



Hospitals Helping to Elect Health Care Champions

2021

POLITICAL ACTION KIT





A Message from the IHA PAC Committee

Health care is changing ... and hospitals and health systems are transforming to meet the evolving needs of our patients and communities. Hospitals are located in 90 of the 99 counties in our state. We're often the largest employer in the community. We are pillars of those communities, and we are key stakeholders.

The blue and white hospital "H" carries the promise of help, hope and healing. While the hospital of the future will continue to extend that promise, it may do so in significantly new ways. That means that our hospitals and health systems must change, too, in order to advance health for Iowans.

With 119 hospitals and several health systems, we have the opportunity to profoundly influence health policy in Iowa and federally through our congressional delegation. Our role in politics can help improve the delivery of health care and the outcomes for our patients.

To do this, we need to make the field more unified and increase our visibility in Des Moines. We must be politically active and broaden our base of supporters. This is no time for hospital leaders to stand on the sidelines. The 2022 election cycle will soon be underway. **The IHA PAC's goal for 2021 is to raise \$125,000.**

As part of this effort, the IHA PAC is introducing this political action kit to provide customizable materials and processes to encourage IHA PAC participation with eligible employees within your hospital or health system. When using this kit, please keep in mind the following:

- Giving to IHA PAC is voluntary.
- The materials can be tailored as you need.
- Follow the rules of the road – legal and regulatory compliance is crucial.
- IHA staff is available to support your efforts, no matter how great or small.
- Our success depends on you.

This is a fresh start for the IHA PAC – one that is exciting and energizing. So, thank you for your willingness to take this journey with us. It is going to be outstanding.

Congratulations on accepting the role of a “volunteer campaign coordinator.”

Thank you for volunteering to work on your hospital employees’ IHA PAC campaign.

We created two models for success – DIY (Do It Yourself) or DIFY (Do It For You). With the DIY model, the IHA PAC provides the templates for materials and guidance. You can feel free to use the materials as you wish and customize them to your needs. All of the materials in this kit are available for download at <https://www.ihaonline.org/pac-campaign-kit/>. 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 and, with your help, approve

Two Fundraising Campaign Options to Help IHA PAC

	Do It Yourself (DIY)	Do It For You (DIFY)
	 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

For more information, please contact IHA PAC at (515) 288-1955.

materials and provide contacts for potential contributors.

We have provided the steps for each model depending on your selection. 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 are looking forward to working with you. If you have any questions, please contact Becky Anthony at (515) 288-1955 or anthonyb@ihaonline.org.

Contributions or gifts to the IHA PAC are not deductible as charitable contributions for federal income tax purposes. All contributions are voluntary and have no impact on your job status, performance review, compensation or employment. Any giving guideline is merely a suggestion. 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).

Do It Yourself DIY

Step 1: Meet with IHA Staff

The IHA PAC will help launch your campaign by providing templates for your solicitations, supporting background materials and guidance.

Step 2: Identify Potential Contributors

Create a list of colleagues who could contribute to the IHA PAC. Potential contributors may include:

- All salaried, full-time employees holding supervisory and managerial positions;
- Trustees/board members; and
- 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 involvement in the campaign and support of the IHA PAC is critical to its success.

Step 3: Send Letters/Emails to Potential Eligible Contributors

Using the sample templates, please customize and send the solicitation materials to potential contributors. Contact Rachel Sigler at siglerr@ihaonline.org to request campaign brochures/envelopes.

Please be sure to use the guidelines below for sending and receiving purposes.

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

Potential contributor should not receive materials through work emails and work addresses. Personal emails and home addresses must be used.

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 refuse to contribute without any reprisal.

Step 5: Sending Contributions

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

The IHA PAC does not accept cash.

Checks should be written at each donor's home and sent from home. Personal postage must be used; hospital or organization postage may not be used.

For credit card contributions, please ask contributors to go to <https://my.ihaonline.org/Donate-PAC>.

Only personal credit cards may be used.

For any questions, please contact Becky Anthony at (515) 288-1955 or anthonyb@ihaonline.org.

Step 6: Say Thank You!

Whatever the contribution, the volunteer campaign coordinator should send a thank you message.

Remember that today's thank you is the beginning of next year's IHA PAC solicitation.

