

The Role of the State Association Executive in IFAPAC's Success

As a state association executive, you have many opportunities to assist your IFAPAC Chair in his/her fundraising. Listed below are some of the ways you can help.

- ◆ Assign someone on your staff to be the contact person for your IFAPAC Chair and committee so they can get help and information quickly. That person should also be distributing the monthly contributor reports that you receive from NAIFAPAC to the local IFAPAC chairs.
- ◆ Ensure that IFAPAC is visible during association meetings, legislative days and conventions by: organizing a booth, distributing IFAPAC enrollment envelopes, giving platform time for an IFAPAC presentation, inserting IFAPAC flyers in association mailings, and/or displaying the IFAPAC banner.
- ◆ Make sure no illegal solicitations are on your association's website.
- ◆ Offer administrative services such as providing a facility for a phon-a-thon, copying, distributing flyers and enrollment envelopes, and mailing the monthly contributor reports to local chairs.
- ◆ Reserve space in a written association publication for an IFAPAC article or advertisement at least twice a year.
- ◆ Before forwarding the local association officer forms to NAIFA, check that the person appointed as local IFAPAC chair has contributed to IFAPAC within the last 12 months. If not, contact the local association executive and/or the local association president and inform them that the appointee must either make a contribution to IFAPAC within 30 days or be replaced.
- ◆ Remind your chair that IFAPAC activities for the Advocacy portion of the Jack E. Bobo NAIFA Award of Excellence must occur in the *calendar* year (unlike the other criteria for the award).
- ◆ Facilitate and participate in IFAPAC committee meetings and conference calls.
- ◆ Make sure that IFAPAC administrative monies budgeted by your association are sent to the NAIFAPAC office in Falls Church, VA.
- ◆ Notify the NAIFAPAC office in Falls Church, VA of chair and co-chair changes ASAP.
- ◆ Forward all contributions that have been entrusted to you to the NAIFAPAC office in Falls Church, VA within 10 days. It's the law!
- ◆ Provide forums for your chair to publicly thank his/her committee and all contributors.
- ◆ Encourage your chair to review and follow-up on the IFAPAC contribution reports and tell him/her that other customized reports are available from NAIFAPAC.
- ◆ Educate yourself on the federal and state laws covering political action committees. Read the *Legal Dos and Don'ts*. Be sure that the person in charge of your state IFAPAC accounting is educated about IRS Forms 1120-POL and 990.
- ◆ Emphasize NAIFA's government relations program – professional lobbying, grassroots contacts and IFAPAC – when encouraging people to join the association. Your association's Membership Committee should use – as a recruiting tool – the concept that political success cannot be accomplished as a solo effort. NAIFA's government relations program is a *direct member benefit*.
- ◆ Encourage the showing of the *Straight Talk* video featuring Michael E. Dunn.