



RPAC TRUSTEE & FUNDRAISING MANUAL

Revised
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WHAT IS RPAC?

RPAC stands for the REALTOR Political Action Committee. RPAC is the **Largest and most Bipartisan Business Political Action Committee in Washington**. Our goal is to organize the members of our associations as a concerned, involved political constituency. RPAC raises voluntary funds from our members for use in making contributions to political candidates at the federal, state, and local levels who believe in the same REALTOR® Party principles as we do.

Rather than calling it a contribution, giving money to RPAC is called an “investment”. After all, investing in the RPAC is investing in your business.

ANSWERS TO THE TOP 10 MOST FREQUENTLY ASKED RPAC QUESTIONS

1. What is RPAC?

RPAC stands for the REALTORS® Political Action Committee. Its goal is to organize the members of our association as a concerned, involved political constituency. RPAC raises voluntary funds from our members for use in making contributions to political candidates at the federal, state, and local levels who believe in the same principles we do – improving our Quality of Life by ensuring economic vitality, providing housing opportunities and building better communities. Rather than calling it a contribution, we call giving money to RPAC an “investment”. After all investing in RPAC really is investing in our industry.

2. I already contribute to the candidates or the party of my choice. Why do I need RPAC?

You should contribute to the candidate or party of your choice. However, RPAC provides you the additional opportunity to have statewide and nationwide impact in the election of candidates who will shape legislation that affects the way real estate professionals conduct business across the country. It is one collective voice for our industry.

3. Why does RPAC need me?

Only through your voluntary investment in RPAC can the REALTOR® legislative agenda be competitive in the political campaign arena. Remember, your license comes from the state of Washington, which also sets policy you must follow in your business. You can either be a participant in the public process or a victim.

4. Who decides which candidates RPAC supports with funding?

Committees of REALTORS® meet on the local, state and national levels to review the credentials of candidates seeking office. From this review and candidate interviews, they make decisions and recommendations on candidates all the way from city council to US Senator. RPAC Trustees at the State and National levels release the funds for REALTOR-endorsed candidates.

5. Does RPAC support Democrats or Republicans?

RPAC is nonpartisan in its selection of candidates. The voting record, candidates’ agenda and quality of each candidate help determine who gets RPAC support.

6. I have definite feelings as to which candidates should be supported. How do I make that known?

Through your local association's governing body, who will transmit the information to the REALTORS® Political Action Committee.

7. I am not full time. Why should I invest?

If you benefit in any way from the real estate business, and if you believe in private ownership of property and the free enterprise system, you should help protect it.

8. Does RPAC buy votes?

Buy votes? NO! Make no mistake, most candidates and officeholders are honorable people whose votes are not for sale. RPAC gives funding to candidates who are knowledgeable and fair, and who will at least listen to the REALTORS® point of view.

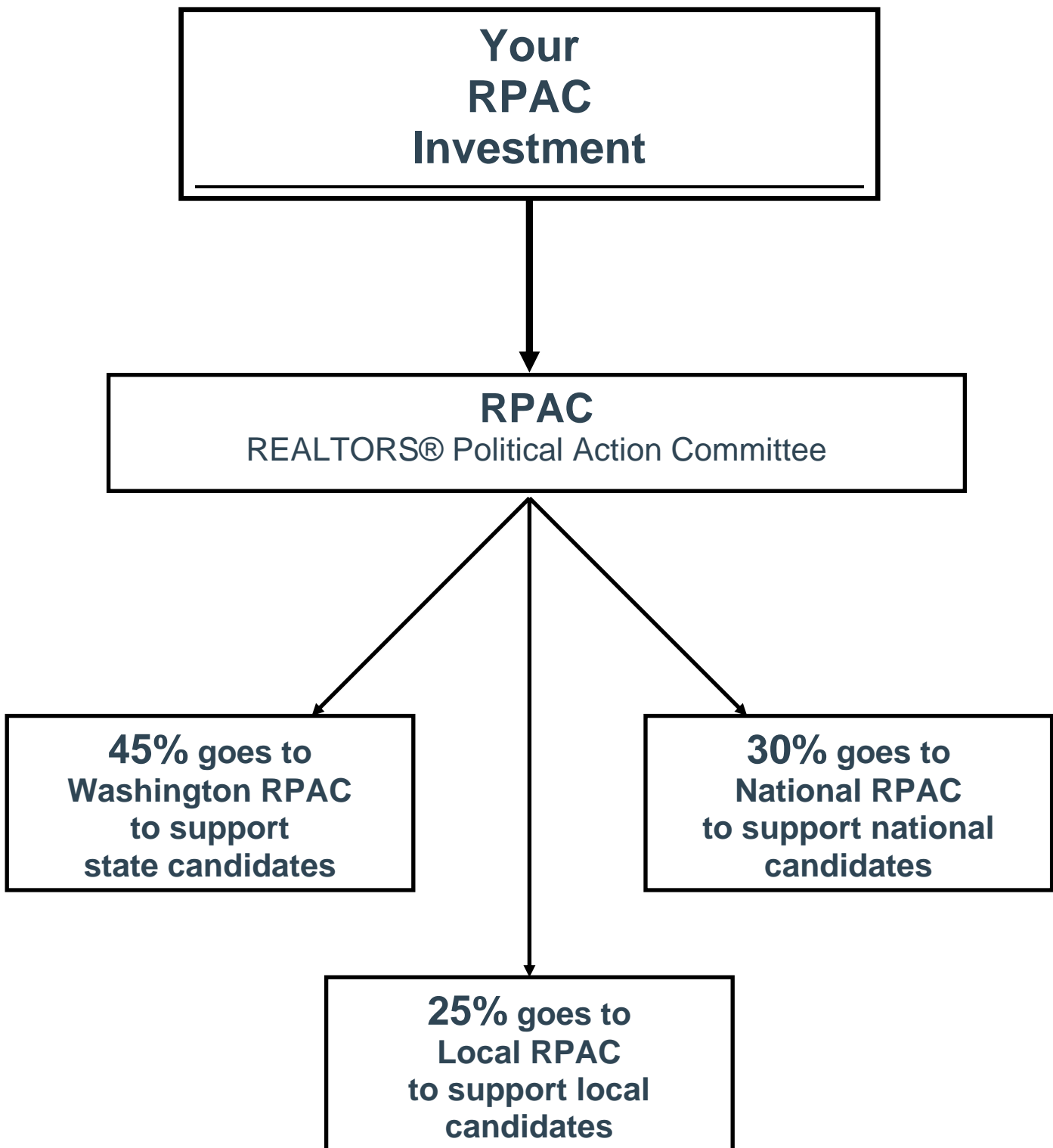
9. What happens to the money once I invest?

Your investment is funneled to the State Association where it is kept in a special account. The funds are then distributed by the RPAC Trustees during an election.

10. Why is the need so great now?

During every Legislative Session, hundreds of bills are introduced which affect the real estate industry. We must continue to set the stage to ensure our views are heard when the issues are presented on the Legislative floor.

WHERE DO MY RPAC DOLLARS GO?



RESPONSIBILITIES OF THE RPAC VOLUNTEER

State RPAC Chair

- To act as chair of the state RPAC Trustees
- Duties shall be those that are usually attached to the office and such further duties may be specified from time to time by RPAC.
- To attend all State RPAC meetings and functions, if possible.
- To speak on behalf of the State RPAC program on all available occasions.
- Other State RPAC members should assist their regional local associations in fundraising efforts
- To supervise and control the affairs and funds of RPAC.
- To keep informed on the political situation in state and congressional districts, and to advise others when necessary.
- To approve contributions to state and local candidates.
- To make recommendations to the National RPAC Trustees for contributions to federal candidates.
- The Chair signs the official request form for recommending contributions to federal candidates. This form is forwarded to NAR by the appropriate cut-off date.

State RPAC Trustees

- Assist the local association RPAC Chairs in planning their fundraising drives and setting their goals.
- Monitor the progress of the local associations continuously and help in reaching the association's goal.
- Consult with the local association leadership, including the local association's WR Directors, to assure their association's success in its annual RPAC fundraising drive.
- Conduct district meetings with local associations RPAC Political Affairs and Legislative Chairs.
- Consider contributions to state candidates.
- Consider contributions to federal candidates and make recommendations to National RPAC Trustees.
- Speak on behalf of the RPAC program to REALTOR® members on ALL available occasions.
- Be aware of the activities of the local RPAC, Political Affairs and Legislative Committees.
- Maintain close liaisons with local associations within the district.
- Keep informed on the political situation in the district and on the state and federal levels.

- Work with local associations to coordinate the candidate interview/endorsement process.
- Be informed about legislative issues in which WR is involved.
- Actively participate in all programs sponsored by RPAC.
- Receive updates on state legislative issues, REALTOR® issues newsletter and pertinent Political Affairs information.
- Monitor and review local requests for candidate funding prior to State RPAC meetings.
- Attend regularly scheduled meetings of the state RPAC Trustees.

Before Meetings: Check with each local association RPAC Chair within your district prior to attending state meetings. All information concerning candidate interviews and endorsements, contribution requests, distribution of contributions, fundraising problems and successes, and legal problems should be thoroughly reviewed in order to report back to the state RPAC at the next meeting.

Meetings: It is expected that each member will be present at all regularly scheduled meetings. In state and federal election years, three or four additional meetings may be necessary due to the workload in reviewing contribution requests. Local RPAC Chairs are encouraged to attend ALL state RPAC meetings.

National RPAC Trustees

1. To consider and approve contributions to federal candidates.
2. To speak on behalf of the RPAC program to REALTOR® members on all occasions.
3. Maintain close contact with the State PACs within their assigned region, providing advice when needed.
4. To actively participate in all programs sponsored by RPAC.
5. To keep informed in the political situations in their regions and on the federal level.

In their roles as National RPAC Trustees, certain activities will be asked of them by the NAR President, the Chair of the RPAC Trustees and/or appointed subcommittees and/or supporting staff members.

Trustee Meetings: It is expected that each Trustee will be present at the three annually scheduled meetings (Mid-Winter, Mid-Year/Legislative and the Convention in November.) In federal election years, three or four additional meetings are authorized by the NAR President, due to the heavy workload required to review contribution requests.

Local RPAC Chairs

1. To develop a fundraising plan
2. To coordinate the fundraising activities of the local association.
3. To develop and promote fundraising activities that will assist in meeting the local association's fair share and state goal.
4. To achieve 50%-member participation within their local association to RPAC.
5. To speak on behalf of RPAC on ALL available occasions.
6. To work together with the State RPAC Trustees in their district and inform them about their local association RPAC program,
7. To complete the Leadership Project and meet state goal, fair share goal and achieve the Lawrence Mabry Award
8. To educate members about RPAC.
 - Board meeting RPAC presentations
 - RPAC Presentations at Sales Meetings
 - RPAC Material at all Board Meetings
 - Publish articles about what RPAC does in local association

THE ROLE AND RESPONSIBILITIES OF AN RPAC TRUSTEE

The purpose of the REALTORS® Political Action Committee is to coordinate the political affairs and PAC fundraising functions of the association. The Council is empowered to form special committees, task forces, and work groups to accomplish its purpose. Two representatives from each of the 10 WR districts and one representative from the Washington State Commercial Association serve staggered terms, which correspond with the legislative election cycle.

The areas of responsibility for the Committee are to: promote and encourage REALTOR® involvement in government affairs, PAC fund raising, candidate interviews endorsements, funding, and election support, and develop and present political education programs at state and local association meetings.

It is **highly recommended**, although not required, that Trustees invest or pledge to invest at the RPAC Century Club level on or by Hill Day.

