**To:** PAMIC Company Presidents, CFO’s and Bundle Administrators

**From:** Ron Gallagher, Secretary/Treasurer PAMIC PAC and President, PAMIC

**Subject:** PAMIC PAC Pacesetter Campaign

**Date:** January 2022

Every year, the Leadership Program, now called the “Pacesetter Campaign,” is critical to our PAC’s financial success. The enclosed materials provide you with all the tools you need to encourage participation and make the “PAMIC PAC Pacesetter Campaign” a success. These ready to use tools include:

* A customizable memo to **company employees** encouraging financial support of the PAMIC PAC
* A customizable message to your **Board members** urging financial backing of the PAMIC PAC
* Draft article for your company newsletter encouraging participation in the PAC
* The PAMIC PAC brochure which provides details about the PAC
* Digital versions of the materials are at: <https://bit.ly/PAMICPAC>
* Downloaded versions of the materials are here:
  + Draft Memo from Company President to Company Officers, Senior Managers, Supervisory employees, and staff
  + Draft Memo from Company President to Board Members
  + PAMIC PAC Instructions and Guidance
  + Draft Article to Include in Company Newsletters
  + PAMIC PAC Brochure

Contributing to the PAMIC PAC is easy. Contributors have several options that are convenient and include recurring giving:

* An electronic system found at <https://bit.ly/PAMICPAC> that allows an employee to give a one-time donation or set up recurring payments using their credit or debit card
* Your company may allow a payroll deduction (Contact your HR department)
* You may consider forming a Company PAC (PAMIC can help -- ask us how!)

If you have any questions, our team is here to help! Thank you for supporting the PAMIC PAC.

**Instructions and Guidance**

Ideas for Distributing PAMIC PAC Materials:

* Customize and publish the provided article in your company newsletter one to two weeks before you make a personal request to contribute.
* Customize and distribute the provided memos explaining the PAC’s importance and impact.
* Distribute the memo with the brochure to your corporate leaders, board members, and other employees.
* Distribute the memo and brochure to your Board members at a Board meeting.