If you need assistance in sending letters or materials in a timely manner, contact Becky Anthony at (515) 288-1955 or anthonyb@ihaonline.org.

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Handy Guide

For Your PAC Solicitation Efforts

DIY Guidelines for Administering a PAC Fundraising Campaign

- Only individual contributions can be accepted. Contributions directly from a hospital account are prohibited.
- The 2021 IHA PAC Committee set the statewide goal at \$125,000.
- The campaign will run through September 1.

Who can be solicited for IHA PAC contributions?

- Contributions can only be solicited from salaried, full-time executive, managerial or administrative hospital-employed staff. That includes hospital trustees as well as physicians who are salaried directly by the hospital.

What are suggested contribution levels?

- CEOs and Trustees: \$750-\$1,500
- Directors: \$150-350
- Sr. Vice Presidents/VPs: \$500-\$750
- Managers: \$75-\$150

What is the process to solicit IHA PAC contributions?

- Demonstrate your support by making your PAC contribution early. Show your organization's leaders, trustees and employed physicians the PAC is important for the hospital.
- Highlight your hospital's past performance and campaign results. CEOs can request a list(s) of past campaign contributions from your organization from IHA.
- All individuals soliciting PAC contributions should be asking in a personal capacity and are not acting behalf of the hospital or health system. Individuals can actively participate in soliciting PAC funds, for example, by holding meetings or talking with co-workers. PAC discussions and solicitations may take place at the hospital, preferably on personal time during lunch or after work hours.
- Written solicitation must be on personal stationery or IHA PAC letterhead. IHA staff can provide letterhead or an electronic image of the IHA PAC logo for your use.
- Any communication 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.
- Iowa law allows the use of public resources for communications that do not expressly advocate for a clearly identified candidate or a ballot issue.
- Hospitals cannot use a payroll deduction to collect employee contributions.
- PAC contributions are not tax deductible.

What are the guidelines for campaign fundraiser events?

If you sponsor an event, you should have a sign-up sheet that includes:

- Brief description of the type of fundraiser and date of the event.
- Total number of individuals donating \$10 or less and the sum of dollars received in this category.

The sign-up sheet(s) should include the following information from each participant who donates more than \$10:

- First and Last Name.
- Home address.
- Individual cash donation amount.
- Date.

Cash Donations

When submitting cash donations, please DO NOT mail them to IHA. In lieu of sending cash, it is permissible to use a money order. Corporate checks are not allowed. Please DO NOT deposit cash in your hospital's account and then submit a check from your hospital's account. When mailing multiple contributions or an entire hospital campaign, please use a mail service with a tracking number.

Recognized Individual Leadership Contributions

AHA and IHA recognize the following personal leadership contributions:

- Champions Club (\$2,500 per year)
- Ben Franklin Club (\$1,000 per year)
- Chairman's Circle (\$500 per year)
- Capitol Club (\$350 per year)

Most Valuable PAC Players and Grassroots Champion

Each year, the IHA PAC, in partnership with the AHA PAC, selects two Iowa hospital PAC campaigns that went above and beyond and an Iowa hospital leader who was committed to advocating on behalf of IHA issues with their legislators. These award recipients are forwarded to AHA and receive an award plaque as well as recognition at the AHA and IHA annual meetings.

Recognized Hospital Achievements

Hospitals reaching tiered levels of contributions that exceed its goals are recognized. When a hospital reaches its goal, it will be recognized on the **Honor Roll**. When a hospital exceeds its goal by 25, 50, 75 or 100 percent it then qualifies for respective Bronze, Silver, Gold or Platinum **IHA PAC Chairman's Awards**, respectively.

Hospitals that meet and exceed their goals will be recognized in the IHA TODAY, at the IHA Annual Meeting and will be presented certificates of achievement at end-of-year IHA district meetings.

Contact Becky Anthony at anthonyb@ihaonline.org or (515) 288-1955 with questions, for more information or to obtain IHA PAC campaign solicitation brochures.

Contributions or gifts to the IHA PAC are not deductible as charitable contributions for federal income tax purposes. All contributions are voluntary and have no impact on your job status, performance review, compensation or employment. Any giving guideline is merely a suggestion. 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).

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 talk about each step to assure your comfort with the campaign and keep you posted on our progress.

