



Options in Meeting Your HAPAC Goal

Recommended options where HAP staff can assist you in meeting your HAPAC goal.

- **Launch a campaign within the system**—this is the traditional way of kicking off your campaign and, of course, contributions raised are payable to HAPAC (most important). A letter would be sent from **(THE CEO)** to the senior management teams/boards of the organizations and other staff in management positions. **Have HAP launch the campaign for you.**
- **Issue-specific targeted campaign**—this is a targeted effort focused on a specific issue with which your employees can relate.
- **HAPAC-sponsored events**—these are events held in the district for lawmakers who are helpful/supportive to hospitals and their priorities. These events are open to HAP members in the region. Although the contributions raised through HAPAC events are payable to the lawmaker's campaign, and HAP will give you credit for what is raised and apply it to your HAPAC goal.
- **HAPAC-partnered events**—these are events where our members have approached us about partnering on an event for a lawmaker who they would like to support. This is normally one HAP member and is not open to the other hospitals in the region. Contributions raised for this type of event are payable to the lawmaker's campaign, and HAP will give you credit for what is raised and apply it to your HAPAC goal.
- **HAPAC "special" events**—these events are designed to raise funds directly for HAPAC and to help our members achieve their HAPAC goal. This often includes a speaker (local celebrity and on occasion a lawmaker). This is also designed to cultivate new contributors by engaging them in an interesting, affordable way. Contributions raised are payable to HAPAC. This event is recommended for those hospitals or health systems with a HAPAC goal of \$20,000 or more.

To discuss these options in more detail, please contact Sue Stewart, HAP's manager, political development, at (717) 561-5310 or email at ssewart@haponline.org.