Specific activities in which a Trustee is expected to engage:

1. Assist the local association RPAC Chair in planning their fundraising drives and setting their goals.
2. Monitor the progress of the local associations continuously and help in reaching the association's goal.
3. Consult with the local association leadership, including the local association's WA REALTOR® directors, to assure the association's success in its annual RPAC fundraising drive.
4. Conduct district meetings with the local association RPAC, Political Affairs, and Legislative Chairs.
5. Consider and approve contributions and independent expenditures to state candidates.
6. Consider contributions to federal candidates and make recommendations to the National RPAC Trustees.
7. Speak on behalf of the RPAC program to REALTOR® members on ALL available occasions.
8. Be aware of the activities of the local RPAC, Political Affairs, and Legislative activities at the state and local level.
9. Maintain close liaison with local association PACs within the district.
10. Keep informed on the political situation in the district and on the state and federal levels.
11. Be informed about legislative issues in which WA REALTORS® is involved.
12. Actively participate in all programs sponsored by RPAC.

13. Attend regularly scheduled meetings of the Committee (approximately 6 during an election year and 3 in a non-election year.)
14. Read all materials circulated prior to an RPAC meeting so that he or she is reasonably prepared to discuss the issues and cast a knowledgeable and intelligent vote.
15. All Trustees shall accept all other responsibilities as assigned by the RPAC Chair.
16. One Trustee shall visit each local association in their district once each calendar year.
17. RPAC Trustees shall be responsible for ensuring that the Key Contacts in their district are contacted to make sure they are following up on calls to action.

Specific activity in which a Trustee is prohibited from engaging:

1. The policies and procedures for candidate interviews/endorsements specify that as a condition of membership on an interviewing team and/or the REALTORS® Political Action Committee, each trustee shall agree as follows:
 - a. He/she shall not endorse any candidate in any race other than an RPAC officially endorsed candidate unless:
 - b. He/she makes it clear that each endorsement is in his or her capacity as a private individual and not as a REALTOR®, officer, director, or member of a member association, or as a member of the committee.
2. Any trustee of the REALTORS® Political Action Committee, once an endorsement decision has been made, cannot publicly oppose that decision as a REALTOR® or on behalf of a REALTOR® organization. If they do, their actions may be considered cause for removal from RPAC and a prohibition from serving on future interview teams. Due process would be available before such removal or prohibition occurred. RPAC Trustees shall sign an agreement at the time of their appointment that they will abide by this policy.

BEFORE MEETINGS

IMPORTANT NOTE!! There are two trustees for each of Washington REALTORS®' 10 districts and one trustee from the Washington State Commercial Association. Except for District 1 (Seattle-King County Assn.); District 3 (Snohomish County-Camano Assn.); and District 5 (Tacoma-Pierce County Assn.) all districts are comprised of multiple local associations. **IT IS THE RESPONSIBILITY OF EACH OF THE TWO TRUSTEES TO COORDINATE WITH EACH OTHER AND TO CHECK WITH EACH LOCAL RPAC CHAIR WITHIN THEIR DISTRICT PRIOR TO ATTENDING RPAC MEETINGS.** All information concerning contribution requests, distribution of contributions, and fundraising and political problems and successes should be thoroughly reviewed to provide a report at every RPAC meeting. REPORT FORMS ARE PROVIDED BY WR and are to be forwarded to the Government Affairs Department at the appointed time for inclusion in the agenda packet for the next meeting.

MEETINGS

It is important that everyone accepting an appointment with RPAC also commits to attending the meetings. One written request for absence received by the RPAC Chair ten (10) days in advance of the meeting is reasonable. Two or more absences during a calendar year would seem to indicate a lack of interest, and continued membership on the Committee would be questionable. In such cases, the trustee would be responsible for showing cause as to why he or she should not be replaced. (Standing Rules for Committees and Task Forces).

Trustees are expected to engage and be available for WA REALTORS® interview panels, task forces, special committees, and work groups as determined by the RPAC Chair.

In state and federal election years, three or four additional meetings may be necessary due to the heavy workload in reviewing contribution requests. Local RPAC Chairs are encouraged to attend all RPAC meetings.

VOLUNTARY CONSENT TO SERVE AS A REALTORS® POLITICAL ACTION COMMITTEE TRUSTEE

As a trustee of the REALTORS® Political Action Committee, I understand that RPAC'S goal is to organize the members of the Washington REALTORS® as a concerned, involved political constituency. We do this because RPAC has the vast potential to impact our livelihoods, to help create a regulatory and legislative climate that would enhance the real estate industry, and to improve the quality of life in our communities.

Therefore, since I have read the role and responsibilities of a trustee, and fully understand my obligations, I agree to commit my time, talent, special skills, interest, and enthusiasm to the work of RPAC. Further, should I neglect to adhere to these standards in any way, I will immediately submit my resignation and vacate my position.

Print Name

Signature / Date

WASHINGTON REALTORS® REALTORS® POLITICAL ACTION COMMITTEE BYLAWS

ARTICLE I NAME AND DEFINITION

There is hereby established under the applicable laws of the State of Washington a political affairs council. This council shall be known as the REALTORS® Political Action Committee (hereinafter referred to as RPAC). RPAC shall be a voluntary, non-profit, unincorporated council of individual members of the Washington REALTORS®, (hereinafter referred to as WA REALTORS®), and others who may be contributors. The council shall be completely independent of, and not affiliated with any political party, candidate, or political committee. RPAC will remain independent in funding/endorsement decisions within rules and guidelines established by WA REALTORS®.

ARTICLE II PRINCIPAL OFFICE AND ADDRESS

The principal office of RPAC shall be located at 504 14th Avenue SE, Suite 200, Olympia, WA 98501.

ARTICLE III PURPOSE

The purpose of RPAC is:

To coordinate the political affairs and RPAC functions of the WA REALTORS®. The council is empowered to form special committees, task forces, and work groups to accomplish the objectives of the strategic plan and to address issues, programs and activities within the adopted policies and budget.

ARTICLE IV ORGANIZATION

Section 1.

All investments in RPAC from individual members of WA REALTORS® and others shall be maintained in a separate segregated fund of W.A.R.

Section 2.

RPAC shall be governed as set forth in Article IV, Section 4 of these Bylaws.

Section 3.

The REALTORS® Political Action Committee shall supervise and control the REALTORS® Quality of Life Political Action Committee and shall establish and carry out all policies and activities of RPAC.

Section 4.

A. The REALTORS® Political Action Committee shall consist of a chair and vice chair appointed by the President-elect and Vice President-elect of Government Affairs, for 2 year terms which shall correspond with the legislative election cycle, and 24 voting members, including one member representing the Washington Commercial Association of REALTORS®, who are politically experienced and active with a demonstrated track record, shall serve for rotating two-year terms with each district having two representatives with staggered terms. The WA REALTORS® President, President-Elect, Vice President of Government Affairs, Vice President Elect of Government Affairs, Legislative Steering Chair, Vice President of Information Systems and Vice President of the Education Core Committees, NAR Political Involvement Committee Representative, and RPAC Immediate Past Chair shall serve as ex-officio members. (Ex-officio members are non-voting.)

- District 1: Seattle-King County
- District 2: Kitsap County
Port Angeles
Jefferson County
Sequim
- District 3: Snohomish County-Camano
- District 4: North Puget Sound
Whatcom County
Whidbey Island
- District 5: Tacoma-Pierce County
- District 6: Thurston County
Mason County
- District 7: Clark County
Lower Columbia
Lewis County
Mid-Columbia
- District 8: Lewis-Clark
Northeast Washington
Spokane
Whitman County

District 9: Grant County
Moses Lake-Othello
North Central Washington

District 10: Lower Yakima Valley
Tri-City
Walla Walla
Yakima

In addition, all local association RPAC Chairs will be encouraged to attend all regularly scheduled RPAC meetings. All members of RPAC and ex-officio members shall serve without compensation and shall solicit investments in accordance with the provisions of these Bylaws.

- B.** In the event that a National Association of REALTORS® Political Action Committee Trustee or NAR Political Involvement Committee member is a member of WA REALTORS®, said member will serve as an ex-officio member of RPAC and will act in accordance with these Bylaws and the Policies and Procedures of RPAC.

ARTICLE V DUTIES

Section 1.

The REALTORS® Political Action Committee shall review and approve the annual dollar fundraising goals. RPAC shall create, coordinate, and oversee the program, which will be utilized for the fundraising efforts.

Section 2.

The RPAC shall evaluate on a periodic basis the “impact” effectiveness of the funds being expended.

Section 3.

The RPAC shall develop and present political education programs at state/local association meetings. RPAC shall implement all rules, regulations, and activities of RPAC Policies and Procedures and Candidate Interview/Endorsement Policies and Procedures, including assisting local associations with candidate interviews, endorsement, and support activities.

Section 4.

The RPAC shall coordinate its current and long-term goals, objectives, and programs to be consistent with WA REALTORS®’ strategic plan.

Section 5.

RPAC shall adopt and maintain all policies necessary to implement the program. All decisions regarding RPAC policy are subject to review by the WA REALTORS® Executive Committee.

Section 6.

Every November of an even numbered year following the General Election, WA REALTORS® staff shall submit announcement letters to all local boards/associations informing them of expired terms and vacancies of Federal Political Coordinator (FPC) positions within their respective congressional districts. The announcement letter will also request that all local boards/associations solicit qualified REALTOR® members as candidates for the vacant FPC positions. Interested members shall mail or fax their completed applications to WA REALTORS® staff no later than a pre-announced, mid-December date. WA REALTORS® staff shall receive these applications and convey the names of the candidates to the REALTORS® Political Action Committee.

It is the responsibility of the Committee to review the list of candidates for vacant FPC positions and forward their recommendations to the WA REALTORS® President for appointment. See FPC selection procedures.

In the case of an unexpired term, the same procedure shall apply, however, action to fill the position should be coordinated in conjunction with a scheduled Committee meeting.

Section 7.

The Leadership Project is an annual activity aimed at increasing investments of RPAC. Members of the following committees are asked to invest a minimum of \$100 to fulfill the requirements of the Project:

Current Executive Committee
Current State Board of Directors (excluding inactive Past Presidents)
Local Association Presidents
Local Association RPAC Chairs/GA Chairs
Legislative Steering Committee
RPAC Trustees
FPC's
Key Contacts

The list of members who have not invested the required amount is published in June at the directive of RPAC, so that Trustees have an opportunity to contact members and encourage them to invest.

*Though not necessary for completion of the Leadership Project, members of the Executive Committee are highly encouraged to become Major Investors.

Section 8.

Key Contact Selection Criteria

Local associations are responsible for the appointment of Key Contacts. Local associations are encouraged to ask the elected official which REALTOR® member they recommend as their Key Contact or identify members who worked on the elected official's campaign. Local associations may appoint a team of members to serve as key contacts for each elected official.

To serve as a key contact, a person must:

- Be a registered voter if they are a US citizen.
- Reside within the legislative district in which the appointment is made, whenever possible.
- Have, or be willing to establish, a working relationship with the legislator and meet as often as necessary with them and /or their staff.
- Meet at least once with the legislator during the interim to discuss REALTOR® issues of importance.
- Respond to WA REALTORS®' Calls to Action and inform state association staff of his or her legislator's response to Calls to Action.
- Must attend Legislative Day in Olympia and serve as a group leader in meetings with his or her legislator.
- Must attend the WA REALTORS® key contact briefing and training sessions.
- Assist in the presentation, whenever possible, of RPAC contribution checks to his or legislator.

