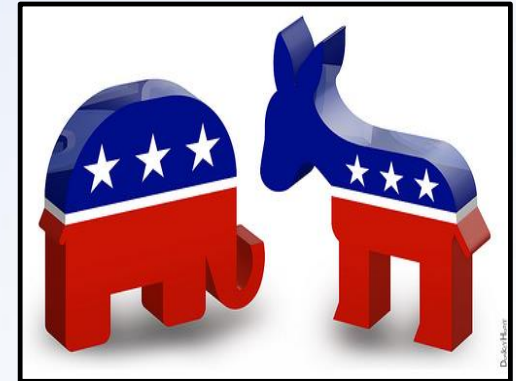


NAR RPAC Update & Fundraising Strategies

Lauren Facemire
Managing Director,
RPAC & Political Fundraising

RPAC Supports Pro-REALTOR[®] Candidates-- Regardless of Party

- *In the 2016 election cycle, RPAC federal disbursements maintained our traditional pattern of giving roughly the same to Republican and Democratic candidates.*
- *57% to Republicans*
- *43% to Democrats*
- *All President's Circle targets victorious*
- *Won 97% of all races we engaged in*



The **MOST BIPARTISAN** of “Top Ten”

What are the RPAC deadlines?

Deadline	Date
NAR Mid-Year Meeting Recognition Transmittal Deadline	3 rd Friday of April April 21, 2017
NAR Annual Meeting Recognition Transmittal Deadline	3 rd Friday of October October 20, 2017
RPAC State & Individual Year- End Transmittal Deadline	3 rd Friday of December December 15, 2017

RPAC Deadlines

- Final deadlines for individuals to be recognized as NAR Major Investors for Major Meetings
 - Benefits:
 - Major Investor Receptions
 - Major Investor Lapel Pin
- Fundraising Year-End is December 31st
 - Final Deadline for Individuals to be recognized as 2017 NAR RPAC Major Investors
 - Final Deadline for States to receive credit towards their 2017 Fundraising Goals
- **ALL FUNDS MUST BE RECEIVED BY DECEMBER 15th**

Major Investor Lapel Pin

- NAR Major Investor Recognition
 - Begins when NAR receives 30% of the investment
 - Major Investor receives Lapel Pin within 14 Business Days
 - \$20 replacement fee for 3rd Lapel Pin

NAR Goals and Recognition



NEW in 2017!

National RPAC Fundraising Goal

- RPAC Voluntary Hard and Soft Dollar (PAF) raised by states in total at the local, state and national level
- Goal number does **NOT** include the following:
 - Total PC Dollars
 - REALTOR® Champion Events
 - Corporate Ally \$ Received
 - Involuntary Assessments
- Illinois' 2017 Goal: **\$1,250,000**
- National Goal: Just over \$31 million

NEW in 2017! Triple Crown and President's Cup Award Criteria

- **State Triple Crown and President's Cup Awards**
 - New Criteria: Meets or exceeds state's National RPAC Fundraising Goal
- **Local Triple Crown Awards**
 - Meets or exceeds local's share of their state's National RPAC Fundraising Goal
 - Meets or exceeds local's Participation criteria
- **Local President's Cup Awards**
 - Meets or exceeds local's share of their state's National RPAC Fundraising Goal
 - Local association meets or exceeds 37% Participation
 - A local association must minimally achieve the NAR national CFA response rate goal of 20%

Illinois' 2017 Triple Crown/ President's Cup Goal Numbers

	Triple Crown	President's Cup
National RPAC Fundraising Goal	\$1,250,000	\$1,250,000
Federal Disbursements Allocation	\$271,534	\$271,534
Major Investor	439	439
President's Circle	44	44
Participation	36%	37%

Approved by RPAC Fundraising Trustees on January 13, 2017



RPAC Fundraising Ideas



RPAC and the Law

10. All states allow use of games of skill and games of chance to raise RPAC contributions.

FALSE! Each state has its own laws on gaming. Be sure to check your state's laws before playing games of skill, games of chance, raffles, or prize drawings.

