

The background of the slide is a close-up, slightly blurred image of the American flag, showing the stars and stripes in detail. The flag is waving, creating a sense of movement. The colors are vibrant, with a deep blue field for the stars and bright red and white stripes.

Celebrate RPAC

AE Institute, 2008

Bill Martin, RCE, CEO

Michigan Association of REALTORS®



RPAC – Big Picture



The background of the slide is a stylized American flag. The left side features a vertical strip of the flag's stars and stripes. The rest of the slide has a light, wavy pattern of red, white, and blue stripes, with a semi-transparent effect.

WHAT IS A PAC?

A Political Action Committee is nothing more than a group of people who pool their resources to support candidates who support their industry

There are over 4,000 PACs in America

The background of the slide is a stylized American flag with wavy stripes and stars. The stars are in the upper left corner, and the stripes flow across the rest of the slide.

WHAT IS RPAC?

REALTORS[®] HAVE A PAC BECAUSE:

Money is important

We can support candidates who support and understand our industry

It helps to open doors and encourages lawmakers to keep an open mind on our issues

WHAT IS RPAC?

WHAT RPAC IS NOT...

RPAC is NOT PARTISAN

- *2006, 53% Republicans, 47% Democrats*
- *2008, 53% Democrats, 47% Republicans*

RPAC DOES NOT BUY VOTES

The background of the slide is a stylized American flag with a blue field of white stars on the left and red and white wavy stripes on the right. The text is overlaid on this background.

RPAC IS #1 (2005-2006 Cycle)

We have to work hard to remain
at the TOP!

**RPAC contributes more money to
candidates than any other PAC**

**RPAC disbursed \$12 Million
in support of candidates**

The background of the slide is a stylized American flag with a blue field of white stars on the left and red and white stripes on the right. The text is overlaid on the white stripes.

RPAC Structure

Three Levels – Bottom Up Approach

National RPAC

State RPAC Agents in 50 States, DC &
3 territories

1,445 Local Associations

Current NAR Membership (as of 11/30/07):

1,357,993 individual members

The background of the slide is a stylized American flag with a blue field of white stars on the left and red and white stripes on the right. The text is overlaid on the white stripes.

Fair Share Goal Setting

\$15 per NAR member per year

Set annually: Based on 11/30 state membership in NRDS

Minimum 30% to National (30% of \$15 = \$4.50 per member at National level)

States may keep 100% of upon reaching goal except must forward Major Donors

The background of the slide is a stylized American flag with wavy stripes and stars. The stars are visible in the upper left corner, and the stripes flow across the rest of the slide.

RPAC Structure

Despite this multi-layer structure, Federal law views RPAC as one single organization

State and local RPACs fund national RPAC, which contributes to federal campaigns

A legal violation at any level can harm the entire effort

The background of the slide features a stylized American flag with red and white stripes and a blue field with white stars. The flag is positioned on the left side of the slide, with the rest of the background being a light, wavy pattern of the same colors.

Cooperative Agreements

Signed agreements between states and National RPAC

State agrees to be agent to National RPAC

Acts as conduit between local and National

Operates on a 70/30 split until achieving goal

The background of the slide is a stylized American flag. The left side features a vertical strip with a blue field containing white stars, transitioning into a field of red and white wavy stripes that fill the rest of the slide. The text is overlaid on the right side of this background.

Filing Requirements

National RPAC files with the
Federal Election Commission;
state RPACs comply with state
requirements

All filings are public information

The background of the slide is a close-up, slightly blurred image of the American flag, showing the stars and stripes. The flag is draped and appears to be in motion. A dark blue horizontal band is overlaid across the center of the image, containing the title text in white.

RPAC and the Law: Keeping it Legal

The background of the slide features a stylized American flag with a blue field of white stars on the left and red and white wavy stripes on the right.

Who is Solicitable?