It is also **highly recommended** that Key Contacts make a minimum \$100 investment or pledge to RPAC on or before Legislative "Hill" Day.

If a Key Contact is unable, or fails to fulfill the necessary requirements, the RPAC Chair in conjunction with the Vice President of Government Affairs may remove and replace the Key Contact, with guidance from the local association.

ARTICLE VI

PARTICIPATION, INVESTMENTS, AND DISTRIBUTION OF FUNDS

Section 1.

Any member of WA REALTORS®, and any other class of persons approved by the REALTORS® Political Action Committee and permitted by the laws of the United States and the State of Washington, shall be eligible to invest in RPAC. The REALTORS® Political Action Committee has the right to refuse any investment in RPAC.

Section 2.

Accepted annual investments for recognition purposes shall be classified as follows:

1. Century Club Member - \$100 annually (WA REALTORS® designation only).
2. Capitol Club Member - \$250 annually (WA REALTORS® designation only).
3. Political Visionary - \$500 annually (WA REALTORS® designation only).
4. Sterling “R”– (NAR designation) Makes an investment of \$1,000 in one calendar year. First time investors will receive a new pin annually from NAR.

Sterling R investors can sustain membership for \$1,000 annually. Investor will receive recognition at all NAR National Meetings (NAR designation)

5. Crystal “R” Investor - (NAR designation) \$2,500 for first time investors. Investors will receive a Crystal R lapel pin. Benefits also include VIP Seating for NAR sessions in the Next Calendar Year, in addition to special recognition at selected NAR events.

Crystal “R” Investor can sustain their membership for \$1,500 annually.

6. Golden “R” Member - (NAR designation) \$5,000 for first time investors. Golden “R” investors will receive a Golden R pin. Benefits also include VIP Seating for NAR sessions in the Next Calendar Year, and access to the RPAC Hospitality Suite at National meetings. Members also receive special recognition at selected NAR meetings.

Sustaining Golden “R” - \$2,000 investment. Sustaining Golden “R” investors at this level must have made the initial investment of \$5,000 for the Golden R membership.

Section 3.

All investments shall be completely voluntary. Investments shall not be solicited or secured by physical force, job discrimination, financial reprisals, or threats thereof.

Section 4.

RPAC has the authority to expend REALTORS® Political Action Committee and Quality of Life Political Action Committee funds.

Section 5.

No investment in RPAC shall be accepted and no expenditure shall be made by or on behalf of RPAC at any time when there is a vacancy in the office of both the RPAC Chair and RPAC Vice Chair. Investments can be accepted, and expenditures made when the RPAC Vice Chair is serving in the position of RPAC Chair.

Section 6.

All investments in RPAC shall be in the form of immediate payment money, defined as personal or corporate checks, money orders, cashier's checks, on a personal MasterCard or VISA Credit Card, or by automatic checking account deduction.

Section 7.

In any year, any amount raised by local associations will be divided among National, the State, and local associations. The percentage distributed to each entity will be determined by the REALTORS® Political Action Committee with approval by the Executive Committee and the Board of Directors. Corporate investments will be divided only between the state and local associations.

Section 8.

Requests from local associations for local candidates shall be subject to approval from the local association President and local interview team chair or the appropriate governing body of the local association and State RPAC Trustee.

At the end of every odd year, half of the remaining balance in every local association RPAC account shall be deposited into the Local RPAC General Account, not including any funds set aside by the local association for targeted races. Local Associations who deplete their local RPAC account, but need additional assistance with their local races, may apply to the RPAC Trustees for funds from the Local RPAC General Account.

Section 9.

No investments shall be received for or in connection with any federal election, except those transfers may be made to the National Association of REALTORS® Political Action Committee.

ARTICLE VII **STANDING COMMITTEE**

Appointments to the REALTORS® Political Action Committee shall be made for two-year terms, except in situations when an appointment is made to fill an unexpired term, in which case the appointment shall be made for the duration of the unexpired term. No council member shall serve more than three consecutive two-year terms. The WA REALTORS® President, Vice President of Government Affairs, Immediate Past RPAC Chair, NAR REALTOR® Party FPC Advisory Committee member, and the Chair of WA REALTORS®' Legislative Steering Committee shall be ex-officio members of the

committee during their appointed terms. All appointees shall be a current investor in RPAC by Hill Day at the Century Club level or greater when appointed, as well as during their term.

Section 1.

In the case of expired terms, local associations or interested individuals in the district may submit names to the Government Affairs Staff who will forward the names to the WA REALTORS® President-elect and Vice President-elect of Government Affairs for appointment. Vacancies are appointed by the current President and the Vice President of Government Affairs.

If all those individuals listed above have been identified and contacted and have declined, then any willing candidate who has invested \$100 cumulatively to RPAC may be considered for appointment.

Section 2.

The presidents of each local association in the affected district will be notified of a vacancy prior to appointment.

Section 3.

An RPAC Trustee will automatically be removed from office upon the suspension, revocation or un-renewed expiration of either his/her Washington real estate license or WA REALTORS® membership. Any member with two unexcused absences in a calendar year may be removed by the WA REALTORS® president at his/her discretion, upon recommendation by the RPAC Chair. Any trustee who publicly opposes an endorsement made by RPAC, the Statewide Interview Team or the local interview team, may be removed by the WA REALTORS® president, upon recommendation by the RPAC Chair.

Section 4.

RPAC shall cooperate and enter into agreements with the National Association of REALTORS® pending ratification by the WA REALTORS® Board of Directors.

Section 5.

Trustees serving at the time these Bylaws are amended shall continue for the duration of their terms for which they were originally elected or appointed.

Section 6.

Actions of the REALTORS® Political Action Committee shall be governed by Policies and Procedures referenced herein. These policies are attached to this document.

ARTICLE VIII VOTING

Section 1:

Any RPAC Trustee may call for a weighted vote based on total dollars invested per district at the end of the previous RPAC year. (Effective 11/15/10).

Section 2:

Decisions by the Statewide Interview Team shall be by a 60% supermajority regarding endorsing, not endorsing, or dual endorsing any candidate.

ARTICLE IX OFFICERS

Section 1.

The officers of RPAC shall be a Chair and Vice Chair.

Section 2.

“The RPAC Chair and Vice Chair shall be appointed to one-year terms by the President and President- Elect. To be eligible for the appointment, the individual must have been significantly involved in local, state, or national RPAC.” (Amended 2022)

Section 3.

All meetings shall be conducted according to Association policy and Robert's Rules of Order, as amended.

ARTICLE X BOOKS, RECORDS AND FINANCES

Section 1.

The RPAC Vice Chair shall supervise the keeping of the correct and complete books and records of account. The RPAC financial records shall be audited or reviewed at least once a year. The auditor shall be named by the WA REALTORS® Treasurer, with the approval of the REALTORS® Political Action Committee.

Section 2.

The fiscal year of RPAC shall be from January 1 to December 31.

Section 3.

The funds of RPAC shall be deposited to the credit of RPAC in such bank or other depository as the RPAC Vice Chair may select with the advice and approval of the WA REALTORS® Vice Chair.

**ARTICLE XI
AMENDMENTS TO BYLAWS**

These Bylaws may be amended or repealed, and new Bylaws may be adopted at any meeting of the REALTORS® Political Action Committee by affirmative vote of at least twelve (12) of the members of the Committee, provided that at least seven (7) days prior written notice of the substance of the proposed amendments, or of intent to repeal and adopt new Bylaws, shall have been given each trustee of the Committee.

**ARTICLE XII
DISSOLUTION**

In the event of dissolution of the REALTORS® Political Action Committee residual funds will be disposed of by an equal contribution to the Republican and Democratic State Central Committees.

WASHINGTON REALTORS® REALTORS® POLITICAL ACTION COMMITTEE POLICIES & GUIDELINES

I. The RPAC Purpose

To coordinate the political affairs and RPAC functions of the association. RPAC money is to be used only for direct contributions and independent expenditures for REALTOR® endorsed candidates.

II. REALTORS® Political Action Committee Goals

RPAC goals will be based on the calendar year in which they are set. Therefore, all money raised by the member associations through mid-December (cut-off date determined by NAR) will be applied toward their RPAC goal.

The RPAC goal is based on a per member amount, set each September of the previous year by the RPAC Trustees.

III. Distribution of Funds

Under the current distribution formula 30% will be sent to the National Association of REALTORS® Political Action Committee (NAR-PAC). The local association RPAC accounts will receive 25% and 45% will remain in the state RPAC account. After each local association meets their RPAC goal, the distribution of funds shall be 50% for the local association RPAC account and 50% for the state RPAC account.

All accounts will be held by the state association.

IV. Fundraising

A. Dues Billing: Allocating space on the dues billing forms for voluntary political investments is an effective tool for fund raising. It ensures that all members are solicited for an RPAC investment, and it makes it easy for them to invest when they pay their dues. RPAC dues billing, as well as all other RPAC money collected, shall be sent to WA REALTORS® within ten days of receipt.

Individual associations are free to decide what suggested investment figure to use for their dues billings, but it is important to use a specific figure.

It is recommended that \$25 be used as the "standard" suggested investment figure.—If possible, a suggested amount greater than last year's

investment is ideal. The form must clearly state that the investment is voluntary.

- B. Annual RPAC Drive: An annual time period dedicated to fundraising has also proven to be successful. The drive period must be long enough to allow adequate time for solicitation, yet short enough to accomplish the most in the least time.
- C. Master list of all Association members can raise a surprising amount of money. It is important that each volunteer has personally invested in RPAC and that he/she be specific with the request. A phone bank is very useful when used as a "clean up" campaign, after the other types of fundraising have been used (luncheon, breakfast events, etc.).
- D. Face-to-Face Solicitation: Although face-to-face solicitation is time-consuming, most professional fund raisers agree that, while certain other techniques may be more productive in raising money from a larger number of people, face-to-face solicitation is almost **always the most effective way** to get an investment from any one individual.
- E. Special Events: These events could be auctions, dinners, luncheons, breakfasts, and numerous other ideas. Refer to the WA REALTORS® RPAC Fund Raising Handbook for other ideas.
- F. Appoint a broker-designated point of contact to help solicit for RPAC within each office.
- G. Leadership Project: The Leadership Project is an annual activity aimed to increase investments to RPAC. Members of the following committees are asked to invest a minimum of \$100 to fulfill the requirements of the Project: Current Executive Committee; Current Active Board of Directors (excluding inactive Past Presidents)_Local Association Presidents, RPAC Chairs/GA Chairs; Legislative Steering Committee; RPAC Trustees; FPC's; and Key Contacts.

V. Legal Considerations

Local associations are required to submit all contributions to the Washington REALTORS® in a timely fashion.

Under federal law, RPAC contributions must be transmitted to a designated receiving agent of the National Association of REALTORS® RPAC (in this case the WA REALTORS®) within 10 days of the date of receipt.

The WA REALTORS® will in turn transmit those contributions to the National Association of REALTORS® within the 10- day time limit of the date of receipt. The WA REALTORS® will also fulfill the necessary filing and reporting

requirements to the county and state governmental agencies as specified by the appropriate election laws.

VI. Tax Implications

The 1987 Federal Tax Law eliminated deductions for political contributions. It is recommended that members check with their tax attorney for regulations governing their particular case.

HANDLING AND FORWARDING RPAC FUNDS

The following summary is designed to familiarize you with the activity which must take place once you have collected RPAC funds.

Local associations should forward RPAC investments (contributions to the State PAC) as quickly as possible. The State PAC must deposit these investments into a transmittal account and forward NAR's entitlement within 10 days for investments of \$50 or more, or 30 days for investments of less than \$50.