Step 2: Identify Potential Contributors

Create a list of colleagues who are eligible to contribute to the IHA PAC. Potential contributors may include:

- All salaried, full-time employees holding supervisory and managerial positions;
- Trustees/board members; and
- 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 involvement in the campaign and support of IHA PAC are critical to its success.

Step 3: Execution

IHA PAC will execute your campaign.

Step 4: Thanking Contributors

IHA PAC 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.

Step 5: Evaluation

IHA PAC will schedule time to meet with you about 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.



SAMPLE CAMPAIGN MATERIALS

Available for download at <https://www.ihaonline.org/pac-campaign-kit/>.



IHA PAC
100 E. Grand, Suite 100
Des Moines, IA 50309
(515) 288-1955
www.ihaonline.org/advocacy/iha-pac/



IHA PAC
100 E. Grand, Suite 100
Des Moines, IA 50309
(515) 288-1955

www.ihaonline.org/advocacy/iha-pac/

Dear [FIRST NAME]:

I am writing to ask you to consider supporting the political action committee of our state hospital trade association, the IHA PAC.

I am always so proud of the effort our [Hospital Name] team makes to deliver compassionate health care services to our patients and families all day, every day. We are truly making a difference in their lives and improving the health of our entire community.

We are all well aware of the time and energy we must spend in navigating the web of rules, regulations and laws to deliver those services. Of course, participation in Medicare, Medicaid and other programs requires proper oversight and compliance. But, we would like to see that framework for providing care to be as reasonable as possible.

That's where stepping up our involvement with state and federal legislators comes in. The regulatory environment that drives many of our day-to-day activities comes directly from the laws enacted by Congress and in Des Moines. The benefit, copayment, deductible and eligibility rules that our patients face all result from lawmakers' decisions.

As we move forward working to deliver high-quality, affordable care, we need to ensure the legislative and regulatory backdrop is manageable. That's why we regularly communicate with our legislators and keep them informed of the impact of their decisions. There are many issues, such as telehealth payment, workforce expansion and retention, and adequate funding for behavioral health.

We can take that involvement one step further. We can work to support candidates whose views are critical to the hospital and health system agenda right here in Iowa and across the country through AHAPAC. Working to make sure our state lawmakers and Iowa's congressional delegation make the right decisions takes a unified voice. Despite our past success, the IHA PAC has a lot of competition from other Iowa PACs with health care interests, including insurers.

I have attached materials that provide more background on the IHA PAC, voluntary giving levels, benefits and contact information. You should feel free to contact IHA directly with any questions. You can use the link below if you do choose to contribute.

Thank you for taking the time to consider the IHA PAC.

Sincerely,

Donate online: <https://my.ihaonline.org/Donate-PAC>



IHA PAC
100 E. Grand, Suite 100
Des Moines, IA 50309
(515) 288-1955
www.ihaonline.org/advocacy/iha-pac/

Dear [FIRST NAME]:

Standing for and supporting our hospital and hospital systems has never been easier. You recently received a letter introducing the IHA PAC and requesting your voluntary contribution to the IHA PAC. Your personal contribution will help us elect candidates to the Iowa legislature who make decisions that affect our hospital and the patients we serve.

The IHA PAC supports candidates who understand and advocate for the complex issues hospitals face, such as:

- Payment parity for telehealth services.
- Ensuring hospitals have the resources and funding to provide behavioral health services for adults and children in Iowa.
- Allowing local control and funding for emergency medical services.

Your contribution will help the IHA PAC keep our issues and concerns on the political radar. Please take a moment to make your contribution online.

Help us! Contribute online today by going to this link <https://my.ihaonline.org/Donate-PAC> or using the QR code.

Thank you for your generosity. Together we can shape public policies that best meet the needs of Iowa's hospitals.

Sincerely,

This QR code will take you directly to the IHA website login page. Then after login, directly to the IHA PAC Donation page.





IHA PAC
100 E. Grand, Suite 100
Des Moines, IA 50309
(515) 288-1955
www.ihaonline.org/advocacy/iha-pac/

Dear [FIRST NAME]:

Thank you for your contribution to the 2021 IHA PAC fundraising campaign. As we gear up for another important election cycle, your contribution helps us elect state candidates who are committed to advocating in Des Moines on issues that are fundamental to our hospital, our community and our patients.