“Solicitable” or “Restricted Class” include:

Association (NAR, State, & Local) Members
Association (NAR, State, & Local) Executive
and Administrative personnel (salaried)

Individual Affiliate members of Local/State
Associations

Family members of Association members,
AE's & Administrative personnel, and
Individual Local or State Affiliate members

The background of the slide is a stylized American flag. The left side features a vertical strip of the flag's stars and stripes. The rest of the slide has a light, wavy pattern of red, white, and blue stripes, with a field of white stars in the upper left corner.

Who is Solicitable?

Federal law considers “members” those who pay dues and vote for local or state leadership

For NAR, this includes local/state members who are eligible to vote in their board

IMPORTANT! People outside the restricted class can NEVER be solicited

The background of the slide is a stylized American flag. The left side features a vertical strip with a blue field containing white stars, transitioning into a field of red and white wavy stripes that fill the rest of the slide. The text is overlaid on the white stripes.

What is a Solicitation?

To be safe, consider everything with RPAC on it, or every time you say "RPAC", a solicitation

Must be limited to restricted class

The background of the slide features a stylized American flag with wavy stripes and stars. The stars are located in the upper left corner, and the stripes flow across the rest of the page.

Notice of Solicitation

All written solicitations must display a notice describing it as a solicitation

All official RPAC brochures have such a notice which satisfies the requirement

The FECA requires the following notice be on all RPAC written solicitation materials:

The background of the slide is a stylized American flag. The left side features a vertical strip of the flag's blue field with white stars. The rest of the slide is filled with a pattern of red and white stripes, which are slightly blurred and wavy, creating a sense of movement. The text is overlaid on this background in a dark blue, sans-serif font.

PROHIBITED CONTRIBUTIONS

Corporate Contributions (RPAC 1)

Anonymous Contributions

Cash Contributions exceeding \$100

Contributions made in the name of others

Contributions from Foreign Nationals

Contributions from Federal Contractors

The background of the slide is a stylized American flag with wavy stripes and stars. The stars are in the top left corner, and the stripes flow across the rest of the slide.

Dues Billing

Why do it?

Very effective source of raising RPAC dollars

Estimated 60-70% of contributions received are derived from annual dues billing process

Methods and Disclaimers

Above or below the line – which is more effective?

Disclaimer Notice – clearly identified and visible

The background of the slide is a stylized American flag with a blue field of white stars on the left and red and white stripes on the right. The text is overlaid on the white stripes.

Complying with Time Limits

\$50.00 and under – 30 day rule

\$50.01 and higher – 10 day rule

Time Limits: 10/30 Day Rule

Clock starts ticking the date the contribution is:

Handed over in person

Received via mail

Charged to a credit card

Submitted via online site (Ecommerce)

The background of the slide is a stylized American flag. The left side features a vertical strip with a blue field containing white stars, transitioning into a field of red and white wavy stripes that fill the rest of the slide. The text is overlaid on the white stripes.

Required Contributor Information

- NRDS ID #
- Last Name
- First Name
- Date of Contribution
- 100% Contribution Amount
- National RPAC Amount
- Recognition Year



National Major Donor Programs



The background of the slide is a stylized American flag with a blue field of white stars on the left and red and white wavy stripes on the right. The text is overlaid on the white stripes.

NAR Major Donor Levels

- Golden R (\$5,000/\$2,000 per year)
- Crystal R (\$2,500/\$1500 per year)
- Sterling R (\$1,000 per year)

Major donor funds must be sent even if the state reaches 100% of goal

The background of the slide is a stylized American flag with a blue field of white stars on the left and red and white stripes on the right. The text is overlaid on the right side of the flag.

PRESIDENT'S CIRCLE PROGRAM

Only major donors can participate

Members commit \$2,000 each year in additional to their major donor contribution

Members contribute to Federal Candidates and National Party Committees recommended by NAR Leadership and staff



“Fun” Fundraising Ideas



The background of the slide is a stylized American flag with stars and stripes. The stars are white on a blue field, and the stripes are red and white. The flag is slightly blurred and has a soft, glowing effect.