Remember These Points When Handling RPAC Funds:

1. Make sure that the money equals the totals shown on the investment forms.
2. Make sure that the forms are accurately completed.
3. If in doubt, call to assure a person's corporate or personal status. Remember, corporate investments are not forwarded onto NAR; personal investments are forwarded to NAR.
4. Get two addresses (home and business) of anyone who has given \$200 or more in one year. (Also, company name)
5. Do not accept cash from anyone.
6. Fill out a separate investment form for each investment. Keep a copy of the form for your records; give a copy to the investor and send the white copy to the State PAC.
7. All checks and money orders should be made out to RPAC.
8. Do not deduct fundraising expenses before sending in the funds. Expenses must be paid by the local association with a request for reimbursement sent to the RPAC at WR by December 7th of each year.
9. Forward investments within 10 days of receipt (30 days if less than \$50).

Send to:

Washington REALTORS®
Attention: RPAC
P.O. BOX 719
Olympia, WA 98507

Contact Washington REALTORS® at 800-562-6024 if you have any questions.

WASHINGTON REALTORS® REALTORS® POLITICAL ACTION COMMITTEE

PROCEDURES FOR CANDIDATE INTERVIEWS/ENDORSEMENTS

Preamble

The following policies and procedures have been developed to assist those involved in the candidate interview and endorsement process. Elections are a vital element in the legislative process. Therefore, a successful candidate interview/endorsement process can help ensure that those candidates who are elected will benefit from knowing the various REALTOR® positions, if not actually support them. This will enhance the association's ability to meet its legislative goals. The timing of the process is of the utmost importance. In order for an endorsed candidate to achieve the maximum benefit from a campaign contribution, it should be transmitted as early as possible in the current election cycle.

I. Interview Coordination

- A. Interviews with U.S. Senate, Congress, and Statewide candidates are coordinated by the RPAC Chair.
- B. Congressional State Legislative candidate interviews are overseen by the trustees of the REALTORS® Political Action Committee. Each trustee of RPAC represents a WA REALTORS® district. However, the boundaries of many Congressional and Legislative Districts do not correspond with the boundaries of a WA REALTORS® District. Therefore, the Committee will designate which trustees are responsible for the coordination of the interview process in the various Congressional and Legislative Districts.
- C. Interviews of candidates for local offices are overseen by a District RPAC Trustee and coordinated by the political affairs committees from the appropriate local associations.

II. Interview Teams

- A. Conditions for Those Involved in the Interview Process
 - 1. As a condition of membership on an interviewing team and/or the REALTORS® Political Action Committee, each trustee shall agree as follows:
 - a. He/she shall not endorse any candidate in any race other than an RPAC officially endorsed candidate unless: He/she

makes it clear that each endorsement is in his or her capacity as a private individual and not as a REALTOR®, officer, director or member of a member association, or as a member of the committee.

2. Any member who is on a candidate's or the candidate's opponent's campaign steering or finance committee shall not be a member of the candidate interviewing team for that contest.
3. Any interview team member unable to attend ALL interviews for a particular position may not vote.
4. Any trustee of the REALTORS® Political Action Committee or any member of any interview team, once an endorsement decision is made, cannot publicly oppose that decision as a REALTOR® or on behalf of a REALTOR® organization. If they do, their actions may be considered cause for removal from RPAC and a prohibition from serving on future interview teams. Due process would be available before such removal or prohibition occurred. Trustees of RPAC shall sign an agreement at the time of their appointment and members of an interview team shall initial the candidate interview report/request for funds form that they will abide by this policy. Following due process, it is the responsibility of the Chair of the local interview team in the case of local, state legislative or Congressional races, or the Chair of RPAC in the case of statewide races, to enforce the policy.

B. U.S. Senate and Other Statewide Races

1. Composition of Interview Teams - The general composition of the Statewide Candidate Interview Team should include:
 - a. State Assn. President during the year of the election cycle.
 - b. State Assn. President-elect during the year of the election cycle.
 - c. Gov. Affairs Vice-President during the year of the election cycle.
 - d. Chairman, RPAC, during the year of the election cycle.
 - e. Gov. Affairs Vice-President-elect during the year of the election cycle.
 - f. Vice Chair, RPAC, during the year of the election cycle.

In addition, the Statewide Candidate Interview Team will consist of a representative from each of the ten (10) state WA REALTORS® Districts and one representative of WSCAR who are serving as RPAC Trustees during the election cycle. These representatives will be from the REALTORS® Political Action Committee. These representatives will be selected according to their availability to attend scheduled interviews and by a majority decision of the following: WA REALTORS® President, WA REALTORS® President-elect, Government Affairs Vice President, and the Chairman of the REALTORS® Political Action Committee.

2. The statewide candidate interview team is a stand-alone body with its actions reported to the REALTORS® Political Action Committee for possible funding of candidates, and to the entire membership of the association with a rating and any endorsements of the statewide candidates.

C. Congressional, State Legislative, and Local Office Races

1. General Composition of Interview Teams

a. Selection Criteria:

- i. It is highly recommended that participants shall be selected from RPAC investors of at least \$100 in the current year.
- ii. They should represent a broad political spectrum.
- iii. The team must consist of a minimum of three (3) or a maximum of nine (9) interviewers. However, in order to assure an opportunity for at least one person from every Association to participate, the number may have to exceed 9 in some cases.
- iv. Participants must be registered voters, if United States citizens. *[See section II.C.2.b. for multijurisdictional races.]*

b. Membership Categories:

- i. REALTORS® Political Action Committee and/or local RPAC Chair(s)
- ii. Local Political Affairs Committee members and/or Local Association Officers
- iii. Local Legislative Committee or Subcommittee members
- iv. The Washington State Commercial Association of REALTORS® and the greater Portland/Vancouver Commercial Association of REALTORS® members are eligible to serve on candidate interview teams provided they reside within the candidate's district and

meet all the criteria listed in II. C.1.a. and b. of these policies and procedures.

- v. Local and state association staff are not eligible to serve on an interview team except in the case of judicial races, if they are a member of the Washington State Bar Association and RPAC.

2. Lead Associations and Composition of Multi-Jurisdictional Interview Teams.

- a. A lead association should be responsible for interviews in each Legislative, Congressional, or local office district. During a legislative election year, RPAC should determine the lead associations not later than the April meeting of WA REALTORS® RPAC meeting. (See meeting schedule below.) However, alterations can be made after discussion and input by the appropriate local associations. As a general rule, the lead association should be the one with the largest population in a Legislative, Congressional, or local office district, UNLESS there is agreement among the other associations on the selection of another lead association.
- b. The composition of multi-jurisdictional candidate interview teams will be proportionate based on population of registered voters. (For example, if "XYZ" county has 20 percent of the population in a Legislative or Congressional District; "MNO" county has 30 percent; and "ABC" county has 50 percent, then the team would consist of 2 from "XYZ"; 3 from, "MNO"; and 5 from "ABC.") However, team compositions may differ, if the jurisdictions involved are in agreement with the alternative. Regardless, each association with population in a district must be represented on a team UNLESS they fail to appear at an interview.
- c. If a local association does not wish to participate in a multi-jurisdictional interview team, written notification should be provided the lead association prior to the interview. A copy should be attached to the candidate interview report/contribution request form, which is submitted to RPAC.
- d. Realizing the need to participate and have expertise in judicial races, staff who are members of the Washington State Bar Association and member of RPAC may participate as a voting member in judicial candidate interviews.

III. Endorsements and Candidate Contribution Requests

A. Recommended Timelines for Interviews

1. In January of election years, the REALTORS® Political Action Committee should determine: the April date for consideration of Congressional, Statewide, State Legislative early endorsements and opportunity races (see 4a. below); the May dates for WA REALTORS® District meetings with local associations (see 4 b. below); and the coordinators for the various Legislative and Congressional Districts. (Note: Following this meeting, WA REALTORS® staff will notify appropriate associations regarding the May meeting dates; and who will be their coordinators.)
2. No later than April of election years, the REALTORS® Political Action Committee meets to determine recommendations for Congressional, Statewide and State Legislative early endorsements and opportunity races. Note, however, interviews of Federal candidates may be scheduled as soon as viable candidates have been identified in order to meet National RPAC deadlines.
3. In May of election years, WA REALTORS® District meetings are held involving local association leadership and/or local political affairs committee representatives to confirm dates for interviews; review the REALTORS® Political Action Committee Policies and Procedures and Bylaws and receive State Legislative early endorsements or opportunity race recommendations.
4. In January of election years, the REALTORS® Political Action Committee shall determine and then publish its meeting schedule for the year. Included with this schedule shall be the deadlines for the transmittal of candidate requests. The schedule should generally adhere to the following:
 - a. APRIL and MAY: Local associations ratify Congressional and State Legislative early endorsements and opportunity races; dates for interviews; and members to serve on interview teams.
 - b. JUNE: The REALTORS® Political Action Committee takes action on funding requests for early endorsements and opportunity races; ratifies interview dates and reviews composition of interview teams.
 - c. JULY and through the week after filing (usually the second week of July): single and multi-jurisdictional interviews are held.

- d. Late July: The REALTORS® Political Action Committee meets to act upon funding requests and possible independent expenditures for the Primary.
- e. Early SEPTEMBER: If one or more of their recommended candidates lost in the Primary, local association interview teams should meet, at which time Primary results should be reviewed and recommendations made to the REALTORS® Political Action Committee.
- f. LATE-SEPTEMBER: The REALTORS® Political Action Committee takes action on General Election requests for funding and independent expenditure recommendations.
 - a. Independent Expenditures will not be considered after the September Conference.
- g. NOVEMBER and DECEMBER: The REALTORS® Political Action Committee takes action on post-election debt reduction funding requests, if any.

B. Interview Location

- 1. If space is available and facilities are adequate, the interview should be held at an association office. (Note: If interviews are scheduled in a public place - e.g., a hotel, restaurant, etc. - be aware that some candidates may not enter a non-union establishment and all candidates should be given the opportunity to be interviewed.
- 2. The interview room should be large enough to comfortably hold the interview team, the candidate, and at least one member of the candidate's staff.
- 3. A separate waiting area should be available outside the interview room.

C. Interview Procedures

- 1. At the earliest time possible (e.g., when an announcement appears in the local newspaper), contact candidates, and invite them to participate in an interview. Confirm arrangements by letter.
- 2. With the confirmation letter, provide candidates with a "Candidate Biographical Data Report Form", requesting they be completed and returned before the interview. Ask for whatever specific information your interview team deems appropriate. Also, provide the

candidate with a list of topics to be included in the interview. Background information on pertinent issues should also be sent to the candidate.