fundraising ideas

- A** Auction Of Promises, Auction of Skills, Auction of Clubcard Points/Airmiles, Office Aerobics.
- B** Bad Hair Day, Bad Taste Day, Bring A Book To Sell Day, Barbecue, Bike Rides, Boot Sale, Bring & Buy Sale, Balloon Race, Breakout, Bed Push.
- C** Car Wash, Christmas Cards, Collection Boxes, Cake Sale, Comedian Hour, Casino Night, Computer Games Knockout, Cookery Sale, Cook Book, Cracker Eating Competition, Chariot Race, Coach Trips.
- D** Dress Down/Fancy Dress Day, Dance Marathon, Dinner Dance, Dragon Boat Race, Darts Match.
- E** Email Ban Day, Equipment Hire.
- F** Foreign Currency Day, Fete, Fancy Dress, Fireworks Party, Football Tournament, Fun Run.
- G** Guess The Baby, Golf Day, Guess The Amounts Of Sweets In A Jar, Go-Carting.
- H** Hill Climbing (3 Peaks Challenge).
- I** It's A Knockout.
- J** Job Swap, Jumble Sale.
- K** Karaoke Night.
- L** Lift Ban, Lunch Party, Lunch Delivery Service, Lottery Bonus Ball Sweepstake.
- M** Male Beauty Contest, Murder Mystery, Mile Of Coins, Mock Game Show.
- N** Nearly New Sale, New Years Resolutions.
- O** Office Olympics, One Day Leave Raffle, Outward Bound.
- P** Penalty Shoot-Out Challenge, Pay-To-Play Challenges, Plastic Duck Race, Paintballing.
- Q** Quizzes, Quilt It For Charity.
- R** Raffles, Running Events, Race Events, Rafting.
- S** Slave Auction, Sweepstakes, Swear Box, Silly Games, Swap-Shop, Shades For A Day, Sponsored Silence, Slimming Contest.
- T** Talent Contest, Ten Pin Bowling Challenge, Tombola, Treasure Hunt, Tuck Shop, Tug-Of-War.
- U** Unwanted Christmas Gifts Sale.
- V** Valentines Day.
- W** Who's House Is This Competition, Wacky Races, Walks, Wills and Legacies.
- X** Xmas Party.
- Y** Yoga-thon.
- Z** Zero Tolerance Fines For Annoying Behavior, Zoo Quiz.



NATIONAL
ASSOCIATION of
REALTORS®



Your Best Investment In Real Estate

RPAC IDEA GUIDE



Triple Play

\$250 RPAC Investment

- Food/drinks
- Massages
- Manicures



When in Atlantic City...do as the high rollers do and enjoy all of AC's pleasures in one location.

RPAC HIGH ROLLERS' SUITE

Ever wanted to feel like one of Atlantic City's high rollers? Do you wish you could sit back, relax and get pampered at your every whim? Treat yourself to all this and more at the RPAC High Rollers' Suite at this year's Triple Play REALTOR® Convention & Trade Expo!

WHEN: Wednesday, December 7, 2016
WHERE: Atlantic City Convention Center, Room 308/309

Walk-ins welcome. On-site registration forms are available outside the RPAC High Rollers' Suite.


HIGH ROLLERS' ALL-ACCESS PASS
VALID: 10 a.m. - 4 p.m.
COST: \$250 RPAC Investment

Amenities include: Barista, shoe shines, manicures, massages, professional photographs, psychic readings, hot food, beverages, snacks and much more!



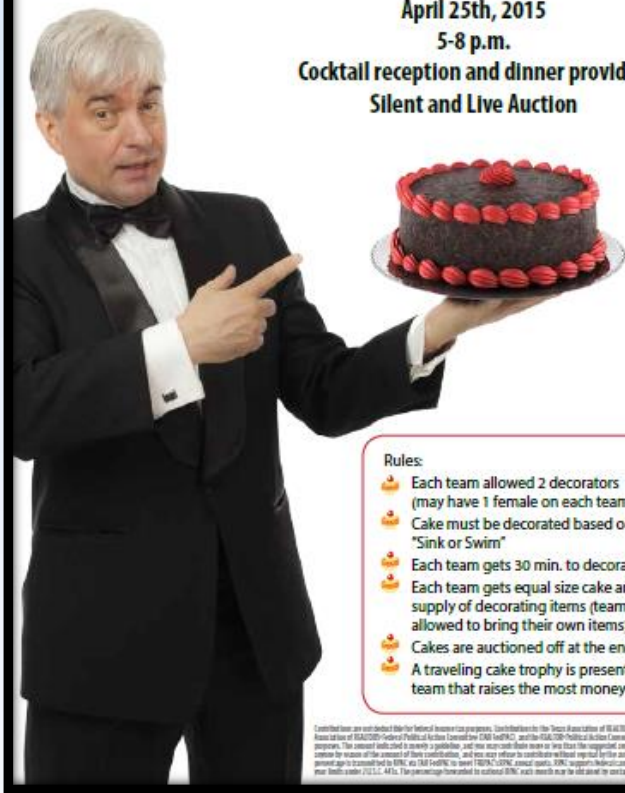
Gentlemen's Cake Decorating Contest

Hosted by Greater Tyler Association

April 25th, 2015

5-8 p.m.