FUNDRAISING TECHNIQUES

SPECIAL EVENTS

Auctions

Dinners

Casino Nights

Dances

Games

Cow Patty Poker

Ms. RPAC Contest

Deal or no deal

REALTOR® Idol

Pie in the Face

Dunking Booth

Drinking for

Diamonds

Karaoke

Legs Contest

Triathlon

(darts, bowling, golf)

The background of the slide is a stylized American flag. The left side features a vertical strip of the flag's stars and stripes. The rest of the slide has a light, wavy pattern of red, white, and blue stripes, with white stars scattered throughout.

FUNDRAISING TECHNIQUES

SPECIAL EVENTS

Polar Plunge

Pink Flamingos

Banks – RPAC

Makes Cents

Bad Car Day

Murder Mystery

Dinner

Bowling Tournament

Water Pistol

Contests

Water Pistol

Duels

Jail & Bail

Chair Rotation

Colored

Balloons

Ugly Ties

Watch in a Box

Chili Cook-Offs

The image features a close-up, slightly blurred view of the American flag, showing the stars and stripes. The flag is draped and appears to be in motion, with the colors of the stars and stripes clearly visible. The top portion of the image shows the blue field with white stars, while the bottom portion shows the red and white stripes. A dark blue horizontal band is superimposed over the center of the image, containing the text.

Fundraising Partnership Program

States w/ Legal Restrictions:

- 👉 These states are unable to participate in the Fundraising Partnership Program due to state campaign finance laws that prohibit fundraising assistance from NAR:
- 👉 AK, KY, MA, RI, WI, WY

States w/ Legal Restrictions:

- ☞ These states are able to participate in the Fundraising Partnership Program in a limited capacity due to state campaign finance laws that set limits on how much fundraising assistance they may receive from NAR:
- ☞ HI, MD, MN, NH, NJ, NY, TN, VT, DC

The background of the slide is a stylized American flag. The left side features a vertical strip with a blue field containing white stars, transitioning into a field of red and white wavy stripes that fill the rest of the slide. The text is overlaid on the white stripes.

Program Objectives

Level 1: Direct Assistance

Level 2: Grant Funding

Level 3: Communications Materials

Level 2 Overview

- 👉 RPAC fundraising grants to state and local associations requesting financial support to achieve a specific RPAC fundraising objective.
 - *Up to \$5,000 for local associations*
 - *Up to \$10,000 for state associations*
- 👉 Examples include producing DVDs, holding an auction for the first time, etc.
- 👉 Only Requirement is that state must transfer 30% of all RPAC funds raised by the grant recipient association.

Level 3 Overview

- Customized RPAC marketing materials for state and local associations at no charge.
- RPAC promotional “templates” for brochures offered online
- General content regarding RPAC and federal issues supplied by National RPAC
- Localized content areas for state and local association information
- All production and delivery costs will be paid for by National RPAC through a designated vendor
- Applying association bears the cost of distribution of the materials to their membership.

Additional RPAC Helpful Hints

- ↪ All Staff needs to understand RPAC – what it does and why it is important; RPAC should be viewed the same way you view E/O Insurance, Car Insurance and Home Owners Insurance;
- ↪ Orientation should have an RPAC component, if possible have an RPAC Trustee or a member that can impress the importance of RPAC;
- ↪ Encourage staff and members to participate at any level they can;
- ↪ Recognition is very important! Understand and participate in both your State and NAR Recognition Programs. Start your own program at your own local.

The background of the slide is a stylized, wavy American flag. The left side shows the blue field with white stars, while the rest of the image is dominated by the red and white stripes, which are rendered with a soft, flowing motion. The text is centered over the white stripes.

**Your Association cannot
achieve 100%
participation without YOU!**

The background of the slide is a stylized American flag. The left side features a vertical strip of the blue field with white stars. The rest of the slide is filled with the red and white stripes of the flag, which are slightly blurred and have a soft, wavy appearance.

For more information visit RPAC's
website at:

www.realtors.org/rpac

or

[www.realtoractioncenter.com/
rpacpartnership](http://www.realtoractioncenter.com/rpacpartnership)



GOVERNMENT
AFFAIRS



REALTOR[®]