3. Prior to the first appointment, the interview team should meet to review the REALTORS® Political Action Committee policies, determine who will chair the interview, and who will ask which questions. (Note: All members of the interview team should be encouraged to ask at least one question.)
4. Duly constituted interview teams; state and/or local staff; the candidate, and if the candidate requests, one member of the candidate's staff, should be the sole occupants in the interview room. It is recommended that no other audience be present.
5. Allow approximately 30 minutes per interview and additional time (10 minutes) between interviews for initial evaluations.
6. Be courteous, not argumentative, during the interview. This is an open dialogue designed to enable candidates and REALTORS® to learn from and about each other.
7. Generally, open-ended questions should be used. However, the same questions should be asked of all candidates running for office. Further, all questions must be industry related. The interview questions should not be shared with the candidates prior to the interview. (Note: A recommended questionnaire will be prepared and distributed by WA REALTORS®' Government Affairs Department.)
8. Conclude the interview within the prescribed 30 minutes. Thank the candidate and advise him/her that he/she will be notified of the endorsement as soon as all the candidates have been interviewed and all procedures completed.
9. It is recommended that the interviews not be tape recorded. However, if they are, it must be done with the candidate's permission prior to the interview. Deliberations of the interview team are to be kept confidential.
10. After all interviews are concluded, the interview team should meet to determine its endorsements, if any. When making candidate endorsement decisions, the interview team shall consider:
 - a. Voting record

- b. Advice of staff (including lobbyist assigned to work that level of government) and RPAC Trustees
- c. Knowledge of issues
- d. Position philosophy
- e. Image
- f. Campaign organization strength
- g. Campaign strategy
- h. Interest in receiving endorsement, and if so, interest in funding

D. Statewide Candidates

1. The Statewide Candidate Interview Team is responsible for determining endorsement recommendations and conveying them to the REALTORS® Political Action Committee for funding decisions in the following races:

Governor	United States Senator
Lt. Governor	Supreme Court Justices
Secretary of State	Attorney General
State Auditor	Insurance Commissioner
State Treasurer	
Commissioner of Public Lands	
Superintendent of Public Instruction	

2. The Statewide Candidate Interview Team is also responsible for rating the candidates on a scale of 0-100. This rating shall primarily take into account the candidates' responses and positions on REALTOR® issues addressed in the interview questionnaire; their background and experience; and electability. RPAC Trustees shall establish the process for the release of the ratings determinations to the WA REALTORS® membership and public.
3. Local funds can only be used for local candidate funding and local independent expenditures.
4. If a local association wishes to contribute to a statewide candidate not included in the statewide interview process, they may petition the Statewide Candidate Interview Team to interview the candidate. If the Statewide Candidate Interview Team still determines not to interview the candidate, no further endorsement action may be taken by the local association.

5. Funding requests to NAR for a U.S. Senate (and/or Congressional) candidate shall be submitted in a timely manner. All policies and procedures shall be followed.

E. Early Endorsements and Opportunity Races

1. Early endorsements of incumbents and "opportunity" races are within the policies and procedures of the REALTORS® Political Action Committee, provided that the following procedures are met regarding Congressional, Statewide, State Legislative and local candidates: (Note: "Opportunity" races involve incumbents or challengers who may need special help for re-election or election. This special help may include, but not be limited to, making phone calls, sending out direct mail, posting yard or reader board signs, going door-to-door, hosting events, or contacting absentee voters.)
 - a. At a special meeting following the regular legislative session in an election year, recommendations for early endorsements in Congressional and State Legislative races will be made. All early endorsement and/or opportunity race requests shall be submitted in writing, by an RPAC Trustee, to the RPAC Chair. The request shall be delivered to the RPAC Trustees 10 days prior to the vote taking place.
 - b. In multijurisdictional districts, recommendations for early endorsements shall be submitted to a dually constituted interview team for the jurisdiction in question for their ratification *[See section II.C.2.b. for multijurisdictional races.]*
 - c. Regarding opportunity races for Congressional and/or State Legislative contests, a plan of action must be submitted by the local association(s) submitting the opportunity race request.
 - d. Determinations for contributions as recommended by the appropriate local associations shall be made by the REALTORS® Political Action Committee in early summer of the election year.
 - e. When special elections are called in a non-election year (i.e., odd year), the above timeline will be adjusted as necessary.
 - f. Local associations may also submit requests for early endorsements for local and/or opportunity races provided appropriate guidelines are followed.

F. Candidate Endorsements

1. Candidate interview teams (both single and multi-jurisdictional) are responsible for determining the candidate endorsement recommendations and for conveying the recommendation to the REALTORS® Political Action Committee for contributions.
2. Multiple endorsements and contribution requests are generally discouraged. However, there may be specific rationale for making these types of endorsements and requests that must be shared with the RPAC Trustees.
3. Until notification has been given to all interviewed candidates, there shall not be an announcement of endorsement.

G. Candidate Contribution Requests

1. Signed candidate contribution request forms (SEE FORM ATTACHED) shall be submitted to the REALTORS® Political Action Committee by the interview team leader in accordance with the candidate contribution request funding deadline schedule (see meeting schedule in III. A.). The interview team leader and the appropriate trustee of the REALTORS® Political Action Committee, if the contest is a congressional or local race; or appropriate trustee of the REALTORS® Political Action Committee if the contest is a state legislative race, will sign the candidate contribution request forms which will contain a list of all those involved in the interview process.
2. To ensure the proper handling of paperwork and rapid determination of a contribution, interview teams are strongly urged to have at least one trustee of the REALTORS® Political Action Committee present at the interviews.
3. If an interview team fails to submit a candidate contribution request form for a given race in accordance with REALTORS® Political Action Committee pre-election deadlines for the transmittal of forms or does not conduct an interview, or if a dispute exists in a multi-jurisdictional situation, then Staff shall notify the REALTORS® Political Action Committee who shall make funding decisions. These decisions may include "non-involvement" in a Primary or General Election contest based upon a conscious decision by a local association to not participate.
4. RPAC will handle multiple contribution requests for the same contest on a case-by-case basis. Regardless, the appropriate guidelines for the decision process must be followed (e.g. timelines;

interviewing of candidates; paperwork, etc.). Additionally, the recommendation for multiple contributions in the same contest must be accompanied by a statement outlining the rationale for the request.

5. The REALTORS® Political Action Committee will expend funds for a state candidate campaign deficit provided that the dollar amount expended is within the governmental regulatory guidelines and provided that the interview team for that particular contest has submitted a properly completed candidate contribution request form. Deficit reduction requests are subject to Committee approval.
6. Federal Political Coordinators should contact local associations in the district, members of their contact teams and the WA REALTORS® President to provide them an opportunity to participate in in-state events.

IV. Approval of Candidate Contribution Funding Requests

- A. Interview team leaders shall submit candidate funding requests to the Washington REALTORS® staff immediately following an endorsement determination. (Note: Regarding statewide and congressional races, staff shall fax a courtesy copy of the endorsements to the REALTORS® Political Action Committee.)
- B. Requests for local contests: If the policies and procedures have been properly followed, the requests are granted.
- C. Requests for state and federal contests: If the policies and procedures have been properly followed, the endorsement documents are submitted to the REALTORS® Political Action Committee, and then, if a federal contest, to NAR/PAC.
- D. Failure to follow these REALTORS® Political Action Committee Policies and Procedures on a given contest may result in the Committee ruling that a request for funds involving that contest be denied.

V. Contribution Presentation

- A. Appropriate REALTORS® Political Action Committee Trustees and Key Contacts or FPC's should coordinate contribution presentation meetings with candidates. Representatives from the various associations located in the legislative or congressional district should be invited to participate.
- B. Funds shall be disbursed to candidates within 10 days of check availability.

VI. Approval of Funding for Independent Expenditures (IE's)

- A. An Independent Expenditures (IE) Committee, made of 6 members, plus two (2) staff appointed by the CEO, will be created annually. The five Committee members will include the RPAC Officers and three RPAC Trustees appointed by the RPAC Chair. The Vice-President of Government Affairs will serve as chair of the IEC as a non-voting chair. Staff will be non-voting members. Other than the RPAC Officers, the committee members will remain anonymous until the completion of the election cycle where the IE has taken place.
- B. Any member of the IE Committee serving as an “Agent of a campaign” (anyone who can make or change a decision of a campaign) must be excused from serving on the IE Committee and a replacement will be appointed by the RPAC Chair.
- C. All members of the IE Committee, RPAC trustees, and staff members are required to sign a confidentiality affidavit. In addition, all members involved in the IE process are required to sign a confidentiality affidavit.
- D. RPAC Trustees will meet in Executive Session to receive IE requests and determine the total amount of independent expenditures to be allocated. RPAC Trustees will be required to sign a confidentiality form.
- E. The IE Committee will meet in executive session following the RPAC Trustee Committee meeting and determine the IE recipients, and the amounts to be allocated to each recipient, within the total allocation approved by the RPAC Trustees.
- F. Independent Expenditures in local races require the following:
 - 1. The candidate must have been endorsed by RPAC for the position they are seeking.
 - 2. Before consideration of conducting Independent Expenditures, the local association shall consult with the WA REALTORS® Government Affairs Director to identify opportunities and determine potential campaign plan.
 - 3. The local association shall authorize funding from their local RPAC account to be used for Independent Expenditures and notify the WA REALTORS® Government Affairs Director at least one month before the election in which the funds will be expended by submitting the appropriate form provided by the state.
 - 4. The local association shall designate one representative to work with the WA REALTORS® Government Affairs Director.

5. The WA REALTORS® Government Affairs Director, working with the local representative, will coordinate all aspects of Independent Expenditures (including design, placement, distribution, etc.).
6. Before making any expenditure of funds, the WA REALTORS® Gov't. Affairs Director must ensure all PDC reporting requirements will be satisfied in a timely manner to avoid a violation of the law.
7. Once all provisions for compliance with PDC reporting requirements are in place and approved by WA REALTORS® Gov't. Affairs Director, funding for the IE may be released and expended.

RPAC: BE A PART OF SOMETHING BIG

In Political Campaigns, money is the fuel that makes things go. Modern campaigns are very expensive to conduct. It takes a great deal of money to reach voters with a candidate's message.

Without adequate financing, Candidates who support REALTOR® Issues cannot be elected.

RPAC is one of the largest and most successful PACs in Washington. Because of your investment, REALTORS® continually elect close to 90% of our endorsed candidates.

RPAC gives you the opportunity to support candidates who will fight for you, your clients, and your business. It's not the Democratic Party, not the Republican Party, it's the REALTOR® Party.

So, when you ask other members to invest to the PAC, you are not asking for a handout; you are asking them to do themselves a favor. By investing the RPAC, they are investing in the future of real estate, ensuring the Quality of Life we all enjoy will be protected, and that their business will be protected; they will join thousands of Washington REALTORS®, and be part of something big.

REASONS PEOPLE INVEST

1. They believe in the cause

Most members invest in RPAC because they believe in the cause for which it was established: to help elect candidates at the federal, state, and local levels who are supportive of the REALTORS® Quality of Life Agenda.

Most members who invest in RPAC do so because they believe that organized REALTORS® activity in the campaign process not only will result in a better business climate for the real estate industry, but in better government for all. They believe in the cause.

How to use this motivation

Be sure members know what RPAC is and what it does for their business. Use some of the following ideas:

- Conduct a local board RPAC seminar using state association or state PAC staff and/or your NAR regional political representative.
- Give a RPAC presentation or speech at local board meetings.
- Speak to the sales associates who are board members at sales meetings of large REALTOR® offices.
- Publish articles about RPAC in local board newsletters.
- Send a direct mail letter about the RPAC to every member.
- Have plenty of RPAC material available at all local board functions.

With respect to the last item, NAR has produced a brochure that describes how RPAC works and why it is important for members to invest. Included is a section that lists various legislative, administrative, and regulatory accomplishments at the national level, as well as, accomplishments that have benefited every real estate professional, and that are the result of RPAC's role in the national political process. This brochure may be ordered at nominal cost from NAR by state associations, state PACs, local boards, or board PAC committees.

In addition, your state association or local board may have specialized RPAC printed material available that detail state and local legislative, administrative, and regulatory successes that PAC activity at the state and local levels helped achieve.

Remember, you cannot expect members to invest out of a belief in the cause if they do not know the cause. In the fundraising process, education is as important as solicitation itself.

