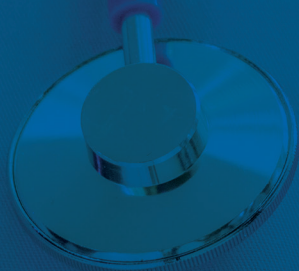


Diplomat Guide



Dear AVMA PAC Diplomat,

On behalf of the AVMA Political Action Committee, thank you for joining the 2021 Diplomat corps. Your commitment will help increase the AVMA PAC membership base and receipts, as well as the profession's political presence on Capitol Hill. The funds you help raise directly support federal candidates who share our views on issues affecting veterinary medicine and the patients we serve.

AVMA PAC is our most valuable resource for improving the strength of our profession through political involvement. By working together with your fellow AVMA members, you are helping to ensure we continue to have a strong voice before key champions in Congress and have a seat at the table when decisions are made.

This AVMA PAC Diplomat Guide provides the necessary tools and information you will need to conduct an effective campaign, including keys to success, best practices, and frequently asked questions. If you have any questions throughout the campaign, please contact AVMA PAC Manager Conor Noonan at 202-289-3206 or cnoonan@avma.org.

We look forward to working with you as we implement this year's peer-to-peer program.

Good luck and thank you again for helping us continue advocating on behalf of veterinary medicine.

Sincerely,

A handwritten signature in black ink, reading "Bridget Heilsberg, DVM". The signature is written in a cursive, flowing style.

Bridget Heilsberg, DVM
AVMA PAC Board Chair

Table of Contents

Requirements & Getting Started.....	2
Compliance.....	3
Keys to Success & Tips.....	4
Frequently Asked Questions	6
2019 State/Regional Contribution Statistics.....	8-9
Club Levels.....	10
Key Legislative Issues.....	11
AVMA PAC Organization/Contacts.....	12

Requirements & Getting Started

WHY SHOULD I BECOME A PAC DIPLOMAT?

- A strong PAC promotes our success on Capitol Hill and increases the likelihood of Congress passing legislation benefiting veterinary medicine or defeating legislation that is harmful to our profession.
- The goal of the AVMA PAC Diplomat program is to create a system of peer to peer PAC solicitation within rank and file AVMA membership.
- Peer fundraising is the most effective and efficient way to both grow AVMA PAC and involve more AVMA & SAVMA Members in advocacy for the profession.

WHAT IS REQUIRED TO BECOME A PAC DIPLOMAT?

- Be an active AVMA Member and PAC contributor.
- Participate in Diplomat training and serve throughout the year.
- Willingness to recruit and retain AVMA PAC contributors.

WHAT'S IN IT FOR ME?

- AVMA PAC Apparel & pins.
- Personal thank you from AVMA Leadership.
- First to sign up 25 peers or raise \$5,000 receives a scholarship to attend the 2021 AVMA Fly-In in Washington, DC.
- Mentorship from AVMA PAC Board Members.
- Fundraising Training from AVMA PAC staff and a Diplomat Card containing helpful materials.

HOW DO I GET STARTED?

- Work with AVMA PAC staff/board members to define your recruiting area: AVMA region, state/metropolitan area, or specialty group.
- Develop a plan of action: base a campaign around an upcoming meeting, social event, or a simple email to peers.
- Know your stuff: Review AVMA PAC materials and familiarize yourself with the AVMA's key legislative issues.
- Tell your story! Define what inspires you to support AVMA PAC and share this with your peers.

Compliance

AVMA PAC is regulated by Federal Election Commission (FEC) laws. The following information is vital to successful and lawful AVMA PAC fundraising and recruiting efforts:

- Only AVMA members, SAVMA Members, AVMA Staff and their immediate families, can be solicited for AVMA PAC contributions. Solicitations to nonmembers and the general public are prohibited.
- AVMA PAC only accepts contributions from U.S. citizens and foreign citizens lawfully admitted for permanent residence (green card holders).
- The maximum contribution allowed to AVMA PAC is \$5,000 annually per individual.
- Contributions to AVMA PAC are completely voluntary. Members may choose not to contribute without reprisal.
- Federal law requires political action committees to report the name, mailing address, occupation, and name of employer for each individual whose contributions exceed \$200 in a calendar year.
- Contributions to AVMA PAC are not deductible as charitable contributions for federal income tax purposes.
- Only personal or noncorporate checks or credit cards are accepted by AVMA PAC. Contributions cannot be reimbursed by an employer.
- The FEC requires that all check and cash contributions must be forwarded to AVMA PAC within 10 days of the event.
- Cash contributions cannot exceed \$100, and anonymous contributions cannot exceed \$50. Do not send cash through the mail. Convert it to either a cashier's check or a money order and include a list of individual contributors and the contribution date, if possible.
- The following FEC disclaimer must be written on ALL fundraising solicitations:
Contributions to AVMA PAC are not tax deductible for federal income tax purposes. AVMA PAC may only accept contributions from members of the AVMA, certain AVMA personnel, members of SAVMA, and their immediate families. Contributions will be screened and any contributions from outside of this "restricted class" will be returned. Contributions to the AVMA PAC are voluntary and will be used in connection with federal elections. You will not be favored or disadvantaged due to the amount of your contribution or your decision not to contribute. All contributions are appreciated. Only U.S. citizens can contribute to the PAC. Corporate contributions made to AVMA PAC cannot be used to contribute to congressional candidates.

