

POLITICAL STRATEGY

Don Sloan (Chair)
Tom Lloyd (Co-chair?)

~~Reggie Williams~~

Tom Nolan

~~Bart Casimar~~

~~Tom O'Connor~~

Ron Wong
Ted Fang

DEVELOPMENT

Tom Lloyd (interim chair)

Ron Wong

Tom Nolan

Steve Morey

Don Sloan

FINANCE

Martha Nissen (Chair)

Tom Lloyd

Tom Bassett

(Rick Hauptman)

COMMUNICATIONS

Ted Fang (interim chair)

(Rick Hauptman)

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EXECUTIVE COMMITTEE

The Executive Committee (EC) shall consist of all the officers and the chairpersons of the standing committees. Immediate past chairpersons of MAA shall be ex-officio members. The current Chairs of MAA shall preside over the EC. It shall be the duty of the EC, shared with the Chair's coordination and administration duties, to review and assess and to seek out any delays or miscommunications in club projects and to effect remedies.

POLITICAL STRATEGY COMMITTEE

The Political Strategy Committee (PSC) is charged with setting the agenda for Mobilization Against AIDS' substantive work in federal-level lobbying for the battle against AIDS. The PSC does this by first assessing the need, then deciding what is most important and achievable, and finally formulating and executing a plan to achieve those goals.

It is key that MAA not duplicate the effort of other AIDS groups. It should prioritize programs which are unique to itself. PSC identifies those priorities, and after approval by the full board, it oversees the execution of efforts to implement the identified priorities.

FINANCE COMMITTEE

The Finance Committee (FC) is charged with the task of making sure the overall organization stays in the black. This is done through monthly financial reports generated by staff and outside help. The finance committee reviews these reports to see if income is up to budgeted projections and also to see that expenses are not over projected levels as well.

If the monthly income statements do not match budget, then the FC makes recommendations for changes in the following months budget to keep the organization on budget. These recommendations are then approved by the Board of Directors, and implemented by staff subject to further review by the FC.

DEVELOPMENT COMMITTEE

The Development Committee (DC) oversees the tasks of raising enough funds to keep Mobilization Against AIDS in operation. The DC helps staff to set realistic projections, provides advice and ideas on raising funds and can also help implement some fundraising plans (i.e., selling tickets to a fundraising event, using contacts, etc.).

COMMUNICATIONS COMMITTEE

The Communications Committee shall be responsible for keeping people informed of the organizations activities. this includes contacting (i.e., in the form of newsletters, etc.) and maintaining our current members (donor base) and publicizing our activities to the general public (i.e., through press releases, etc.).

MEMORANDUM

Date: September 22, 1993

To: Mike

From: Ed



RE: **Suggestions for Political Strategy Committee Meeting**

Per your request in the last Staff Meeting, listed below are some suggestions for your review and possible presentation at the Political Strategy Committee meeting to be held on Thursday, September 23.

1. **Candlelight Memorial** -- I suggest that a date be identified as early as possible in the year prior to the event, so that the following items can be planned and accomplished, in order, two months prior to the event. This timetable would help in advance planning and reduction in costs.
 - ◆ Solicitation/registration materials be sent out six to five months prior to the event.
 - ◆ Registration and fee collection be completed four to three months prior to event
 - ◆ Fee monies be tabulated, from which poster materials can be ordered and mailed two months prior to the event (hopefully within the budget of fees received).
 - ◆ The last month or two can be used for follow-up and miscellaneous organization.
2. **Development: Identification and Submission of Proposals for Funding to Public/Private Foundations** -- I suggest that this important function of Development be made an active part of MAA's strategy. I believe several funding sources could be identified and petitioned for grants and/or general funding. There are thousands of foundations and/or corporations that have active funding programs, we need only identify those that have guidelines similar to MAA's goals and programs.

I will contact my colleagues in the Development Department at Temple University Hospital, and request a donation of their prior-year directories of foundations and companies. It is from these directories that sources and guidelines can be identified for submitting proposals. It certainly can't hurt!

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3. **March on Washington Names** — We have 1,563 names in the MOW database. I suggest a fundraising appeal be sent out to them, as was done with our regular donors (when finances permit). From that mailing, we could add names of potential donors to our main donor database for future appeals.
4. **Donors Who've Not Given \$ since 1991** — I suggest that we send a fundraising appeal to these individuals (when finances permit). Those who still do not donate should be removed from our active donor database, perhaps kept in an inactive database. This would give us an up-to-date relative database of donors for the past two years from which to work from. This would fall under "house cleaning."

If these fall under the "political" heading, then I've done my job; if not, then they're food for thought. Hope this is what you're looking for.

/eb

MEMORANDUM

TO: MAA Board

FROM: Tom Lloyd

DATE: August 27, 1993

RE: Board Strategy Discussion

In Tuesday's meeting, we will spend some time discussing Mike Shriver's proposal for interim MAA priorities. In addition, we will spend a little time discussing some longer term questions of strategy which will be addressed in depth in future Board and Committee sessions.

Please give some thought to what you consider are the key questions we should resolve as we move toward a new or reaffirmed mission statement early next year. For example:

1. Brokering the AIDS Political Dialogue

There are numerous opportunities for MAA to serve as catalyst, coordinator and consensus builder among AIDS policy and service groups, thereby helping to focus and prioritize a broad array of political efforts. Should MAA concentrate on such a role with little effort on generating grassroots political support, policy analysis and direct lobbying ... leaving these activities to others?

2. Grassroots Political Power

Strategies of direct mail/newsletter, postcard campaigns and constituent lobbying are options for tapping raw political power. Should MAA do this or should it align with others better positioned for this activity?

For example, constituent lobbying has provided some of our most impressive impact in Washington policy, and is a uniquely empowering form of political action. Yet these efforts have been necessarily ad hoc and non sustaining because we have not committed the resources to build an infrastructure for regionally-based constituent lobbying.

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Should such a structure be built, with the intent to institutionalize constituent-based political action? Are we the ones to do it? How would it support our PAC aspirations? our consensus-building strategy? Are other groups better positioned to create such a structure? How might MAA inspire and align with such an effort if we were not to undertake it ourselves?

Policy Analysis

Related to the lack of national consensus building vehicles is a general weakness in policy analysis to support AIDS advocacy. What role should MAA be playing in policy analysis and to what extent should it lead or follow our efforts at consensus building?

What specific priorities should guide our policy analysis and political focus?

Example: AIDS Prevention Among Young Gay Males

The myth that the gay community has educated itself on AIDS prevention has been exploded by recent studies showing 30% prevalence of high risk sex among young gay males. And yet government prevention efforts continue to be hobbled by lack of explicit language, under targeting of gays relative to their risk and by the premises that "knowing the facts" is the same as "getting the message."

The correlation of low self esteem with risky behavior together with suicide rates among gay and lesbian teens that are five times the rates for straight kids says something about both the complex causes of this high-risk behavior and the difficulty of changing it.

Someone needs to take the lead in defining this issue to the point of energizing political action! Should MAA do it? If so, what implications for our relationship with the S.F. AIDS Foundation and their counterparts -- which would necessarily take some direct hits in such a campaign.

The above issue is just one of a half dozen or more compelling issues. Please give some thought to what extent we need to focus our efforts. What are the four, five, or six areas of policy analysis and political action that MAA should consider for a concerted effort?

/eb