



2024

POLITICAL ACTION KIT

**Hospitals Taking
Action for Effective
Government**



A message from the IHA PAC Committee Chair

The 2024 election cycle is underway. Hospitals and health systems must stand together and present a unified voice to lawmakers in Iowa and Washington, D.C.

We continue to face some of the greatest challenges to accessing care for patients and communities: workforce shortages, broken supply chains and inflation that is increasing the cost of care.

The decisions made by Congress and Iowa lawmakers in the coming years will directly affect hospitals and the patients you serve; you have real skin in this game, so helping elect allies of the hospital field and the patients you serve is key to our advocacy strategy. That's why a strong IHA PAC, with its ability to amplify the stories and issues of hospitals to open doors and foster relationships with lawmakers in Iowa and Congress, is more crucial than ever.

With so much riding on our political involvement, we ask for your leadership and participation. Your personal contribution and those of your colleagues in your hospital or health system will allow the IHA PAC to play a more-significant role in the 2024 elections.

The IHA PAC's campaign goal for 2024 is **\$150,000** and the IHA PAC team has made the process easy for you to decide how best to participate by choosing one of two options:

- **DIY (Do It Yourself)** – the IHA PAC team lends you a hand where needed, or
- **DIFY (Do It For You)** – the IHA PAC team takes on much of the advocacy effort by providing you with the needed materials based on your approval.

We hope you can join us. As always, our visibility at the state capitol and in Washington, D.C. must be strong, and our voice must remain loud. We must continue to be politically active and work to broaden our base of supporters.

We thank you for your support and look forward to working with you and your colleagues.



DAVID STARK

2024 IHA PAC Committee Chair

Chief of Government Affairs and Philanthropy
UnityPoint Health-Des Moines

To ensure that your IHA PAC campaign runs smoothly, please follow these simple steps below:

Step 1: Complete the Prior Authorization Card.

The Federal Election Commission requires prior authorization from the hospital CEO before soliciting eligible hospital employees.

Step 2: Seek someone to volunteer to work with us on your IHA PAC campaign.

To make this effort successful, seek a volunteer who will oversee the IHA PAC solicitation program and be the liaison with IHA.

Step 3: Connect your IHA volunteer campaign coordinator with us.

Your volunteer campaign coordinator will receive a kit from the IHA PAC containing sample solicitation materials we have made available for your review.

In conjunction with your volunteer campaign coordinator, your IHA PAC campaign can begin. The IHA PAC team looks forward to working with you and your volunteer campaign coordinator on this important effort.

Prior Authorization Card

Hospital Name: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Print Hospital Executive Name: _____ Title: _____

Email (required): _____

For the following year(s) indicated:

2024 Hospital Executive Signature

2025 Hospital Executive Signature

2026 Hospital Executive Signature

2027 Hospital Executive Signature

2028 Hospital Executive Signature

Congratulations on accepting the role of volunteer campaign coordinator.

Thank you for volunteering to work on your hospital's IHA PAC campaign.

IHA has created two models for success – DIY (Do It Yourself) and DIFY (Do It For You).

With the DIY model, the IHA PAC provides the templates for materials and guidance. Feel free to use the materials and customize them to your needs. All materials in this kit are available for download on the IHA website or by contacting IHA. How and when you execute the campaign must be done only on your voluntary time and without the use of hospital resources.

For the DIFY model, IHA staff will execute the campaign for you on a schedule of your choice.

Two Fundraising Campaign Options to Help the IHA PAC

Do It Yourself (DIY)	Do It For You (DIFY)
 CEO or designee signs the prior approval form	 CEO or designee signs the prior approval form
 Toolkit of materials sent to hospital PAC contact to customize.	 Work with IHA PAC staff to design your campaign based on IHA PAC prepared templates.
 Comply with Federal Election and IRS rules.	 Materials are sent by IHA PAC staff to an approved list of hospital employees and on a schedule you request.
 Work with IHA to recognize donors.	 IHA staff follows up with donors as approved.
 IHA staff support provided as you request.	 IHA PAC recognizes donors.

