

Midwives-PAC Annual Report 2010-11

The number of actual donors and therefore the Midwives-PAC income decreased in our 2010 campaign compared with previous years. Several factors were involved. First the economy which we think affected our member's ability to give; second ACNM's success in achieving federal Medicare reimbursement equity which may have eased the urgency of donating; and third the failure of our marketing service to manage an effective campaign.

In 2010 there were a total of 787 member pledges to the PAC which is 12% of ACNM's 6444 potential member contributors. Total donations were \$52,474 in comparison our best year, 2004, when \$98,903 was contributed. Of 787 contributors 178, or 23%, donated at the annual meeting. In addition members donated \$15,445 at the reception, most of which paid for the costs of the reception.

Lesson Learned: In 2011 we will host a Midwives-PAC rally prior to the closing party so that all donations will go towards lobbying, not to pay for food and drinks. In this way the Midwives-PAC will put your money to work to give midwifery a stronger voice in Congress.

The Board of Directors of the Midwives-PAC has worked with ACNM Board and staff since the annual meeting looking at ways to decrease PAC costs and increase revenue. These efforts have resulted in hiring a new PAC management firm at considerable savings and looking at new and less expensive ways to solicit members.

Look at the new Midwives-PAC home page to see how we have changed. As you are aware we started out 2011 campaign early with electronic solicitation via e-mail and Quick-e-News. Our efforts at fundraising will increase in San Antonio as member to member contact is much cheaper than paying a stranger to call you at home. We are also introducing incentives to increase the level of donation. Our goal for 2011 is to get close to, or exceed, the level of donation in 2004. Our membership is larger and midwives salaries are larger. We can do this. Please be generous in your donation to the Midwives-PAC in San Antonio.

It is now time for me to say good-bye as Chair of the Midwives-Pac as my second term draws to an end and to welcome Heather Bradford as the new Chair. You have known her in the past as Chair of the Government Affairs Committee and you will get to know her better as the woman who asks for money as she energizes the Midwives-PAC to give more and larger donations to legislators who help us grow midwifery and improve maternal child health.