 Washington, D.C. 20015

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## Step

# 1

## Send email/memo to “kick-off” Seniors Housing PAC Company Campaign

- › Send a “kick-off” email/memo to all employees who are “**eligible**” to contribute. Eligible employees include executive and administrative level personnel who are salaried (not paid hourly) with management or supervisory responsibilities.
- › In your email/memo, we recommend you set a **beginning and end date** for your company’s campaign. This will help communicate a sense of urgency and help ensure that contributions are made within a set timeframe. We suggest a timeframe of 3 to 4 weeks from start to finish for your campaign.
- › Set a company participation goal (i.e. 100% of C-Suite Level, 75% of Director Level, etc.).
- › Executive leadership participation is important and sets an example for team members. Participation at all levels makes a strong campaign.
- › Designate a contact to collect pledges and keep track of who plans on participating in your company’s campaign.
- › We recommend your company coordinator check in regularly with Sheff Richey on pledges paid/received to assist with tracking campaign totals.
- › Be sure to thank new donors soon after they have made their pledge.

### Sample Kick-Off E-Mail from CEO or Executive in Charge of Company’s Campaign:

Hello Team,

I hope you will join me in giving [Company Name] a strong voice on policy issues impacting our profession by supporting our 2021 Seniors Housing PAC Campaign. The Seniors Housing PAC helps the American Seniors Housing Association (ASHA) to advocate on [Company Name’s] behalf and on behalf of the senior living industry.

Advocacy is a three-legged stool – lobbying (done by ASHA), grassroots (done by all of us) and funding for political contributions. Each is less effective without the others.

The Seniors Housing PAC allows us to:

- ✓ Support candidates on both sides of the aisle who understand and value the work of our company and industry.
- ✓ Tell the [Company Name] story and bring our collective expertise to those who make policy decisions impacting our operations and business model.
- ✓ Stand out among the many other interest groups advocating lawmakers.

Our Company Campaign will run from [Beginning Date] to [Ending Date]. I hope you will consider joining me and your colleagues by contributing to the Seniors Housing PAC today. I have included the Seniors Housing PAC brochure and pledge form. Please contact [Designated Contact] with your pledge amount and for more information on how to make your PAC contribution.

Sincerely,

**[CEO/Executive in charge of Campaign]**

## Step 2

### Provide Regular Campaign Updates

- › Incorporate Campaign Updates in Leadership Calls, All-Employee Meetings and Company Internal Email Communications.
- › Introduce the **what** and **why**, and then follow up with details and links in an email so employees can then consider their participation.
- › Pick out a few talking points that will resonate with everyone.
- › Send periodic updates on the campaign to remind employees that the drive is still open and encourage participation. Include status updates on the total amount raised and other new information on the SH PAC.
- › Consider holding special events for those who contribute, such as a bagel breakfast, a luncheon, or happy hour.

## Step 3

### Wrap-Up Campaign with Final Email Reminder

- › Two to three days before you conclude your company’s campaign, send a final email reminder to your employees (see sample below):

#### Sample Reminder E-Mail from CEO or Executive in Charge of Company’s Campaign:

A friendly reminder that we are wrapping up our Seniors Housing PAC Campaign on (Day, Date). If you have not yet contributed and plan to do so, please contact (name/email) with your pledge amount.

If you would like to contribute by credit card, please contact Sheff Richey with ASHA at [sheff@ashaliving.org](mailto:sheff@ashaliving.org). Personal checks can also be made payable to the **Seniors Housing PAC** and mailed to 5225 Wisconsin Ave. NW, Suite 502 Washington, DC 20015 no later than (day/date).

I appreciate your support and please do not hesitate to call me if you have any questions. **Thank you!**

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- › **Bulk company contribution** you can also designate one person to collect employee contributions and send in one mailing within 10 days of collection. Either way is acceptable. Be sure to reference your company’s campaign with your contribution(s).

**Contributions must be made by personal check or credit card. Corporate contributions are prohibited by law.**

### 3. Are there recommended contribution amounts?

Contributions at all levels help grow the SH PAC and are an essential part of the Seniors Housing PAC’s success. Participation from executive leadership is important because it sets an example for other team members. Contributions are strictly **voluntary**.

*\* Contributions at the \$500 and above level receive a special recognition gift from the SH PAC.*

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#### 4. Are thank you notes recommended to those employees that contribute?

Yes. It is highly recommended that the CEO or other designated executive thank each employee who contributes to the SH PAC.

##### Sample Thank You Note from CEO or Executive in Charge of Company's Campaign:

Dear [Employee Name],

Thank you for your generous support of our 2021 Seniors Housing PAC Campaign. Because of your support we will be better equipped to be an active participant in the political process and advocate for important issues impacting us in Congress. Your support is both important and appreciated.

Sincerely,

[CEO/Executive in charge of Campaign]

#### 5. Are contributions tax-deductible?

No. Contributions can not be deducted as a charitable contribution for federal tax purposes.

#### 6. Who should I contact if I have questions or need additional materials?

Please contact Sheff Richey at [sheff@ashaliving.org](mailto:sheff@ashaliving.org)

#### For further information on how to run a company campaign, please contact:

**David Schless**

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To receive SH PAC log-in credentials, contact Sheff Richey at [sheff@ashaliving.org](mailto:sheff@ashaliving.org).