Keys to Success & Tips

AS A DIPLOMAT, DO:

- Educate eligible members about the AVMA PAC and why they should want to get involved.
- Explain the purpose of AVMA PAC.
- Use testimonials to show personal reasons for joining.
- Remind yourself and fellow members of the important compliance guidelines before contributing.
- Ask them to contribute. Actually, making the ask is the most critical, yet forgotten, step.
- Follow up on pledges. If a member commits to making a contribution, send a friendly reminder with details on how to fulfill the pledge.
- Thank your peers for their time.

AS A DIPLOMAT, DO NOT:

- Use high-pressure tactics or threaten reprisals of any kind.
- Apologize for making the “ask.” Remember: AVMA PAC plays a very important role for all of us.
- Answer questions you don’t know the answers to. If you come across questions you cannot answer, please contact AVMA PAC Manager Conor Noonan at 202-289-3206 or cnoonan@avma.org.

OVERCOMING COMMON OBJECTIONS

PAC Diplomats may hear similar comments, questions, and concerns about contributing to AVMA PAC:

- “I would rather support my state PAC.”
- “I have already given to my state PAC, so why should I contribute to AVMA PAC?”
- “I have already given to my state PAC and can’t afford to give to AVMA PAC.”
- “Why is personal money preferred?”
- “I am a Republican/Democrat. I don’t want my contribution to support Democrats/Republicans.”
- “I contributed to AVMA PAC last year.”

ANSWERING COMMON OBJECTIONS

As PAC Diplomats and advocates, the AVMA PAC Board encourages you to remind your colleagues of the following points:

- AVMA PAC brings a national focus to local issues, so it is important to stay involved at both the state and the national levels.
- AVMA PAC accepts and appreciates contributions at any amount.
- Federal Election Commission (FEC) regulations prohibit corporate contributions to be used in connection with federal elections.
- Veterinary issues are nonpartisan and the profession has a positive image on both sides of the aisle. We need to support Republican and Democratic candidates who support the profession.
- We appreciate your previous support of AVMA PAC, but we need your continued support to help protect the future of veterinary medicine.



Frequently Asked Questions

WHAT IS AVMA PAC?

AVMA PAC is the professional advocacy committee advocating for veterinarians and their patients in Washington, DC.

WHY IS AVMA PAC IMPORTANT?

Understanding our issues allows policymakers to make more informed decisions on our behalf. The PAC is our only resource dedicated to supporting these candidates. By voicing our issues to candidates running for federal office, we are strengthening the profession and bringing long term benefits to our membership.

DOES AVMA PAC FAVOR DEMOCRATS OR REPUBLICANS?

AVMA PAC is nonpartisan, supporting federal House and Senate candidates on both (Republican and Democrat) sides of the aisle that are supportive of veterinary medicine.

WHO CAN CONTRIBUTE TO AVMA PAC?

Legally, only AVMA members, SAVMA members, and certain AVMA staff—and their immediate families can be invited to contribute.

WHY SHOULD I CONTRIBUTE TO AVMA PAC?

AVMA PAC is your voice at the national level. AVMA PAC is strength in numbers—the more members who support AVMA PAC, the stronger its voice is in the political process and on Capitol Hill.

WHO DETERMINES WHICH CANDIDATES RECEIVE AVMA PAC SUPPORT?

Members like YOU! A PAC Board made up of AVMA and SAVMA members decide which candidates receive support.

WHAT CRITERIA DOES AVMA PAC CONSIDER IN SUPPORTING FEDERAL CANDIDATES?

Leadership position
Committee assignment
Record on issues
Veterinary professional/AVMA Membership
Political viability

CAN I CONTRIBUTE FROM MY INCORPORATED PRACTICE OR BUSINESS ACCOUNT?

No. AVMA PAC may only use personal non-corporate contributions to directly support candidates for Congress.

DOES MY AVMA DUES ALREADY SUPPORT AVMA PAC?