Cocktail reception and dinner provided
Silent and Live Auction



- Rules:**
- 👤 Each team allowed 2 decorators (may have 1 female on each team)
 - 👤 Cake must be decorated based on theme: "Sink or Swim"
 - 👤 Each team gets 30 min. to decorate cake
 - 👤 Each team gets equal size cake and equal supply of decorating items (teams are not allowed to bring their own items)
 - 👤 Cakes are auctioned off at the end of the event
 - 👤 A traveling cake trophy is presented to the team that raises the most money

Contributed fees are used solely for political purposes. Contributions to the Texas Association of REALTORS® Political Action Committee (TREPAC), the Texas Association of REALTORS® Political Action Council and TREPAC, and the REALTOR Political Action Committee (RPAC) are not to be used for political purposes. This receipt is not to be used as a receipt, and the amount shown here is not the reported amount. The association will not share or divulge any information for the purpose of this contribution, and the name will not be published without the approval of the association. RPAC, REALTOR Political Action Committee, and a general sign to support the RPAC and TREPAC efforts to fund TREPAC RPAC, shared with TREPAC RPAC, which are not affiliated with the association. This receipt is not to be used as a receipt, and the amount shown here is not the reported amount. This receipt is not to be used as a receipt, and the amount shown here is not the reported amount. This receipt is not to be used as a receipt, and the amount shown here is not the reported amount.



Inexpensive but effective!

- Turn the tent cards blue
- Special lanyards at conference events
- Photo ops with the President's Cup/other award
- Dunking booths/pie in the face
- Roses with event invitations/limo pick up



Centre County Association of REALTORS®

Annual RPAC Golf Tournament

June 11, 2015

Mountain View Country Club



11:30 a.m Golf Registration

Lunch is on your own, but plan to stay for the Summer Kick Off Dinner!
(The View Restaurant will be open for your lunch convenience.)

12:30 p.m. Shotgun Start

5—6 p.m. Cocktail Hour - Beer & Wine Complimentary All Other - Cash Bar

6:00 p.m.— Summer Kick Off Dinner



REALTORS® & Business Partners REGISTER NOW!!

Golfer Registration Fee: \$99.00 per Golfer **Before May 12, 2015**

\$110.00 per Golfer **after May 12, 2015**

Take Advantage of 4 some discount:

Important:

You may pay via Credit Card either day of or you can come into the CCAR office. You will be eligible for the discount as long as you are registered by May 12th!
Due to RPAC regulations corporate credit cards are prohibited!!!

\$395 per foursome **Before May 12, 2015**

\$110.00 per Golfer **after May 12, 2015**

Please see attachment for Registration Form! We hope to see you there!

Includes:

Cart
Goodie Bag
Green Fees
Awards
Dinner
Prizes

Not a golfer? No problem!

Come join us for the Cocktail hour starting at 5pm & the Summer Kick Off Dinner at 6pm for only \$25.00/person! You won't want to miss it!



Prizes to be awarded in the following categories:

Longest Drive—Men & Women
Closest to the Pin—Men & Women
Team Lowest Score



*Contributions are not deductible for income tax purposes. Contributions to RPAC are voluntary and are used for political purposes. You may refuse to contribute without reprisal and the National Association of REALTORS® or any of its state associations or local boards will not favor or disfavor any member because of the amount contributed. 70% of each contribution is used by your state PAC to support state and local political candidates. Until your state reaches its RPAC goal, 30% is sent to National RPAC to support federal candidates and is charged against your limits under 2 U.S.C. 411a; after the state PAC reaches its RPAC goal it may elect to retain your entire contribution for use in supporting state and local candidates.