Your contribution will be used to help guide the decisions that impact our hospitals and the patients we serve.

Again, thank you for your contribution. If you have any questions regarding the IHA PAC, please contact Becky Anthony, Senior VP, at (515) 288-1955 or anthonyb@ihaonline.org.

Sincerely,

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.



Trustees serving on hospital or health system boards.

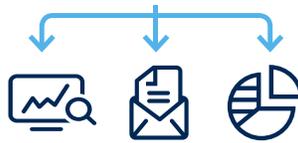


Members of IHA's personal membership groups with management responsibilities and the Iowa Organization for Nursing Leadership.

How The IHA PAC Works



The IHA PAC steering committee sets annual state goals based on hospital expenses.



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



Eligible contributions raised through the IHA PAC are shared with the 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 track record of championing hospital issues.



Are supported by members.

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

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Making a **H**uge Impact

Successes for IHA's 2021 Advocacy Agenda Build Momentum for 2022

The 2021 Legislative Session was unique and challenging in many ways, yet most importantly it was a very successful session. Hospitals prevailed. Multiple, key legislative priorities for IHA members were successfully advanced. The success of IHA's advocacy relies on three critical components and grassroots advocacy is one of them. **IHA extends a big thank-you to the many advocates who pushed to get hospital priorities across the finish line.**

Continued Access to Telehealth Services

Iowa hospitals successfully passed legislation to establish payment parity for mental health services delivered via telehealth. There has always been a need to develop telehealth in Iowa and the COVID-19 pandemic accelerated its urgency. With the legislation passed in the 2021 session, mental health providers will continue to receive payment parity for these vital services and the way is paved for further telehealth payment reform.

Funded Emergency Medical Services (EMS)

Iowa hospitals achieved changes to the process for declaring EMS an essential service and reducing administrative red tape to ensure EMS funding. Legislators were negotiating until the very end of the session and agreed on language that allows counties and EMS districts across Iowa to work together and fund ambulance services.

Permanent Changes for Hospital Trustee Elections

Two years ago, legislative changes were made that created paperwork challenges and timing issues for public hospital trustee candidates. IHA was able to work with legislators in both chambers to return and secure the filing deadline for public hospital trustee candidates to 69 days before the general election.

Established Funding for Behavioral Health Services

In addition to payment parity for telehealth, a new funding stream for behavioral health services for adults and children in Iowa was secured. The Iowa Senate introduced legislation moving mental health funding from county property taxes to a state appropriation. This concept was passed in a tax bill agreed to by the Legislature and the Governor's office.

Improved Workforce Recruitment and Retention

IHA worked to support and expand programs to help recruit and retain health care professionals in Iowa. The most significant piece of legislation passed was the Rural Iowa Primary Care Loan Repayment Program. The legislation adds OB-GYN as a category for loan repayment and addresses problematic distance rules. Additionally, legislation expanding the Health Care Professional Recruitment Program passed along with more funding for residency programs.

Resisted Erosion to Iowa's Certificate of Need Program

IHA successfully defeated two proposals to eliminate or erode Iowa's Certificate of Need program. The Senate introduced a bill fully eliminating the program that essentially ensures appropriate planning for health care services across the state and helps in maintaining the delicate balance of services necessary for Iowa hospitals to thrive. Another Senate bill, though not formally introduced, was also gaining traction behind the scenes during the session. IHA worked with legislators educating them on the importance of and need for the CON program as a result neither bill advanced.



Cash Donations and Campaign Fundraiser Events

Some IHA member hospitals have fundraising events with a free will basket where individuals may contribute cash. When submitting cash donations, state law requires details for every contribution more than \$10 be submitted by the hospital and on file with the IHA PAC.

IHA members are welcome to use this form to collect the required information.

When submitting cash donations, please DO NOT mail them. In lieu of sending cash, it is permissible to use a money order. Corporate checks are not allowed. Please DO NOT deposit cash in your hospital's account and then submit a check from your hospital's account. When mailing multiple contributions or an entire hospital campaign, please use a mail service with a tracking number.