No. AVMA dues do not include a PAC contribution. In accordance with Federal law, contributions must be made directly to AVMA PAC.

HOW CAN I MAKE A CONTRIBUTION TO AVMA PAC?

It's easy! To make a contribution to AVMA PAC TODAY, visit **pac.avma.org**, log in using your AVMA affiliated email and last name, and click "Contribute."

You can also complete a contribution form and send a check to following address:

AVMA PAC
1931 N. Meacham Road, Suite 100
Schaumburg, IL 60173-4360

HOW CAN I LEARN MORE ABOUT AVMA PAC?

Please contact Conor Noonan,
AVMA PAC Manager at 202-289-3206 or
cnoonan@avma.org



2020 State/Regional Contribution Statistics

District 1 - State	Contributions	Contributors	PAC Eligible	% Contributors/ PAC Eligible
Connecticut	\$3,183	23	1173	1.96%
Maine	\$1,502	14	609	2.30%
Massachusetts	\$2,771	27	2583	1.05%
New Hampshire	\$480	8	667	1.20%
New York	\$8,315	98	4948	1.98%
Rhode Island	\$290	3	295	1.02%
Vermont	\$3,505	6	410	1.46%
Total	\$20,046	179	10,685	1.68%

District 2 - State	Contributions	Contributors	PAC Eligible	% Contributors/ PAC Eligible
Delaware	\$1,500	12	244	4.92%
District of Columbia	\$4,661	7	161	4.35%
Maryland	\$5,029	41	2017	2.03%
New Jersey	\$9,076	40	2049	1.95%
Pennsylvania	\$9,806	75	4354	1.72%
Virginia	\$10,290	66	3400	1.94%
Total	\$40,362	241	12225	1.97%

District 3 - State	Contributions	Contributors	PAC Eligible	% Contributors/ PAC Eligible
Alabama	\$4,575	36	2083	1.73%
Mississippi	\$1,580	14	1125	1.24%
North Carolina	\$12,206	85	3863	2.20%
South Carolina	\$3,203	20	1412	1.42%
Tennessee	\$4,774	43	2795	1.54%
Total	\$26,338	198	11278	1.76%

District 4 - State	Contributions	Contributors	PAC Eligible	% Contributors/ PAC Eligible
Florida	\$17,571	97	6776	1.43%
Georgia	\$8,237	41	3155	1.30%
Puerto Rico	\$925	9	243	3.70%
Total	\$26,733	147	10174	1.44%

District 5 - State	Contributions	Contributors	PAC Eligible	% Contributors/ PAC Eligible
Kentucky	\$4,473	25	1517	1.65%
Michigan	\$4,805	46	3160	1.46%
Ohio	\$5,459	50	3932	1.27%
West Virginia	\$550	6	409	1.47%
Total	\$15,287	127	9018	1.41%

District 6 - State	Contributions	Contributors	PAC Eligible	% Contributors/ PAC Eligible
Illinois	\$13,719	80	4023	1.99%
Indiana	\$2,805	35	2229	1.57%
Wisconsin	\$5,010	28	2767	1.01%
Total	\$21,534	143	9019	1.59%

District 7 - State				
Iowa	\$3,015	30	1855	1.62%
Minnesota	\$4,335	52	2340	2.22%
Missouri	\$2,100	35	2452	1.43%
Nebraska	\$695	8	853	0.94%
North Dakota	\$2,715	8	264	3.03%
South Dakota	\$1,225	8	364	2.20%
Total	\$14,085	141	8128	1.73%

District 8 - State				
Arkansas	\$812	13	713	1.82%
Louisiana	\$2,175	31	1760	1.76%
Texas	\$17,963	131	7880	1.66%
Total	\$20,950	175	10353	1.69%

District 9 - State				
Arizona	\$4,457	39	2550	1.53%
Colorado	\$5,645	52	3558	1.46%
Kansas	\$3,795	18	1827	0.99%
New Mexico	\$1,230	8	618	1.29%
Oklahoma	\$2,530	14	1698	0.82%
Utah	\$1,241	9	693	1.30%
Total	\$18,898	140	10944	1.28%

District 10 - State				
California	\$36,779	171	8527	2.01%
Hawaii	\$890	10	359	2.79%
Nevada	\$9,189	21	732	2.87%
Total	\$46,858	202	9618	2.10%

District 11 - State				
Alaska	\$860	5	250	2.00%
Idaho	\$1,365	13	691	1.88%
Montana	\$1,340	11	678	1.62%
Oregon	\$1,187	20	2059	0.97%
Washington	\$6,552	51	3096	1.65%
Wyoming	\$560	6	286	2.10%
Total	\$11,864	106	7060	1.50%

