

MSSNYPAC REPORT TO THE MSSNY COUNCIL

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This report reflects the financial status of MSSNYPAC during the 2020 fiscal year period of 1/1/20 through 11/2/20. We have collected \$118,658.44 from 286 individual supporters. Each dollar contributed to MSSNYPAC is split between operating expenses and contributions to candidates in a ratio of 2:8. For comparison, prior year collections for the same time period are as follows:

2019: \$196,797.01 from 522 supporters

2018: \$224,842.02 from 643 supporters

2017: \$193,197.99 from 672 supporters

MSSNYPAC participated in the first virtual House of Delegates and over \$25,000 was collected from participants both during and after the event. While this is a new manner of collecting pledges, we were pleased to see that it can work and we plan to refine the donating mechanism so that all who attend may receive recognition for their contribution. MSSNYPAC put on hold earlier in the year the initiation of a contest containing best effort and competitive categories. We would like to resume this effort. The annual contest will run from the day after the HOD until the close of the next HOD. We are working out details and encourage members of the Council and County Leaders to provide feedback on the proposal. As it stands, we are proposing the following;

BEST EFFORT AWARDS: (Awarded to all who qualify)

DISTINCTION: Counties have increased PAC membership (number of individual donors) by at least [10%] since prior year based on collections through Wednesday of the week prior to HOD. Outstanding Membership Improvement.

HONORABLE MENTION: Counties have achieved [10%] of Member to Potential based on collections through Wednesday of the week prior to HOD. Outstanding Membership Recruitment.

DISTINGUISHED MERIT: Counties have contributed more than [\$10,000] to MSSNYPAC by collections through Wednesday of the week prior to HOD. Outstanding Donor Achievement.

HOD MERIT: 100% of Delegates from each county contributed to MSSNYPAC. (Determined ongoing and announced Sunday morning of HOD). (This could be extended to other groups such as Past Presidents, Councilors, Trustees, etc.) Outstanding Peer Recruitment

A certificate will be presented to all who meet the criteria.

COMPETITIVE AWARDS: (Awarded to one per tier per award category)

- 1) Highest member to potential ratio by tier
- 3) Highest PAC membership increase percentage by tier
- 3) Highest revenue by tier

4) Highest member gain by tier

Tiers for Competitive Awards:

I. 1,000 or more member physicians (Nassau, NY, Queens, Suffolk)

II. 500-999 member physicians (Albany, Erie, Kings, Monroe, Westchester)

III. 100-499 member physicians (Bronx, Jefferson, Onondaga, Otsego, Richmond, St. Lawrence, Schenectady, Tompkins)

IV. 50-99 member physicians (Broome, Dutchess, Oneida, Orange, Rensselaer, Rockland, Saratoga, Warren)

V. 1-49 member physicians (Allegany, Cattaraugus, Cayuga, Chautauqua, Chemung, Chenango, Clinton, Columbia, Cortland, Delaware, Essex, Franklin, Fulton, Genesee, Greene, Herkimer, Lewis, Livingston, Madison, Montgomery, Niagara, Ontario, Orleans, Oswego, Otsego, Putnam, Schoharie, Schuyler, Seneca, Steuben, Sullivan, Ulster, Wayne, Wyoming, Yates)

The following counties do not currently have any members: Hamilton, Tioga, Washington

HOD Merit awards are the only awards calculated at the HOD.

Competitive Awards are an option and will highlight exceptional effort in each of five tiered (based on size) county membership categories.

Peer Recruitment: MSSNYPAC has generated a spreadsheet for each county or district of prior donors who have not yet supported the PAC. We ask you to look at the list for your region and take a moment to contact by phone call, text or personal email anyone you are comfortable asking to rejoin MSSNYPAC. They can contact us directly at 518-465-8085 or can make a contribution online at www.mssnypac.org/contribute.

Tuesday's elections are still being decided. We will need all physicians engaged to the greatest extent possible to keep physician concerns on the minds of those elected. We ask for full participation in MSSNYPAC, Grassroots Action and the PAL Network by all leaders of MSSNY.

The work of every committee of MSSNY is impacted to varying degrees by the state legislature. Therefore, it is very important that the advocacy and political action tools we use to access and interact with legislators are optimally utilized and well-funded. To this end, we ask all committee chairs to co-sign a letter with MSSNY President, Dr. Litvack, and wherever possible, encourage the members of their respective committees to 1) support MSSNYPAC; 2) assure their members are aware of and signed up for the Grassroots Action Center; and 3) inform their members of the opportunity to become a Physician Advocacy Liaison for local legislators who are integral to the issues addressed by the committee.

Take every opportunity to remind your colleagues that MSSNYPAC support is critical to our patients, practice and profession.

Thank you.