2. They want to help or please the ones who asks

In fundraising, some members invest simply because they want to help the one who is asking. For example, a solicitor might say to another member, “Joe, I promised to raise \$1,000 for RPAC, and I’ve still got \$200 left to raise by tomorrow. Will you help me make my goal by joining the ‘Century Club’ and investing \$100?” In this case, a member who invests may be motivated more by the desire to help a friend than to invest in the PAC.

Similarly, some members give because they want to please the solicitor. If a broker asks his or her sales associates for an investment, they are less likely to say “no” than if a stranger asked. After all, they must work with their broker every business day and would not want to offend him or her over something as relatively insignificant as a \$10 or \$25 investment.

How to use this motivation

Remember, you should involve the right members as solicitors in your fundraising drive to take advantage of people’s reluctance to say “no” to someone they want to help or please.

It is important that the right people do the asking in fundraising drives. This certainly does not mean that only brokers or board presidents can be successful PAC solicitors.

In addition to board leadership, you should also try to enlist the support and direct involvement of designated brokers. Experience has shown that if a designated broker supports the PAC, salespersons in his or her firm will also tend to be supportive.

3. They desire recognition or reward

Another reason people make investments is the human desire for recognition and reward.

It is acceptably human for people to seek the recognition and applause of their peers in making investment decisions. The savvy state or board RPAC fundraising drive will make effective use of this aspect of human nature.

How to use this motivation

Some award programs for PAC donors already exist. For example, “Sterling R”—those who invest \$1,000 in any one calendar year—receive a sterling lapel pin. W.R. also awards “Century Club” members (those who invest \$100 a year) with a lapel pin. And we have developed similar award programs for other donor levels.

At the local board level, several recognition and award programs can be easily implemented. For example, you can:

- Publish the names of all investors in the board newsletter.
- Distribute badges or ribbons stating “I Invest in RPAC” to all investors.

- Recognize RPAC givers at all board luncheons, meetings, and functions.
- Present especially dedicated or longtime investors with special awards, such as scarves, ties, pens, notebooks, or other items with the REALTOR®PAC logo printed on them. A large selection of such items may be ordered through an NAR-approved vendor.

As a simpler form of recognition, your board president and/or PAC chairman might write thank you letters to all PAC investors.

REASONS PEOPLE DON'T INVEST AND HOW TO ADDRESS THEIR CONCERNS

As important as understanding what motivates people to give is knowing why they decline to invest. In 1983, for example, only 17.4% of the NAR membership invested as much as one dollar to RPAC. Why is it that most of our members do not participate?

Few members turn down a PAC appeal because they cannot afford to invest. How many members do you know who would be pinched financially if they invested \$10, \$25 or even \$100? Members usually decline to participate because:

1. **They are never asked**
2. **The fundraising appeal is too vague**
3. **They do not know how much to invest**

1. **They are never asked**

If members are not asked, they will not invest. There is no way to get members to invest without asking them to do so.

How to avoid this problem

The only way to overcome lack of member participation in fundraising is to set the goal of asking every local board member for an investment and having the proper techniques in use and organization in place to ensure that that goal can be achieved. If you do not ask, members will not invest.

2. **The fundraising appeal is too vague**

A potential investor also needs to know more than just that someone is asking for an investment "for the PAC." They also need to know where their money will go, how it will be spent, who decides how to spend it, what benefit it has for the investor, and so on. Too often, a board PAC drive will use as solicitors, members who do not really know much about the PAC, and who cannot articulate an effective, specific appeal. Occasionally, a solicitor will not even know what the acronym R-P-A-C stands for (REALTORS® Political Action Committee, of course), let alone all the specifics about how the PAC works and what it was set up to do.

How to avoid this problem

Make sure that all your board PAC solicitors have read all the available information about RPAC, and that they clearly understand the structure and purpose of the PAC and how it works. You should also hold a board PAC educational seminar using board, state association, or state PAC staff or your NAR regional political director, and make sure all those involved in the PAC effort attend.

3. They don't know how much to invest

Some people do not respond to an appeal for funds because they are uncertain of the appropriate amount to invest.

How to avoid this problem

In deciding how much to ask from each prospect, you should be familiar with the participation categories established by your state Trustees. The RPAC goal, called a "fair share," is \$35 per member per year. A \$35 donor becomes an "active member" of RPAC.

How do you decide how much you will ask from each individual member? The following guidelines should be observed:

- Never ask for less than the State Fair Share Goal of \$35 per member per year.
- Never ask for less than the member invested the year before.
- If possible, attempt to "upgrade" or increase the amount the member invested the year before.

Remember, an effective appeal, whether on the dues statement, by phone, or in person, **must ask for a specific amount.**

COUNTER OBJECTIONS TO INVESTING IN RPAC

As you solicit other members for investments to the PAC, you will get some objections. Here are some of the most common. Careful study of the suggested responses will help you overcome a prospect's reluctance and make him or her understand why an investment in the PAC is so important.

Objection: "I don't believe in giving money to political candidates."

Response: I'm sure you have insurance on your car, home, and business office. Bad legislation passed by Congress, the state legislature, or city council could be more catastrophic financially than the loss of your car, home, or business by fire, theft or storm. The PAC helps elect officials at the national, state, and local levels who support the free enterprise system and private property rights. That's the best insurance against legislation that can hurt our livelihood as REALTORS®.

Objection: "I already invest in political candidates on my own."

Response: You should invest directly to the candidates of your choice, but you should also invest in the PAC. A PAC investment to a candidate represents our entire profession and our views on legislation that directly affects our industry. Also, under the law, RPAC may invest much larger amounts to a federal candidate than can an individual; the more sizable investment can often make the difference between victory and defeat for a candidate who is supportive of the real estate industry.

Objection: "I've heard about political action committees—they're just in the business of buying votes."

Response: Political action committees are made up of individuals who give a voluntary investment for a cause in which they deeply believe. The average investment given by a REALTOR® is under \$75. The PAC is an effective tool for those individuals who want to participate in the political process at the local, state, and national levels, but who cannot afford to give thousands of dollars to numerous candidates. RPAC uses the voluntary investments to help elect individuals who support the preservation of real property rights and the real estate profession.

Objection: "I'm a (Democrat/Republican), and I noticed RPAC has invested in candidates of the other party."

Response: There are association members at all levels who are active in one or the other political party. That makes our presence felt in both parties. But the PAC itself is nonpartisan in its selection of candidates to support; mere party label is not considered. The record, program, and quality of each candidate, plus the recommendations of local boards and the state association, determine who gets PAC support.

Objection: "I don't like the candidate to whom RPAC gave an investment."

Response: Even the national RPAC and state PAC Trustees who make those decisions do not always agree 100% about which candidates to support. However, the Trustees have a good deal of information from a variety of sources to help them in making their decisions. A member may disagree occasionally about one or two candidates the PAC supports, but the decisions of the Trustees usually represent the best long-term interests of the association and its members.

Objection: “I don’t like the Association’s position on this or that issue.”

Response: You may not agree with a particular position taken by the association on a specific issue, but I’m sure you support the basic REALTORS® philosophy. The question is, do you want to help elect candidates who hold the same philosophy? If your answer is “yes,” then the PAC is the best way to do it.

Objection: “If RPAC is already so successful, why should I invest now?”

Response: Protecting private property rights and our ability to do business is an ongoing battle. Those hostile to the real estate industry are always working to undermine the right to hold and use private property. So, while the PAC has been successful in advancing the REALTOR® position, we must remain strong and ready to assist candidates at every level who support our point of view. On many occasions, some lawmakers have incurred political risk to support REALTOR®-backed legislation. We can’t abandon them when they need help in their campaigns. The best way to support them is through the PAC.

Objection: “But I’m only in the real estate business part time.”

Response: If you benefit at all from your real estate activities, you have something to lose if the wrong candidates are elected or the wrong laws passed. We all have an obligation to help protect the industry from which we earn even part of our livelihood. The PAC is one of the best ways to support our industry.

Objection: “Because of the economy, I really can’t afford to invest.”

Response: The economy is a product of politics, and we really can’t afford not to get involved. Every penny of your PAC investment is used to help elect public officials who understand our economic situation and will be responsive to the economic problems of our industry. When you think about it, making an investment in the PAC is a real bargain.

Objection: “RPAC supports federal candidates; I’m more interested in state and local candidates.”

Response: Though 30% of your PAC investment does go to support federal candidates, 70% will remain right here for use in supporting state and local candidates. By making one investment in the PAC, you can help support good candidates at the federal, state, and local levels.

MAKING IT HAPPEN: IDEAS AND STRATEGIES

One-On-One Solicitation

This is the most effective technique in almost any kind of fundraising. As the name implies, this involves one member sitting down one-on-one with another to ask for an RPAC contribution. Although one-on-one solicitation is time consuming, most professional fundraisers agree that, while certain other techniques may be more productive in raising money from a larger number of people, one-on-one solicitation almost always is the most effective way to get a contribution from any one individual.

We all know how difficult it is to say “no” to someone who is standing or sitting in front of us and looking us in the eye. By contrast, it is much easier to discard a piece of mail or refuse to accept a telephone call. There are other advantages to one-on-one solicitation. You will no doubt know the answers to a prospect’s questions, so you will be able to explain and describe how RPAC works and why it is important for the real estate industry to be involved in politics through RPAC. Since you are there in person, a great deal of give-and-take is possible.

Who Should You Target?

Your first step should be to compile a list of folks you want to solicit. Contact Washington REALTORS® Government Affairs Department to obtain a list of current year investors and/or investors who have invested in the past, but not in the current year. Successful fundraisers know that it is easier to raise money from those who have given before.

You may want to supplement the list you obtain with your own list. Start with every local board member you know personally. Add to it any member who would have reason to know of you, or at least your name, even though you might not know them personally. Then add the other board members’ names you may recognize, perhaps through their position on the board or in the community, but who may not know you.

Setting Up Appointments with Prospects

Once you have your list of members to contact, you must take responsibility for setting up a mutually convenient time to meet with each of them. Call your prospect, identify yourself, and briefly describe why you are seeking an appointment. (“John, if you care about real estate and our industry, I need 10 minutes to talk to you in person.”)

When setting up appointments you obviously must give your prospect enough information so that you will be able to confirm a date and time to get together. But one word of caution: some prospects may push you to tell them exactly what you want over

the phone (e.g., “I’m terribly busy this week, Mary, why don’t you just tell me what you want?”) If you get trapped into making the actual request for an RPAC contribution over the phone, you will have lost most of the advantages that one-on-one solicitation offers. And you may let your prospect escape by giving him or her an opportunity to say “no” over the phone.

Once you have agreed to solicit other members for RPAC, but before you make your first personal visits, you should learn the four rules for successful one-on-one solicitation:

1. You Must Have Contributed Yourself

This is called the “put-your-money-where-your-mouth-is” rule, and it is an unbreakable one: there is simply no way you can make an effective case for RPAC if you have not contributed yourself.

2. You Must State the Case for RPAC Effectively

To get a contribution for RPAC from your prospects, you must do an effective job in “selling” RPAC. To do that, you must 1) believe that RPAC is important and 2) understand how RPAC functions.

Before you make your first personal visit make sure you have read all the available material about RPAC, understand how RPAC works, and know its purpose and structure. Contact WR for promotional materials that can help assist you. Some local boards also print materials that describe RPAC and its functions.

3. You Must Ask for a Specific Amount

One of the most fundamental principles of fundraising is that people are not likely to contribute unless they are asked for a specific amount. To decide how much you will ask from each member, observe the following guidelines:

- Never ask for less than “Fair Share” goal -- \$35 per member per year.
- Never ask for less than the member gave the year before.
- Attempt to “upgrade” or increase the amount the member contributed the year before.