We have provided the steps for each model depending on your choice. If you decide to change gears and want to move to the other model at any point during the campaign, please let us know. We look forward to working with you. If you have any questions, please contact IHA at 515-288-1955 or ihapac@ihaonline.org.

Do It Yourself (DIY)

Step 1: Meet with IHA Staff

The IHA PAC staff will help launch your campaign by providing templates for your solicitations, supporting background materials and guidance. They can also connect you with other successful volunteers.

Step 2: Identify Potential Contributors

Create a list of colleagues who could contribute, keeping in mind those who are "eligible" under federal rule defined in these materials. Potential contributors include:

- All salaried, full-time employees holding supervisory and managerial positions
- Trustees/board members
- Physicians who are full-time, salaried employees of the hospital

Under certain circumstances, human resources may be allowed to provide a list to you for solicitation purposes.

The list should include full contact information, including the names, titles, employers, addresses, phone numbers and email addresses of prospective contributors. If your hospital is a 501(c)(3) organization, all contact information should be personal only (home phone, home address, personal email).

Every contribution must be linked to a person with contact information.

Step 3: Send Letters/Emails to Potential Eligible Contributors

IHA will provide sample templates for you to customize and send with solicitation materials to potential contributors. Please use the guidelines in this kit for sending and receiving purposes.

Every IHA PAC volunteer uses personal resources to contact potential contributors. This means sending materials from a personal email address, using personal or IHA letterhead/stationery, paying for postage from personal funds and using voluntary time to make the ask.

Potential contributors should not receive materials through work emails and work addresses. They must use personal emails and home addresses.

Step 4: Follow-up

After sending the initial solicitation letter, following up with each potential contributor is recommended.

Be careful not to pressure staff. Giving to the IHA PAC is voluntary. Individual employees must be able to decline to contribute without any reprisal.



Step 5: How to Contribute

Check: Individual donors should be directed to make checks payable to the IHA PAC and send check contributions to:

IHA PAC
c/o Iowa Hospital Association
100 E. Grand, Suite 100
Des Moines, IA 50309

Checks should be written at each donor's home and sent from home. Personal postage must be used; the hospital or organization postage may not be used. Checks may not be delivered from the employer or any other corporate mailroom.



Online: Individual donors can scan the QR code or donate directly on our website. For credit card contributions, please ask contributors to visit <https://my.ihaonline.org/PAC-Donation>. **Only personal credit cards may be used.** If you have any questions, please email us at ihapac@ihaonline.org.

The IHA PAC does not accept cash.

Every contribution must be linked to someone and include their contact information:

Name: _____

Occupation: _____

Hospital: _____

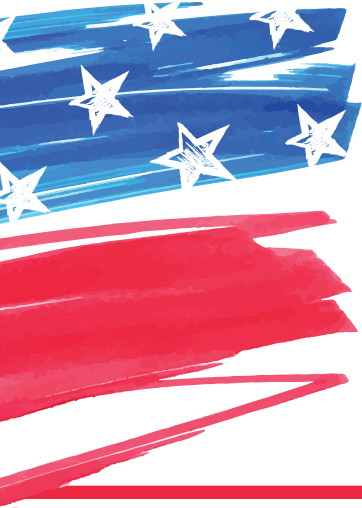
Home Address: _____

Email: _____

Step 6: Say Thank You!

Whatever the contribution, the volunteer campaign coordinator should send a thank you message. Remember: Today's thank you is the beginning of next year's IHA PAC solicitation.

For questions, please contact us at 515-288-1955 or ihapac@ihaonline.org.



Handy Guide For Your PAC Solicitation Efforts

DIY Guidelines for Administering a PAC Fundraising Campaign

- Only individual contributions from U.S. citizens can be accepted.
- Contributions directly from a hospital account are prohibited.

Who can be solicited for IHA PAC contributions?

- All salaried, full-time executive, managerial or administrative hospital-employed staff.
- Trustees/board members.
- Physicians who are employed directly by the hospital.

