VOTE-ACT-INVEST AND CONSUMER OUTREACH INITIATIVES
IN A SOCIAL DISTANCING ENVIRONMENT

VOTE
• Conduct a Get Out the Vote promotion to members (for Primary and for General)
• Inform members about Primary election changes (if any)
• Conduct candidate interviews virtually with RPAC Trustees/Government Affairs committee
• Host a virtual training for future candidates
• Conduct a voter registration drive online
• Text voting locations on election day (Primary & General)

ACT
• Promote the COVID-19 text for information
• Promote the Broker Involvement program
• Use the Consumer Advocacy Outreach program to inform consumers of trending issues or housing policies in the community
• Conduct online community sessions on public policy
• Conduct Fair Housing event virtually
• Conduct Housing Counseling community event virtually
• Conduct first-time homebuyer’s education series virtually
• Increase the number of members signed up for Calls for Action (CFA) using the member list provided by the REALTOR® Party, so we can send targeted emails and text messages to these individuals.
• Organize a virtual conversation with a candidate/public official
• Conduct a weekly “flash survey” of members in an ongoing effort to assess the economic pulse of residential and commercial markets in the state and to generate interest within the REALTOR® community, the governor’s office, and top business leaders.
• Encourage members to sign up for REALTOR® Party Mobile Alerts (RPMA) to receive calls for action.

INVEST
• Host an RPAC phone bank
• Host an online RPAC fundraising auction
• Provide RPAC brochures/flyers (general or customized/residential or commercial)
• Conduct virtual fundraising events/major investor events including: cooking class with popular local chef; craft cocktail/wine tasting; drive-in movie night (rent out facility for private showing); private musical performance
• Host virtual tour fundraising events (stadium, zoo, museum, behind the scenes at theater)
• Host a TED Talk event
• Host a gift card auction that also supports local businesses
• Provide opportunities to socialize at fundraising events: paint and sip class, bingo night, trivia night, name that tune, talent show, karaoke/open mic night, at-home scavenger hunt (you have two minutes to find a purple shirt!)
• Promote the importance of RPAC contributions in newsletters, email, websites, meetings, etc., and show what has been accomplished with RPAC dollars
• Conduct RPAC email campaigns/online fundraising

**CONSUMER OUTREACH**

• Purchase ad space in local publications and on billboards around the state promoting support for medical personnel and essential workers, as well as promoting social distancing and reminding the public to stay at home.
• Partner with a local women’s shelter by promoting a "donation" link to all members. Members can donate to the shelter's "wish list" via Amazon, to assist the organization at this critical time. As the pandemic continues, it is often women and children that are exposed to escalating abuse, and the shelter provides them an escape.
• Conduct a webinar for the public on real estate and the impact of COVID-19 with a panel of highly respected commercial and residential REALTORS®. Invite the media, local nonprofits, housing-related charities, economic development groups, governmental entities, elected officials, etc.
• Purchase items via an Amazon wish list for families in need of supplemental food items due to lost jobs/income. Items are shipped to the association office and association staff facilitates delivery. The board matches the donations.