4. You Must Close the Sale

Just as in selling real estate to be an effective RPAC solicitor you must bring your prospects to the decision, “Yes, I will contribute to RPAC.”

- Do not ask the yes/no question until you are sure you are close to a deal and have effectively conveyed all the reasons why this donor should give to RPAC. Do not, however, take too much time and impose on the prospect.

- When the time is right, ask for the contribution directly and confidently: “Mr. Jones, will you contribute xx dollars to RPAC today?” or “Will you write a check to RPAC today for xx dollars?”
- Wait for a response from the prospect. You are not asking this person for money to put gas in your car, you are asking him/her to make an investment in their livelihood.
- If the answer is yes, the next step is to thank the prospect and leave with the check.
- If the response is no, ask for a lesser amount. If you are again met with a negative response, ask if there would be a better time of year or if they would consider an even lesser amount. Be sure to also thank this prospect for his/her time.

5. Follow-up

Once you have completed the solicitation of the individuals you have been asked to contact, be sure to follow up on any questions or requests that have arisen during your visits. Also, be sure to send them a thank-you note (regardless of whether they contributed). For those individuals who said no this time, there is always next time.

RPAC Designated Office Contact Program

Sometimes it is a daunting task for the local RPAC Chair and committee members to contact every member of a local association. Therefore, it is important to delegate to others. A good way to do this is setting up a Designated Office Contact (DOC). DOC's are REALTORS® in local offices who are a part of your fundraising team. DOC's receive updated information about RPAC from the local RPAC Chair via meetings and/or e-mails. Their responsibilities are to then keep their office informed about what RPAC is doing for REALTORS® by passing on the information provided and to solicit the members of their offices for RPAC investments. By having a DOC system in place, it is an easy way for RPAC to be a regular part of interoffice communications.

Dues Billing/RPAC Solicitation

One frequently used technique for soliciting RPAC funds is dues billing which involves billing members for a voluntary RPAC investment along with their regular dues. Since dues statements are sent to every association member, this is perhaps the only technique that absolutely ensures every member will be solicited for RPAC. Any other fundraising technique, however effective, will miss at least some of the membership.

Dues billing is effective for two reasons:

1. Because RPAC works to the benefit of every member, dues billing reminds each one to pay his or her “fair share” of those benefits.
2. Dues billing makes it more convenient because the process encourages members to make an RPAC investment at the same time they pay their association dues.

Several local associations are already using dues billing for RPAC solicitation, and for most it has proven very successful.

(Note: The disclaimers are required; however, should you choose not to bill for RPAC, the non-tax-deductible disclaimer still must appear on dues billing statements. W.R.’s accounting department annually provides you with the amount of dues that are not deductible for income tax.)

Also consider inserting a RPAC brochure that W.R. provides annually to assist local associations in the fundraising effort. The brochure is a great way to let members know about our RPAC successes and to impact our members.

RPAC Fundraising Speeches

One of the most difficult presentations to make is the fundraising speech. Of course, no one ever said asking people for money would be easy!

Your first task is to undertake a little audience analysis. How does your audience feel about political action committees in general or about RPAC in particular? Keep in mind that an audience’s response to an issue (any issue not just PACs) can range from hostile and overtly opposed to actively supportive. When it comes to asking for money, your target is to reach those in the middle of the scale who may be neutral or conflicted about PACs and move them through your remarks to the other side of the scale where they are more receptive to your plea.

To accomplish this goal with finesse, you may choose to organize your remarks using a well-known persuasive structure that focuses on motive. Known as The Motivated Sequence, this five-step structure is based on the psychology of persuasion.

Motivated Sequence

1. **Attention:** If you don’t have their attention, what you do in the other five steps won’t matter much. Be innovative. Give them a new piece of information. Tell a dramatic anecdote. Pose a question. Use an interesting quote.
2. **Need:** Make them feel the need for change. They must feel that there is a serious problem with the status quo. Build your case with dynamic arguments.

3. **Satisfaction:** Present your plan and demonstrate how it would work. Audience should know where you're leading them.
4. **Visualization:** They must be able to "see" how life will be better if they accept your solution. By giving to RPAC, of course!
5. **Action:** Tell them exactly what to do and how to do it. Let them know what an appropriate contribution would be.

Humor as a Constructive Distraction

Another favorite tool of the persuasive speaker is humor. Humor can be persuasive to the extent that it is a constructive distraction. Why distract the audience? An audience that is pleasantly distracted is more capable of accepting a persuasive message, In this case, the plea for a contribution. Jokes aren't the only way to distract an audience. You can use:

1. **Quotes:** You can always preface this with "I believe it was... who said."
2. **Cartoons:** Describe a cartoon from Wall Street journal or New Yorker that makes your point.
3. **Letters:** Look in the newspaper or make one up. You can even hold up a blank page as a prop.
4. **Lists:** Think of David Letterman. You can have a real list with one funny item at the end.
5. **Analogies:** These are so easy to deliver and automatically make your point.
6. **Definitions:** Take a key word from your speech and define it in a funny way.
7. **Observations:** Short, clever lines that breathe new life into dull presentations.

Sample RPAC Fundraising Speech

I am pleased to be with you today to discuss the importance of the REALTORS® Political Action Committee (RPAC). RPAC is an important part of the REALTOR® Legislative Program - a part that allows our association to have a strong role in the political community in our state. Your single investment in RPAC allows the support of candidates at the local, state, and federal levels of government and of state and local issues. This is possible because of how your RPAC investment is allocated. 75% is spent on candidates, 25% on issues. 30% of the candidate split is sent to NAR and the rest stays home. All the issues split remains in-state. That's a wide range of influence for your dollar.

You probably wonder who decides how your money is spent, and that's a valid question. Decisions on candidate contributions are made by state and national RPAC

trustees after endorsement recommendations are made by local associations. The trustees all have one thing in common – they are REALTORS®. I'm not going to promise you that you are always going to agree with who is supported, but you can be guaranteed that the REALTORS® serving as trustees review the facts on every candidate. These facts include an understanding of REALTOR® issues, as well as committees on which they serve, and their openness to listen to our concern – the decision is made by looking at the total picture.

And don't worry that RPAC buys a politician. We support candidates whose views are similar to our own. Financial help is provided in the hope that it will increase the chances of the candidate being elected – a candidate sympathetic to our point of view.

Other groups with positions contrary to ours do exist and they are out there in force, supporting their views. We must continue to do as much and your RPAC investment is an important part of this. If we don't, we can't blame anyone but ourselves when public policy is passed that adversely affects our ability to survive in this business. And we shouldn't have to face this fear – we have the resources – over 20,000 members just like you who must be made aware of the role of RPAC and its importance to our political program.

Please invest in RPAC now! Remember, we can only be as strong as our membership allows us to be.

RPAC Challenges

RPAC challenges are a great way to motivate and encourage members. Whether you are involved in local and/or state challenges, there are many ways to arrange them.

Annual local board/association competition programs:

A. Category Competitions – Percentage of Dollar Quota Collected

All local boards and associations are divided into one of seven categories based on size. Boards and associations compete against other boards and associations within their respective category. The competition is based upon the percentage of the board's or association's PAC quota that has been raised. A plaque is given to the top two local boards or associations in each category. The local board, the board president, the board association executive, and the local PAC chair are recognized at PAC Orientation. The competition ends Dec. 15 and awards are presented during the Legislative Hill Day.

B. Category Competition – Percentage of Members Contributing

All local boards and associations are divided into one of seven categories based on size. Local boards and associations compete against one another within their respective category. The competition is based upon the percentage of members giving to the PAC.

An award is given to the top two boards in each category. The board, the board president, the board AE, and the local PAC chair are recognized at PAC Orientation. The competition ends Dec. 15 and awards are presented during the Legislative Hill Day.

C. Quota Board Certificates

Every local board association reaching quota receives a certificate. Certificates are given to the local board or association and the local PAC chair.

D. Pledging

If a potential investor is basically in support of the PAC, but wishes to pay at a more convenient time, or the investor wishes to make installment payments to the PAC, then a pledge card should be used indicating the amount and manner of payment. The local board or association should then bill all pledges using a proper form. Verbal pledges made by potential investors to a phone solicitor should be handled in a similar manner. The solicitor will make note of the investor's pledge amount and manner of payment. The investor needs to be informed that he or she will be billed accordingly. Credit cards are now an acceptable method of payment.

RPAC Broker Challenge

Can your office meet the challenge of being a 100% office?

Each year RPAC issues a challenge to all members and associations: will you invest your "fair share" of \$35 to protect your livelihood? Supporting legislation, which protects property rights and candidates who will represent the interests of REALTORS® continue to be major factors in the success of our industry.

The challenge below can be implemented for individual offices or as challenges between offices and/or between brokers.

Your participation is vital.

Consider an investment to RPAC as an annual political insurance premium. Since 2000, each member has saved over \$7,650 each year due to the success of RPAC on the Hill.

The Challenge: Will your office be 100%? All it takes is for each person in your office to make a \$15 investment to RPAC.

The Time Period: This challenge will begin on _____ and end on _____.

The Categories: 100% participation and/or Most Dollars Raised

Residential sales offices

(a) Small: 1-24 associates

(b) Medium: 25-49 associates

(c) Large: 50+ associates

Commercial sales offices

(a) Small: 1-24 associates

(b) Medium: 25-49 associates

(c) Large: 50+ associates

The Winners: Special recognition will be given to all successful offices by the local association. A certificate of appreciation will be presented at a special meeting and awards will be presented for most dollars raised.

Who to Call for Help:

Local RPAC Chair

RPAC Trustee

Meet the RPAC Broker Challenge
You can be 100% .

Phone Banks

Another great way to solicit most, if not all, members is through an RPAC telephone bank. An RPAC phone bank involves using local board members to call other board members to solicit RPAC investments. Phone banks are an organized activity conducted out of a central location during a restricted time period. A phone bank is not a “cottage industry” where members are asked to make a few calls from their homes when they around to it.

RPAC phone bank efforts have been found to be very cost and time effective because they reach many members in a personal way in a relatively short period of time. In addition, RPAC phone banks work because they involve a skill that comes naturally to REALTORS® - the effective use of the telephone.

Many local associations around the state have employed RPAC phone banks very successful over the last several years. However, success does not flow automatically from an RPAC phone bank. The degree of success will depend on how diligently proven procedures are followed. Although minor variations are certainly acceptable because of local conditions, size of membership, etc., successful RPAC phone banks will follow virtually the same procedures.

1. A Note About Education

Conducting a successful RPAC phone bank is largely dependent on how well your membership has been educated beforehand about the goals and importance of RPAC. It is imperative that the RPAC educational effort should be year-round and ongoing and can be carried out in a variety of ways.

It is also very important the board RPAC committee, and particularly the phone bank volunteers, thoroughly understand the RPAC process and the goals of the state and local RPAC committees. Potential contributors no doubt will ask what will be done with their contributions and what political involvement RPAC is planning.

In many ways, the pre-phone bank educational effort is as important as the planning and implementation of the phone bank itself. The more the members know about RPAC, the less time phone bank volunteers will have to spend on the phone educating them. The purpose of the RPAC phone bank should be to persuade members to contribute, not to conduct a remedial education effort in what RPAC is all about.