What are suggested contribution levels?

Title/Position	Small Facility	Large Facility
CEOs and Trustees	\$1,500	\$2,500
Senior Vice Presidents/ Vice Presidents	\$500	\$750
Directors	\$150	\$350
Managers	\$75	\$150

To ensure compliance with Federal Election Commission and IRS laws and regulations:

- Volunteer campaign coordinators and all individuals soliciting IHA PAC contributions should act in a personal capacity and not on behalf of the hospital or health system.
- Written solicitations must be on personal stationery or IHA PAC letterhead. The use of hospital letterhead and other hospital resources is prohibited. IHA PAC staff can provide letterhead or an electronic image of the IHA PAC logo for your use.
- All communications should clearly state that all **IHA PAC contributions are voluntary** and that any amount given or the decision not to give does not affect job status, performance review, compensation or employment.
- Soliciting board members to contribute to IHA PAC or participate in a political event should not be part of the board meeting agenda. It should be discussed before or after a board meeting, or during an official break in the meeting.
- Neither hospital funds nor hospital resources may be used to underwrite fundraising mailings or activities.
- When conducting a solicitation, the person who sends an email or letter should do so through a personal account rather than using hospital resources. Likewise, the recipient should receive the materials through their personal email or home address.
- Meetings should be conducted on personal time for hospital employees involved in the campaign.
- Political contributions to IHA PAC are not tax-deductible and are not eligible for reimbursement from the organization.



IHA PAC Disclaimer

You must use or include the following IHA PAC disclaimer on all solicitation material:

Contributions or gifts to the IHA PAC are not deductible as charitable contributions for federal income tax purposes. Your contribution is important to us, but we want to emphasize that all contributions are voluntary and do not affect your job status, performance review, compensation or employment. Any giving guideline is merely a suggestion. You are free to give more or less than the guidelines suggest, up to the permitted \$5,000 per year. Any amount given or the decision not to give will not advantage or disadvantage you. Federal law requires us to use our best efforts to collect and report the name, mailing address, occupation and name of employer of individuals whose contributions exceed \$200 in a calendar year (January-December). Contributions to the IHA PAC will be used for political purposes.

Questions

For questions or concerns about the solicitation process, please email us at ihapac@ihaonline.org.

Do It For You (DIFY)

Step 1: Meet with IHA Staff

The IHA PAC will launch your campaign for you after materials are approved, a timeline is agreed to and a list of potential contributors has been provided. We will discuss each step to ensure your comfort with the campaign and keep you posted on our progress.

Step 2: Identify Potential Contributors

Create a list of colleagues who could contribute to the IHA PAC keeping in mind those who are “eligible” under federal rules defined in these materials. Potential contributors may include:

- All salaried, full-time employees holding supervisory and managerial positions
- Trustees/board members
- Physicians, as long as they are full-time, salaried employees of the hospital

Hospital leadership is usually willing to do their part. The C-suite's involvement in the campaign and support of IHA PAC are critical to its success.

Under certain circumstances, human resources may be allowed to provide a list to you for solicitation purposes.

The list should include full contact information, including names, titles, employers, addresses, phone numbers and email addresses for prospective contributors. If your hospital is a 501(c)(3) organization, all contact information should be personal only (home phone, home address, personal email).

Step 3: Execution

The IHA PAC team will execute your campaign.

Step 4: Thanking Contributors

The IHA PAC team can send thank you notes or work with you to devise an appropriate way to thank contributors if you want to be part of the process. Individuals who make club-level contributions (\$350+) will be emailed a link to select a thank you gift.

Step 5: Evaluation

The IHA PAC team will schedule a meeting with you to discuss the campaign and processes that worked or did not meet your needs. Our goal is to ensure everyone wants to be part of the IHA PAC's campaign success.



2024

CAMPAIGN INFO AND GRAPHICS



IHA PAC Donor Clubs

The IHA PAC appreciates all contributions. Five club levels have been established to recognize members' generous support.