Fundraising Grant Idea: Fredericksburg Area AOR, VA

DERBY DAY PARTY

4:30—7:30 pm



EVENT SPONSORS:

GoldStar Mortgage



UTD
UNIVERSAL TITLE



embraceSM
home loans

HYATT PLACE FREDERICKSBURG
AT MARY WASHINGTON

1241 Jefferson Davis Highway
Fredericksburg, VA 22401

SATURDAY
MAY
7
2016

- \$30—to attend
- \$99—one drink ticket
- \$250—2 drink tickets
- \$500—2 drink tickets & 2 complimentary wine glasses
- \$1,000—open bar, 2 complimentary wine glasses, & special commemorative goody bag

Cash bar available, Derby-themed buffet included with every ticket!

EVERYONE WILL PICK A HORSE FOR A CHANCE TO WIN PRIZES!

All proceeds benefit RPAC, the REALTORS® Political Action Committee. Contributions to RPAC are voluntary and not required for FAAR membership.

Successful Fundraising Grant Story

Scottsdale Area AOR, AZ

- Mega Local Board
- Grant Request for \$1,500
- Goal to Raise: \$10,000
- 10 Teams of 5 People Each
- \$20 to Play (per person)
- Larger the Investment, Larger the Water Gun



NAR Major Investor Events



RPAC Major Investor Events: The Basics

- **NAR covers the cost**
- **Breakfast, Luncheon, Cocktail Hour, Dinner**
- **Ideally 30-45 potential Major Investors**
- **Reimbursement up to \$65 per person**
- **Work with your state Major Investor Council Representative (Sonia Anaya)**
- **Use the REALTOR Action Center:**
 - **How-to videos**
 - **Scripts/talking points**

Major Investor Event Guidelines & Best Practices

- Set a Goal per attendee at a minimum of \$500 in new dollars.
- Schedule an Event by applying through the RPAC Section on the REALTOR® Action Center. Provide 2-3 potential dates, and submit no less than 6 – 8 weeks in advance.
- Target Your Attendees by assessing your Association's Top Producers, Current Major Investors, and Prospective Major Investors.
- Create a Host Committee of Current Major Investors.
- Invite/Enroll your attendee targets.

Major Investor Event

Create an Agenda

- Create a Casual Reception format as guests arrive.
- Welcome & Introduction by the Event Hosts.
- Brief Legislative Update from Government Affairs staff from the Local or State Association. Local Leadership is also encouraged to speak to why they invest in RPAC.
- The ASK, made by the NAR Representative, is a required component for reimbursement. He/She will challenge the room to invest as Major Investors and/or President's Circle Members.

Major Investor Event Ideas

Yuma Association of REALTORS (AZ) Progressive Major Investor Dinner

- Held at local restaurants in the city's downtown area
- Highlighted local venues
- Worked in tandem with local Chamber of Commerce
- At each stop, speakers spoke about RAPAC and the importance of being a Major Investor
- Inaugural event that raised \$15,512.28 from 9 members

Major Investor Event Ideas

Salt Lake Board of REALTORS & Utah Association of REALTORS Major Investor Retreat

- Collaboration event with both associations
- Entry to the event is priced at a minimum \$1,000 Sterling R, RPAC investment.
- Two-day retreat at the Zermatt Resort in Midway, Utah.
- Provided a choice of activities in the afternoon:
 - Golf
 - Fishing
 - swimming in a volcanic crater
 - Tennis
 - mountain biking
 - Spa
 - Motorcycle ride
- Evening included dinner at the resort, with a Major Investor presentation.
- 45 guests attended, and \$31,000 was raised



Major Investor Event Ideas

West Michigan Lake Shore & Grand Rapids Associations of REALTORS Wolfgang Puck Major Investor Dinner

- Collaboration event with both associations
- Upscale Major Investor dinner at Wolfgang Puck's Restaurant in The Amway Hotel
- The event's 88 guests enjoyed dinner while learning the importance of investing as a Major Investor in RPAC.
- In total, the event raised \$140,500.



RPAC Major Investor Contribution Levels

LEVEL	MAJOR INVESTOR ONLY	PRESIDENT'S CIRCLE MAJOR INVESTOR
Platinum R	\$10,000 <i>Sustain:</i> \$5,000	\$10,000 + \$2,000* <i>Sustain:</i> \$5,000 + \$2,000*
Golden R	\$5,000 <i>Sustain:</i> \$2,000	\$4,000 + \$2,000* <i>Sustain:</i> \$1,000 + \$2,000*
Crystal R	\$2,500 <i>Sustain:</i> \$1,500	\$2,000 + \$2,000* <i>Sustain:</i> \$1,000 + \$2,000*
Sterling R	\$1,000	\$1,000 + \$2,000*

***President's Circle requires additional contributions totaling \$2,000 to be made separately and directly to select RPAC-recommended candidates.** Once enrolled, RPAC will provide information on recommended candidates and instructions on how to contribute.

