In June of 2002 the Board of Directors of the Planned Parenthood of Minnesota Action Fund voted to establish a segmented political fund that would allow them to endorse and fund state-level candidates. Holding its first fundraiser in September of 2002, the Planned Parenthood of Minnesota Political Action Fund (PPMPAC) welcomed over one hundred people to the home of its new Board Chair, Darin Opperman, to hear former Republican Governor Arne Carlson speak. Ultimately, though the Board had been concerned about alienating major donors who were Republicans, the Action Fund Board decided that, as most of their donor base was comprised of pro-choice Democrats, they risked little in developing a fund that would allow them to endorse candidates. In addition, the perceived risk to their clout by not actively advocating for specific candidates outweighed the risk of undermining other pro-choice organizations. In order to prevent significant confusion among donors and other concerned parties, the Action Fund and Political Action Fund raise funds in alternating years. By using this approach people might not recognize the difference between the funds, but they would only be solicited by PPM/SD to donate to one advocacy fund in any given year. In addition to developing a separate fund, the Public Affairs staff and Action Fund Board have continued to stress voter education, letters to the editor, and broad education about threats to the pro-choice movement in off-election years. Although in 2002 Minnesotans elected both an anti-choice governor and legislature for the first time since Roe v. Wade, in the six months that the Political Action Fund had to raise funds in 2002, they raised $60,000, allowing them to start the next election season poised for success.