President's Circle
(\$5,000+ per year)



Champion's Club
(\$2,500-\$4,999 per year)



Ben Franklin Club
(\$1,000-\$2,499 per year)



Chair's Circle
(\$500-\$999 per year)



Capitol Club
(\$350-\$499 per year)

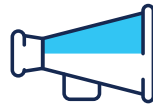
For questions, please contact ihapac@ihaonline.org or (515) 288-1955.

How Does the IHA PAC Support Our Advocacy Agenda?

By supporting candidates for the Iowa Statehouse who understand Hospital and Health System commitments to their communities



The Iowa Hospital Association Political Action Committee (IHA PAC) is a *critical* piece of IHA's advocacy program.



It is *the most effective* means of giving the state's hospitals and health systems *one unified political voice*.



It is *the best* opportunity for hospital leaders to enhance our *political visibility*.

The IHA PAC Strategy – the IHA PAC Contributes on a Bi-Partisan Basis to ...



State Legislative Leadership.



Members of Key Committees.



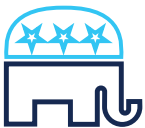
Rank and File Members of the Iowa Legislature who support the Hospital and Health System agenda and are responsive to YOU.

The Strategy Is Developed With Input From ...



Members like you on IHA's boards, committees, task forces ... or those willing to give us a call!

The Bottom Line ...



The IHA PAC contributes on a bipartisan basis to legislative candidates who understand hospitals and health systems and offer support for IHA's policy agenda.



How the IHA PAC Works

Who Can Contribute to the IHA PAC



Full-time, salaried employees of member hospitals, health systems or state associations with executive, managerial or supervisory responsibilities, including physicians.



Hospital or health system trustees.



Members of IHA's personal membership groups with management responsibilities and the Iowa Organization for Nursing Leadership.

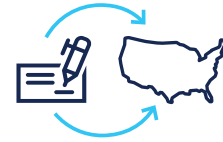
How the IHA PAC Works



The IHA PAC committee sets annual state goals.



With prior authorization, IHA and hospital leaders solicit contributions from eligible members.



Eligible contributions raised through the IHA PAC are shared with AHAPAC.

How the IHA PAC Collaborates With Hospitals



Coordinating fundraising efforts and participating in local candidate events.



Determining support for candidates and legislative leaders.



Providing customizable fundraising and election-oriented resources.

The IHA PAC Contributes to the Strongest Advocates



Strong advocates with a history of health care leadership.



Have a record of championing hospital issues.



Are supported by members and IHA.

Support the IHA PAC and help elect pro-hospital candidates.



IHA PAC Contribution Form

Thank you for supporting the IHA PAC. Funds will be used for state candidates. A portion of eligible club-level contributions may be shared with the AHAPAC to support federal candidates running for Congress. For more information about the IHA PAC, visit www.ihaonline.org/Advocacy/iha-pac/. If you have questions, please contact IHA at ihapac@ihaonline.org or 515-288-1955.

IHA PAC Contribution Levels:

- Presidents Club (\$5,000+)
- Champions Club (\$2,500-\$4,999)
- Ben Franklin Club (\$1,000-\$2,499)
- Chair's Circle (\$500-\$999)
- Capitol Club (\$350-\$499)
- Other \$ _____

Individuals wishing to alter the IHA-AHA share of eligible club-level contributions note here:

_____ % IHA _____ % AHA




Please mark the payment option:

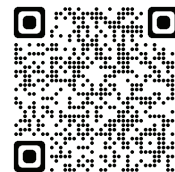
- Option 1:** Contribute via personal check. Please make your check payable to IHA PAC and mail it with this form to: IHA PAC | c/o Iowa Hospital Association | 100 E. Grand Ave., Suite 100 | Des Moines, IA 50309
- Option 2:** Contribute using your personal credit card (VISA, MasterCard, AMEX) by going to <https://my.ihaonline.org/PAC-Donation> or by using the QR code below. Contact IHA PAC at ihapac@ihaonline.org with questions.