Social Media Guidelines

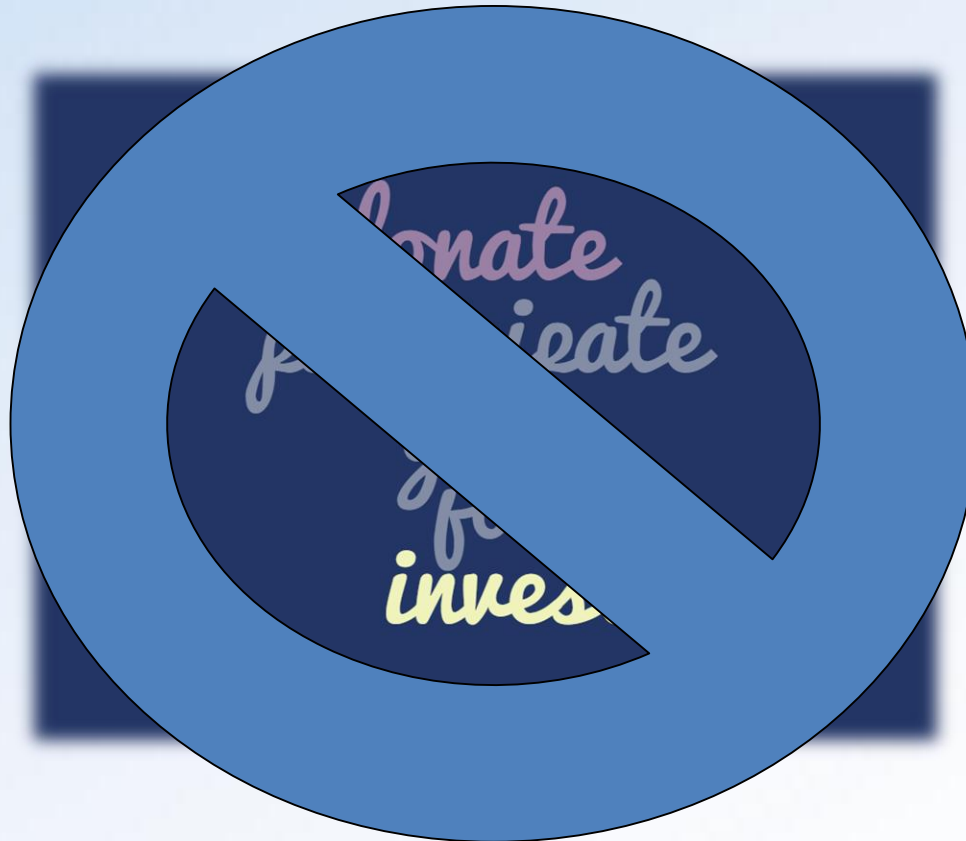


RPAC and Social Media

4. It is okay to include information on how to invest in RPAC on a public Facebook page.

FALSE! You may not include information on how to invest in RPAC on social media or any other publicly available website. That includes providing a link back to an association or other website where one may invest in RPAC.

RPAC & Social Media



RPAC & Social Media



John Smith


Our #RPAC Casino Night Sept. 12 will be the event of the year!




John Smith



Had a blast at our #RPAC Casino Night! Raised over \$10K!! Way to go, @AAR


RPAC & Social Media

 **Jane Smith**


I just became an #RPAC Major Investor! You should, too! #GoldenR



 Like  Comment

 **Jane Smith**
Just now ·  

Great #RPAC event tonight! We recruited 15 NEW Major Investors and raised over \$15,000!!! Go Team RPAC!

 Like  Comment

What can I post on public sites about RPAC?

- General information about RPAC
 - contact information/staff
- General information about RPAC activities
 - calendar of RPAC events
- RPAC financial information
 - How much had been contributed or the number of contributors to RPAC in a given period
- Information about contributions RPAC has made to candidates.
- Copies of filed campaign finance reports
- Listing of Major Investors/President's Circle/Hall of Fame members

NAR Grants/Programs for RPAC Fundraising



RPAC and the Law

9. The “One-Third Rule” Rule applies to RPAC fundraising when prizes or other items of value are provided in exchange for RPAC investments.