Please return this sheet and donations to: IHA PAC, % Iowa Hospital Association, 100 East Grand Ave., Des Moines, IA 50309. Contact Becky Anthony at anthonyb@ihaonline.org or (515/288-1955) with questions.

- Organization: _____
- Brief description of type of fundraiser: _____
- Date of the event: _____
- Number of individuals donating \$10 or less: _____
- Total dollar amount of contributions received from the contributions of \$10 or less: \$ _____

First and Last Name: _____

Home Address: _____

Individual Cash Donation Amount: _____

Date: _____

First and Last Name: _____

Home Address: _____

Individual Cash Donation Amount: _____

Date: _____

First and Last Name: _____

Home Address: _____

Individual Cash Donation Amount: _____

Date: _____

Hospital Name: _____

First and Last Name: _____

Home Address: _____

Individual Cash Donation Amount: _____

Date: _____

First and Last Name: _____

Home Address: _____

Individual Cash Donation Amount: _____

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Individual Cash Donation Amount: _____

Date: _____

First and Last Name: _____

Home Address: _____

Individual Cash Donation Amount: _____

Date: _____

First and Last Name: _____

Home Address: _____

Individual Cash Donation Amount: _____

Date: _____

IHA PAC Contribution Form 2021

Thank you for supporting the IHA PAC. Funds in the IHA PAC 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 go to www.ihaonline.org/Advocacy/iha-pac/. For questions, please contact Becky Anthony at anthonyb@ihaonline.org or (515) 288-1955.

I would like to contribute at the following level:

- Champions Club (\$2,500) Ben Franklin Club (\$1,000) Chairman's Circle (\$500) Capitol Club (\$350)
 IHA PAC Friends (\$100) Other \$ _____

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

Please mark payment option:

- Option 1: Contribute using your personal VISA, MasterCard, AMEX credit card through <https://my.ihaonline.org/Donate-PAC> or the QR code below.
 Option 2: Contribute via personal check. Attached is my form and check made payable to IHA PAC.

Please mail this from your home, not from your office, and use personal postage.

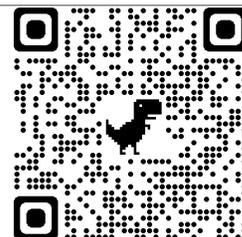
Please return your completed form below to:

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

Please print the following information or attach business card:

Name	Title
Organization Name	City/State
Home Mailing Address	City/State
Email	Phone

This QR code will take you directly to the IHA website login page. Then after login, directly to the IHA PAC Donation page.



IHA PAC Donor Levels

2021

The IHA PAC is appreciative of all contributions. Four club levels have been established to recognize members for their generous support. Individual and collective contributions by hospital are recognized in the 2021 IHA PAC dashboard on the IHA website.



Champions Club (\$2,500 per year)

Contributors at the \$2,500 level will receive priority seating at AHAPAC events, invitations to participate in quarterly calls with political experts, access to insider political information related to elections, and recognition at AHA national meetings and IHA state meetings.



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

The \$1,000 level is named for the co-founder of the Pennsylvania Hospital, the nation's first hospital in 1751. Contributors at the \$1,000 level will receive invitations to participate in bi-annual calls with political experts, access to insider information, and recognition at AHA national meetings and IHA state meetings.



Chairman's Circle (\$500 per year)

Established in 1997, the Chairman's Circle has grown each year and is now an essential support base of the PAC. Members receive access to insider information and recognition at AHA national meetings and IHA state meetings.



Capitol Club (\$350 per year)

Since 1978, the Capitol Club has been the backbone of the IHA PAC. Members will receive recognition at AHA national meetings and IHA state meetings.



IHA PAC Friends (\$100 per year)

Members will receive recognition in the 2021 IHA PAC Annual Report.

For questions, please contact Becky Anthony, Senior Vice President, at (515) 288-1955 or anthonyb@ihaonline.org.



STAFF CONTACTS

Becky Anthony

Senior Vice President

(515) 288-1955

anthonyb@ihaonline.org

Rachel Sigler

Administrative Support, Government Relations

(515) 288-1955

siglerr@ihaonline.org

Contact

IHA PAC

c/o Iowa Hospital Association

100 E. Grand, Suite 100

Des Moines, IA 50309

www.ihaonline.org/advocacy/iha-pac/

Thank you for your continued support.