

AAOPAC Report

Following are contributions to the PAC, by constituent, through the month of July in order of the amount of contribution.

AAOPAC Contributions – January through July, 2022

SAO-	\$45,698.00
PCSO-	\$21,357.69
SWSO-	\$17,676.69
NESO-	\$13,830.00
MASO-	\$12,643.00
MSO-	\$12,192.00
GLAO-	\$11,443.00
RMSO-	\$1,844

Good news-Our friends in RMSO saved us from being dead last in contributions!

Bad news-We are second to dead last.

To be fair, this may simply reflect the membership census in each constituent. Following is a list of constituents in order of numbers of active members.

SAO-1799

PCSO-1750

NESO-1000

SWSO-933

MSO-838

MASO-788

GLAO-677

RMSO-419

The correlation is reasonably close. But wouldn't it be impressive if the GLAO contributed beyond what could be expected based on population?

Good news-We are on track to beat our last year's contribution total, which was \$12,716.00. I hope we can continue that!

The following have contributed to your PAC in the year 2022-Drs. Barbosa, Beckwith, Bedi, Featheringham, Gregg, Hall, Helms, Herremans, Karpac, Martone, McQueen, Monticello, Reed, Rykman, Spokane, Stewart, Weeden, Wittler.

The AAO thanks you very much for your interest in advocacy and your willingness to "put your money where your mouth is".

The PAC MVP for Jan-July award goes to Dr. Featheringham who single handedly has contributed nearly one half of the total GLAO contribution. On the OSU football team, this would merit a Buckeye Leaf Sticker! Also, special recognition and thanks to the few who make regular monthly contributions with an automatic credit card debit. It's an easy way to make your donation, and, if budgeted sensibly, you won't even know it happened.

Good news-Some of the contributors above are new or lapsed but returning. Welcome /welcome back! The AAO appreciates you!

Bad news-Some past contributors have been inactive this year. I hope they haven't forgotten us. There is still time. I bet they are simply operating on the fiscal year schedule.

Interesting news-The AAO has 14,525 members who are not contributing to AAOPAC (4,524 lapsed, 9,929 who have never donated). At the COGA/PAC meeting, during this year's Advocacy Conference, the PAC agreed to appropriate \$10,000 for a pilot test of services provided by Membership Marketing Services (MMS). The original plan was to reach out to 500 lapsed donors, and 500 individuals who have never contributed. As of this report, \$5000 has been spent, and \$22,484 has been collected. You may learn more about MMS at their website, <https://www.mms-va.com>

Good news-Last September the PAC set a goal to increase contributors for fiscal year 2021-2022 by 25% to 336 (there were 269 in FY 2020-21). That goal was exceeded with 369 donors.

Pretty good news-The PAC also set a goal to increase annual contributions to \$400,000 (\$186,000 in FY 2020-21). Total funds raised were \$250,481. This is short of goal but encouraging none the less.

The goals for FY 2022-23 are 738 contributors (not including residents), and a total of \$400,000 in contributions.

I encourage all GLAO members to not only help meet this goal in the short term, but to become regular contributors. This is very easy to budget and accomplish. All it takes is a regular debit from a personal credit card account. In this fashion, you may do your part for advocacy, with no reminding or remembering. And it quickly becomes an incidental expense, like a round of golf or a football ticket or daily coffee at Starbuck's (which is becoming a greater expense than a reasonable contribution to the PAC). A great starting point is \$250 per year. At that point, our goals would be significantly surpassed, you would be doing your small part to protect the interests of your specialty, and the GLAO might do better than next to last in AAO contributions.

A final "Thank You" to our GLAO members for their contributions.

Respectfully submitted,

Phil Beckwith

GLAO Representative to AAOPAC