TRUE! The rule is intended to prevent the “exchange” of corporate dollars for hard dollars. An RPAC event must raise three times the fair market value of the prizes distributed, including purchased or donated items.

Online Fundraising Program: Building the Foundation for an RPAC Culture

- A way to reach all members
- **Politics is Local:** Working with the state associations to brand messages and segment members
- Reinforce the **RPAC culture** in the state



Moving RPAC
Forward

Moving Non-
Contributors
into Investors

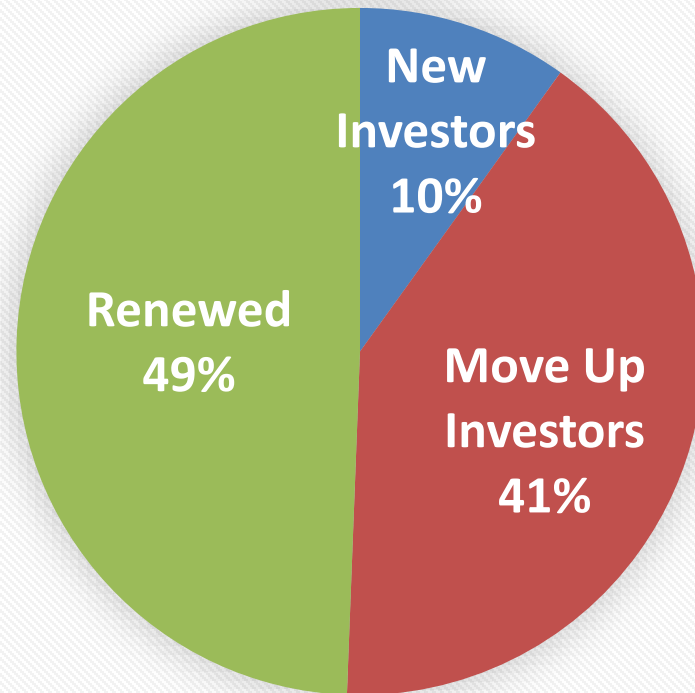
Moving Low-
Dollar Investors
into Higher-
Level Investors

Online Fundraising Program: Background

- Program was established in 2011
- Program has grown from raising \$200,000 online in 2011 to raising more than \$2.7 Million online in 2016
- Currently working with 50 states/territories
- Goals:
 - To reach all members for RPAC
 - Increase participation and investments for RPAC

2016 Online Fundraising Program New Investors and Move-Up Investors

As of Dec 31, 2016



■ New Investors ■ Move Up Investors ■ Renewed

18,718
Total
Online
Investors

Phone-A-Friend for RPAC Campaign through the REALTOR® PAC Management System

1. Member to member outreach.
2. Volunteers log in to their own individual sites to see their call list and personalized information about each target.
3. Volunteers can accept credit card donations over the phone, or email out an investment link.
 - Local based
 - One-day event
 - Make it fun! (competition and prizes- \$500 grant)
 - Improved software
 - Robust reporting

Grant Type #1:

RPAC FUNDRAISING GRANTS

- Apply for grants up for an RPAC fundraising event or initiative
- Create a plan to raise 3x your grant request
- Grant application goes before volunteer advisory group for approval
- Final answer in two to three weeks (at most)
- Grant applications are available online:
realtoractioncenter.com/rpacgrants

NEW! 2017 RPAC Grants

RPAC Fundraising Grants Above \$5,000

- State Associations up to \$15,000
- Mega Local Associations (7,000+ members) up to \$15,000
- Large Local Associations (2,000-6,999 members) up to \$10,000

Phone-A-Friend for RPAC Fundraising Grants

- Up to \$500 for state or local association to host phone bank
- In addition to the fundraising grant allotment
- Must use NAR PAC Management system

Grant Type #2: RPAC TRAINING CONFERENCE GRANTS

- Each state may apply for as much as \$0.10 per member. States with less than 50,000 members can apply for up to \$5,000.
- In addition to funding, NAR can provide:
 - Sample Training Agendas, power point presentations and fundraising plans
 - NAR Speaker or Volunteer Leadership Speaker



Key Staff Contacts

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