



## State IFAPAC Report July 2009

Dennis P. Sunderman, State IFAPAC Chair  
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First I would like to welcome all of our new IFAPAC Chairs and Committee Members to your new positions. Your involvement and commitment toward your assignment is critical to the success of our association. Specifically, your work generates the necessary funds that are required to buy quality time with legislators that shape the future of our business. Please make no mistake that these are critical times. We are facing real challenges in the areas of health insurance with national healthcare reform as well as taxation of life insurance and annuity cash values to reduce the deficit.

As a new IFAPAC chair, the first step you need to take is to become familiar with the NAIFA-California website at [www.naifacalifornia.org](http://www.naifacalifornia.org). Once you are there, please go to the ADVOCACY tab and then IFAPAC. Read the PAC notes from our previous calls, and then study your local reports. This will help you to establish the benchmark you need to structure your strategy for the balance of the IFAPAC year which concludes on 12- 31- 2009.

Our mission is simple.

Raise money as quickly as possible to achieve the goals established by NAIFA and NAIFA-California. We will cover strategies that work on our next IFAPAC call which will take place Tuesday September 2<sup>nd</sup> 2009 at 9:00 am. And ramp up for the full court press for strong finish in 2009. We will also host our first webcast which is scheduled for August 25, 2009 at 9:00 am.

I want to mention that we were very successful and exceeded our fundraising goals at the California Annual Meeting and Day at the Hill. Our goal was tied to the 75<sup>th</sup> annual celebration theme, and the rally cry was 75 in 75 both days. I am pleased to report that we received over \$22,400 in cash and pledges which exceeded our goal by more than \$7,400 during those two days.

Much of this was due to commitment, persistence, and outstanding work of Randy Judge, our Northern California State Committee Member. Thank you Randy!

Now for the reality report:

The established goals for 2009 are as follows.

Local goal - 40% participation

State goal - 40% participation

1000 contributors



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\$275,000 IFAPAC contributions  
\$25,000 Administration contributions

As of 6-30-2009 the total State percentage of contributors stands at 11.64 % and total contributions in the amount of \$86,776.65

We really have a job ahead of us to meet the numbers.

As your State IFAPAC chair it is important for me to help you understand why fundraising is so important.

Simply put, we constantly receive requests for money from our legislators.

***We need money to help develop legislative relationships.***

The amount of requests for contributions from California Legislators so far this year exceeds \$ 18,000.

Please remember that only half of the funds raised stay in California, the rest goes to National.

In closing, I want to thank all of our volunteers. Asking agents to contribute is challenging enough, and maybe even a little more difficult in today's economy. Please don't forget. Our success is absolutely necessary.

Thank you for your service!

Dennis  
Dennis P. Sunderman  
NAIFA-California  
State IFAPAC Chair