Please print or attach a business card:

Name	Title
Hospital/Health Care Facility	City/State/ZIP code
Home Mailing Address	City/State/ ZIP code
Email	Phone
Business Name	Business Address
City/State/ZIP code	

How to contribute today:

- 
1. Open your camera app
- 
2. Scan the QR code
- 
3. Donate at <https://my.ihaonline.org/PAC-Donation>



This QR code will take you directly to the IHA PAC Donation page.

2024 PAC Goals

INDIVIDUAL HOSPITALS	CITY	GOAL
University of Iowa Hospital & Clinics	Iowa City	\$10,000
Mary Greeley Medical Center	Ames	\$3,850
Broadlawns Medical Center	Des Moines	\$2,750
St. Anthony Regional Hospital	Carroll	\$2,200
Methodist Jennie Edmundson	Council Bluffs	\$2,200
Ottumwa Regional Health Center	Ottumwa	\$2,200
Spencer Hospital	Spencer	\$2,200
Monroe County Hospital & Clinics	Albia	\$1,650
Kossuth Regional Health Center	Algona	\$1,650
Cass Health	Atlantic	\$1,650
Davis County Hospital & Clinics	Bloomfield	\$1,650
Boone County Hospital	Boone	\$1,650
Lucas County Health Center	Chariton	\$1,650
Floyd County Medical Center	Charles City	\$1,650
Cherokee Regional Medical Center	Cherokee	\$1,650
Clarinda Regional Health Center	Clarinda	\$1,650
Iowa Specialty Hospital-Clarion	Clarion	\$1,650
Wayne County Hospital and Clinic System	Corydon	\$1,650
Greater Regional Health	Creston	\$1,650
Winneshiek Medical Center	Decorah	\$1,650
Crawford County Memorial Hospital	Denison	\$1,650
Palo Alto County Health System	Emmetsburg	\$1,650
Avera Holy Family Hospital	Estherville	\$1,650
Jefferson County Health Center	Fairfield	\$1,650
Grundy County Memorial Hospital	Grundy Center	\$1,650
Franklin General Hospital	Hampton	\$1,650
Myrtue Medical Center	Harlan	\$1,650
Horn Memorial Hospital	Ida Grove	\$1,650
Buchanan County Health Center	Independence	\$1,650
Hansen Family Hospital	Iowa Falls	\$1,650
Greene County Medical Center	Jefferson	\$1,650
Blessing Health Keokuk	Keokuk	\$1,650
Knoxville Hospital & Clinics	Knoxville	\$1,650
Stewart Memorial Community Hospital	Lake City	\$1,650
Floyd Valley Healthcare	Le Mars	\$1,650
Regional Medical Center	Manchester	\$1,650
Compass Memorial Healthcare	Marengo	\$1,650
Ringgold County Hospital	Mount Ayr	\$1,650
Story County Medical Center	Nevada	\$1,650
Burgess Health Center	Onawa	\$1,650
Orange City Area Health System	Orange City	\$1,650

