

WHY CONTRIBUTE TO PAC

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CAHU VP OF PAC

MONEY IS THE GREASE OF POLITICS

GOBS OF MONEY IN POLITICS

**ENABLES GREATER OPPORTUNITY FOR ACCESS
TO DELIVER A MESSAGE**

NOT A GUARANTEE, JUST A CHANCE

WHAT IS PAC SUCCESS?

DESIRED OUTCOME – THE ACCESS TO
LEGISLATORS CREATED BY PAC
CONTRIBUTIONS LEADS TO LEGISLATIVE
APPROVAL OF THE ORGANIZATION'S MESSAGE

Lobbying is Not $A+B=C$

Lobbying Is A Mixture of Many Factors

Not what we are used to in the sales arena

If we give money and don't see an immediate positive result, not necessarily a failure

Lobbying is a combination of money and message over time – continuous effort

No one will save us but ourselves

PAC Guideposts

What we owe to you.

Who makes the decisions?

CAHU PAC Executive Board

Who Receives the Money

List of Recipients

PAC List of Accomplishments

Periodic Reporting

Not a list of direct successes – building blocks

CAHU PAC Contributor Goals

Boards – Diamond Level: \$85/mo or more

All other members – Ruby Level: \$21/mo.

A Family financial decision – increase the
priority of PAC contributions

Contribution forms