Club Levels

All AVMA PAC Contributors receive the bi-monthly AVMA PAC newsletter and invitations to Virtual Town Halls with Members of Congress and other special events. Each club level is cumulative, and offers a new and unique benefit:



COFFEE CLUB (\$5/MONTH)

- Coffee Club Pin



CLUB \$120 (\$10/MONTH)

- AVMA PAC Club 120 Pin



CLUB \$365 (\$1/DAY)

- Lands' End Merchandise



CONGRESSIONAL CLUB (\$535-999)

- Additional Lands' End Merchandise Options



SENATORIAL CLUB (\$1000-\$2499)

- Make recommendations for PAC contributions
- Choice of AVMA PAC-branded Yeti products
- Opportunity to attend in-district fundraiser/political event



CABINET CLUB (\$2500-\$4999)

- Trip to a special event such as the AVMA Fly-in
- Complementary 1-year subscription to Inside Elections



PRESIDENTIAL CLUB (\$5000)

- Opportunity to attend exclusive fundraisers, political events and political retreats on behalf of AVMA PAC
- Personal thank you note from AVMA President

Key Legislative Issues

COVID-19 RELIEF LEGISLATION

The AVMA's efforts resulted in the classification of veterinarians as "essential" businesses and ensured the provisions ultimately included in the various COVID-relief measures passed by Congress helped veterinarians and veterinary small businesses:

- Over 60 percent of veterinary practices in the United States took Paycheck Protection Program (PPP) Loans with an estimated value of over \$1.9 billion and an estimated 363,000 veterinary professional's jobs saved.
- More than 71 percent of the total PPP loans received by veterinary practices were forgiven, totaling over \$1.4 billion forgiven
- The legislation also provided approximately \$20 million to the U.S. Department of Agriculture to improve and maintain animal disease prevention and response capability.

STUDENT DEBT

With 83 percent of U.S. veterinary college graduates accumulated debt, and with the mean debt for veterinary graduates who borrowed being \$183,014, student debt is one of the chief concerns of the veterinary profession. AVMA is working to preserve and expand programs such as the Public Service Loan Forgiveness Program (PSLF), which incentivizes veterinarians to work in public sector jobs that promote public and animal health and ensure food safety by offering federal loan forgiveness after 10 years of full-time service and on-time loan payments.

RURAL VETERINARY CARE

The AVMA was instrumental in implementing the Veterinary Medicine Loan Repayment

Program (VMLRP), which helps place food animal and public health veterinarians in high-need rural areas by providing strategic loan repayment help in exchange for service. The AVMA is currently lobbying for the VMLRP Enhancement Act (S. 2215/H.R. 2447), which would remove a 37% withholding tax on VMLRP awards.

PRESCRIPTION MANDATES

The AVMA opposed the misleadingly named "Fairness to Pet Owners Act" which failed to advance during the 116th Congress (2019-2020) and has not been reintroduced as of July 2021. The bill required veterinarians to provide clients with copies of all companion animal prescriptions, regardless whether the client wants one or whether the prescription is ultimately dispensed by the veterinarian or filled by a pharmacy.

FUNDING FOR CRUCIAL PROGRAMS

In 2021, AVMA advocacy efforts helped ensure funding for several key programs for the veterinary profession at or above the Fiscal Year 2020 levels. These include the Veterinary Medicine Loan Repayment Program (VMLRP), Veterinary Services Grant Program (VSGP), and the Food Animal Residue Avoidance Databank (FARAD).

ONE HEALTH

The AVMA is generating support for the Advancing Emergency Preparedness Through One Health Act (S. 861/H.R. 2061), which would improve public health preparedness for emergencies by requiring federal agencies to develop a One Health approach.

AVMA PAC BOARD

The PAC is overseen by a seven-member AVMA PAC Board, composed of volunteers appointed by the AVMA Board of Directors, House Advisory Committee and the Student AVMA. The AVMA PAC Board provides oversight of the PAC's contributions and activities.

Dr. Bridget Heilsberg, Chair (2016-2022)

Representing Area 2 (Central States)

Dr. Stephen Dullard, Vice Chair (2019-2025)

Representing At-Large

Dr. Christopher Gargamelli (2019-2025)

Representing Area 1 (Eastern States)

Dr. Richard Sullivan (2020-2022)

Representing Area 3 (Western States)

Dr. Peter Bowie (2021-2023)

Representing At-Large

Dr. Timothy Montgomery (2018-2024)

Representing At-Large

Colton Baum (2021-2022)

Representing Student AVMA

AVMA PAC STAFF CONTACT

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