Mitchell County Regional Health Center	Osage	\$1,650
Clarke County Hospital	Osceola	\$1,650
Mahaska Health	Oskaloosa	\$1,650
Pella Regional Health Center	Pella	\$1,650
Montgomery County Memorial Hospital	Red Oak	\$1,650
Hegg Health Center	Rock Valley	\$1,650
Sanford Medical Center Sheldon	Sheldon	\$1,650
Shenandoah Medical Center	Shenandoah	\$1,650
Sioux Center Health	Sioux Center	\$1,650
Lakes Regional Healthcare	Spirit Lake	\$1,650
Buena Vista Regional Medical Center	Storm Lake	\$1,650
Virginia Gay Hospital	Vinton	\$1,650
Washington County Hospital & Clinics	Washington	\$1,650
Waverly Health Center	Waverly	\$1,650
Van Diest Medical Center	Webster City	\$1,650
Gundersen Palmer Lutheran Hospital and Clinics	West Union	\$1,650
Madison County Health Care System	Winterset	\$1,650
Audubon County Memorial Hospital & Clinics	Audubon	\$1,100
Iowa Specialty Hospital-Belmond	Belmond	\$1,100
Hancock County Health System	Britt	\$1,100
Clive Behavioral Health	Clive	\$1,100
Clive Rehabilitation Hospital	Clive	\$1,100
Eastern Iowa Rehabilitation Hospital	Coralville	\$1,100
University of Iowa Health Network Rehabilitation Hospital	Coralville	\$1,100
Regional Health Services of Howard Co.	Cresco	\$1,100
Select Specialty Hospital-Quad Cities	Davenport	\$1,100
Select Specialty Hospital-Des Moines	Des Moines	\$1,100
Adair County Health System	Greenfield	\$1,100
Guthrie County Hospital	Guthrie Center	\$1,100
Guttenberg Municipal Hospital and Clinics	Guttenberg	\$1,100
George C. Grape Community Hospital	Hamburg	\$1,100
Hawarden Regional Healthcare	Hawarden	\$1,100
Humboldt County Memorial Hospital	Humboldt	\$1,100
Childserve	Johnston	\$1,100
Van Buren County Hospital	Keosauqua	\$1,100
Decatur County Hospital	Leon	\$1,100
Manning Regional Healthcare Center	Manning	\$1,100
Jackson County Regional Health Center	Maquoketa	\$1,100
Dallas County Hospital	Perry	\$1,100
Pocahontas Community Hospital	Pocahontas	\$1,100
Loring Hospital	Sac City	\$1,100
Osceola Regional Health Center	Sibley	\$1,100
Keokuk County Health Center	Sigourney	\$1,100
Community Memorial Hospital	Sumner	\$1,100
Veterans Memorial Hospital	Waukon	\$1,100

AVERA HEALTH SYSTEM HOSPITALS		CITY	GOAL
Avera Holy Family		Estherville	\$1,650
Avera Merrill Pioneer Hospital		Rock Rapids	\$1,100
CATHOLIC HEALTH INITIATIVES HOSPITALS		CITY	GOAL
CHI Health Mercy Council Bluffs		Council Bluffs	\$2,750
CHI Health Missouri Valley		Missouri Valley	\$1,650
CHI Health Mercy Corning		Corning	\$1,100
GREAT RIVER HEALTH HOSPITALS		CITY	GOAL
Southeast Iowa Regional Medical Center		Fort Madison and West Burlington	\$5,500
Henry County Health Center		Mount Pleasant	\$1,650
MERCYONE HOSPITALS			GOAL
Des Moines Medical Center			\$4,950
Genesis-Davenport			\$4,950
North Iowa Medical Center			\$4,950
Siouxland Medical Center			\$3,850
Waterloo Medical Center			\$3,850
Dubuque Medical Center			\$2,750
Clinton Medical Center			\$2,200
West Des Moines Medical Center			\$1,650
Cedar Falls Medical Center			\$1,650
Centerville Medical Center			\$1,650
Genesis-DeWitt			\$1,100
Dyersville Medical Center			\$1,100
Elkader Medical Center			\$1,100
New Hampton Medical Center			\$1,100
Oelwein Medical Center			\$1,100
Primghar Medical Center			\$1,100
UNITYPOINT HEALTH HOSPITALS			GOAL
Methodist/Blank/Methodist West/Lutheran			\$9,350
Allen/Marshalltown			\$6,050
St. Luke's Cedar Rapids			\$4,950
Trinity Regional Medical Center-Fort Dodge			\$2,750
St. Luke's Sioux City			\$2,750
Trinity Bettendorf			\$2,200
Finley Hospital			\$2,200
Trinity Muscatine			\$1,750
Jones Regional Medical Center			\$1,650
Grinnell Regional Medical Center			\$1,650



Contact Us

IHA PAC

c/o Iowa Hospital Association

100 E. Grand, Ste. 100, Des Moines, IA 50309

515-288-1955 | www.ihaonline.org/advocacy/iha-pac/ | ihapac@ihaonline.org

Thank You for Your Continued Support!