2. Long-Range Planning

Because an RPAC phone bank must be carefully structured and organized, early planning is a prerequisite. How early in advance this long-range planning should be done will depend on a) the size of the local board membership, b) the dollar goal of the local RPAC committee, c) the availability of volunteers to staff and

phone bank, and d) the availability of sufficient in-place telephones. This section will discuss each of these factors:

a. Local Board Size

Conducting an RPAC phone bank can be a useful technique for boards of varying sizes. But often small boards (those, say, under 200-300 members) can meet their RPAC goal more efficiently through direct, one-on-one solicitation of their members. Regardless of the size of the board membership, there is a basic formula for determining the number of telephones and the number of days required to conduct an RPAC phone bank successfully. The number of members to be contacted determines the size of the phone bank, i.e., how many phones and volunteers will be required.

Let's say your association has 1,200 members, and the RPAC committee wishes to attempt to contact every one of them through a phone bank. The committee plans to conduct the phone bank over a two-day period, with eight calling hours per business day – total of 16 hours. The committee also knows that about 10 calls per hour can be made from each individual phone. The committee then calculates how many phones it will need to reach all 1,200 members in 16 hours at 10 calls per hour per phone:

1,200 board members divided by 16 calling hours = 75 members per hour
75 members per hour divided by 10 calls per hour = 7.5 telephones

In this hypothetical case, it probably would be wise for the RPAC committee to use eight phones for a two-day phone bank. Or the committee could elect to use 16 phones in a one-day bank.

The rate of 10 completed calls per hour is an average that has been determined through the experience of dozens of local boards throughout the country. It assumes at least a basic level of knowledge about RPAC among board members. If your members are adequately educated, and if your phone bank is conducted properly with trained volunteers, the 10-calls-per-hour rate will prove to be quite accurate.

Remember that it is difficult to maintain enthusiasm among your phone bank volunteers for more than a two-to-three-day period. Therefore, attempt to operate your phone bank within that time frame, or you will risk losing your trained volunteers either because of waning enthusiasm or because of other pressing time commitments they may have.

b. Local Board RPAC Dollar Goal

The RPAC State Fair Share Goal is \$35 per member per year. Determine how much you think is a realistic goal for your time and effort invested.

Bear in mind that an RPAC phone bank is probably only one part of your plan for raising your board RPAC dollar goal. You might also be using dues billing, one-on-one solicitation, or special events. Therefore, it is probably not necessary to attempt to raise your entire local board goal through your RPAC phone bank – although what a great success if you do!

c. Availability of Volunteers

Almost all RPAC phone banks rely on volunteers – members of your board who freely give of their time – to do the work. Finding qualified volunteers who are willing to make necessary time and training commitment is usually the most difficult task for the RPAC committee. More than any other factor, the number and quality of volunteers will determine the success of your phone bank. The responsibility for enlisting qualified phone bank volunteers should be shared equally by all RPAC committee members.

Most of the time, you will enhance the success of your phone bank if you use prominent, respected members of your board as phone solicitors, those whose names will be recognized by other board members. Prominence and previous fundraising experience, however, are not necessary if your volunteers are dependable and committed, willing to learn, will show up at designated times, and complete the tasks they are assigned. Enthusiasm is a more important quality than experience.

In any case, there is no prerequisite for all volunteer phone solicitors: They must have contributed to RPAC themselves. This is called the “put-your-money-where-your-mouth-is” rule. There simply is no way you can make an effective case for RPAC if you have not contributed yourself.

In all cases, you should recruit your volunteers at least two weeks before the phone bank. You probably will have some dropouts, and this will give you enough time to recruit replacements. All volunteers should be told the dates and times they will be expected to work at the time they are recruited. You should then remind them of their work schedule a day or two before they are scheduled to work.

d. Facilities and Phones

In many large-board RPAC phone banks, installation of special phones is required. In smaller phone bank efforts, phones in an existing board office may be used – provided the office business operation is not unduly disrupted by the phone bank and the phone bank is not hampered by the regular business of the office.

It is strongly recommended that a phone bank be confined to a single site. Two or more locations make it difficult to coordinate activities and maintain enthusiasm among your volunteers. No matter how large your board membership, always operate your phone bank from one central location.

Any location that can accommodate all necessary phone location requirements and personal needs will suffice for an RPAC phone bank. This might be a rental property, a board office, or a property privately owned by a board member who is willing to allow its use for the phone bank. A little investigation might turn up a location already designed for phone bank use, with the required phone lines already installed. This might be a site used by telephone sales companies, polling firms, or others.

The physical location must be big enough to accommodate your phone solicitors and other volunteers comfortably. To keep morale high and control noise distraction, callers should not be forced to sit shoulder to shoulder. Each caller will need space for a desk or table and a comfortable chair. Obviously, the more pleasant you make the working environment, the more enjoyable volunteers will find the experience and the more productive they will be.

3. Short-Range Planning

Once you have done your long-range planning – setting the dates and times of your phone bank, determining the number and type of volunteers you will need, establishing the dollar goals of the effort, and deciding the physical location and requirements – you should focus on the short-term planning aspects. Short-term planning involves a) training of the volunteers, b) furnishing your phone bank site and volunteers with adequate equipment, materials, and supplies, and c) securing the necessary phone lists and pledge cards.

a. Volunteer Training

Obviously, the sheer number of volunteers you have recruited will be meaningless unless they know that they are supposed to do and how to do it. Your volunteers, particularly the phone solicitors, must be adequately trained before they are put to work. Phone bank volunteers can be trained in either of two ways. You can conduct a training seminar for all volunteers of, say, one-hour's length the day before the phone bank is scheduled. Or, if this causes scheduling problems for individual volunteers, you can conduct a brief, half-hour training session just prior to each phone bank shift for those new volunteers just reporting to work. Whichever method you choose, your three categories of volunteers need to be supplied with the following information and materials:

Phone Solicitors – Phone solicitors should receive:

- A sample phone script;
- A list of frequent objections to RPAC and suggested answers;
- A special instruction sheet that discusses the necessity for personal, as opposed to corporate, contributions;
- Their phone list; and
- A supply of pledge cards

In addition, the following subjects should be discussed in the training session:

- National, state, and local issues of concern to members of your board;
- The goals and programs of the national, state, and board RPAC committees;
- The amount to ask from each prospect – e.g., \$100 from brokers and \$25 from sales associates, or an increase in the amount contributed the year before, etc.;
- Any special programs, receptions, or awards honoring larger contributors (such as “Century Club” pins; see “Large-Donor Fundraising Programs”);
- How to fill out pledge cards;
- How to use the phone list
- The necessity for checks to be made out to RPAC, not the local board; and

If arrangements are made far enough in advance, volunteer training often can be provided by your state’s National Association of REALTORS® political representative, who has extensive experience in phone bank operations.

b. Facilities, Equipment and Supplies

To help the RPAC phone bank operation flow smoothly, the following should be provided:

- Ample free parking for volunteers and easy access to the phone bank location;
- A kitchen or eating area for serving coffee, and perhaps breakfast rolls in the morning, and sandwiches or other snacks at other times during the day and evening;
- A blackboard or flipchart and barometer-type chart and easel on which progress toward the board RPAC dollar goal can be charted during the phone bank;
- Tables and chairs (either individual desks or banquet-type tables);
- Pencils and scratch paper; and
- Adequate lighting and ventilation

c. Phone Lists and Pledge Cards

A master list of all board members is necessary for use during the phone bank. A list of previous and current RPAC investors can be obtained through Washington REALTORS®. The list should provide the following information:

- The name of each member
- The address and phone number of the office (or, if you are phoning in the evening, each member's home phone)
- Designation as to designated broker, associate broker, or sales associate

In addition, the phone lists given to callers must indicate whether each member has or has not contributed to RPAC previously this year. It is also important that the list provide information about the previous year's giving to RPAC by each member.

4. Operating Your Phone Bank

Once you have carefully planned your phone bank, provided the necessary telephones, recruited your volunteers, and adequately furnished your phone bank location with equipment, supplies, and materials, you are ready to use a proven fundraising technique that, if done properly, can be both fun and rewarding. Following are the sequential steps to be followed during an RPAC phone bank:

- a. On the day(s) of the phone bank, volunteers should arrive prior to their assigned shift in time to sit through the complete training session (unless the training has been done previously).
- b. Volunteers should also give themselves time to have coffee, and make sure they have all their materials before they begin making their calls.
- c. Phone lists should be provided alphabetically and placed at each caller's desk, along with a supply of pencils or pens, scratch paper.
- d. Once the volunteers have been trained in what is expected of them, and have received a pep talk, they should begin their calling immediately.
- e. As the phone solicitors receive pledges or refusals, they should mark their phone lists accordingly so that other callers in different shifts but using the same list will know who has been called and who has not.
- f. After marking the list appropriately upon completion of each call, the caller should complete the pledge card.

- g. The supervisor(s) should be available during the phone bank to answer questions, ensure compliance with phone bank procedures, and act as cheerleader.

5. Ask for a Specific Amount

As with dues billing, and every other form of fundraising, you must suggest a specific RPAC contribution amount. One of the fundamental principles of political fundraising is that people are not likely to contribute unless they are asked for a specific amount. A “Give what you can” or “Give what you feel is right” approach does not work in fundraising and will seriously impair your fundraising effort.

To decide how much you will ask from each member, observe the following guidelines:

- Never ask for less than the State Fair Share Goal - \$35 per member per year.
- Never ask for less than the member gave the year before.
- Attempt to “upgrade” or increase the amount the member contributed the year before.

Remember, it is always better to ask for too much than for too little. A member is free to contribute as much or as little as they choose, but if you ask for only \$10, chances are that is all you will get. On the other hand, if you ask for \$50, you might get \$15, \$20, \$25, or maybe even the full \$50.

6. Evening Phone Banks

In the past, most boards have conducted RPAC phone banks during business hours, from 9:00 a.m. to 6:00 p.m., calling members at their offices. Calling during the business day does offer several advantages. But recently some boards have successfully tried a new tack: calling members at home in the evening.

Generally, evening phone banks are conducted from 6-9 p.m. or from 6:30-9:30 p.m. Some, however, have even run as late as 10:00 or 10:30. Far from finding members objecting to late evening calls, some boards have found that the at-home rate and the “closing” rate during those hours are phenomenal. Conducting an RPAC phone bank in the evening offers certain distinct advantages:

a. Personal Checkbook More Accessible

Phone banks conducted during the business day sometimes meet with the excuse: “I don’t have my personal checkbook here at the office with me; it’s at home.” This is an important problem when you are attempting to raise personal – as opposed to corporate – dollars and are further attempting to pickup checks as pledges are made. Calling members at home during an evening phone bank obviously circumvents this problem.

b. Harder To Screen, Or Refuse, Calls

Sometimes when numerous members are being called at the same office during the day, word gets out quickly that “they’re calling for RPAC.” Some members, knowing the call is a solicitation, will refuse to take it, or will have a secretary put off the caller. Calling members at home during the evening means they are less likely to be able to screen, or refuse, your RPAC calls.

c. Easier To Recruit Volunteers

If your board members know they can put a full day’s work before reporting for duty at your evening phone bank, it is often easier to recruit volunteers.

d. Easier To Call From Board Office

Another advantage of evening phone bank is that you can more easily use an existing board office. Conducting a full-scale phone bank during the business day often interferes with the other routine business being conducted in the board office. Calling in the evening, after regular employees have left for the day, eliminates the problem. Also, using existing phones rather than installing special lines will save a considerable amount of money.

Some boards that have conducted evening phone banks report that they find their members generally in a more relaxed, more receptive mood in the evenings, after the press of the day’s business is over. This can make for friendlier phone conversations, and an increased willingness to contribute.

In your own association, you might want to try various combinations of business-hour calling and evening calling to find the most productive mix of calling hours possible.

7. Phone Bank Follow-up

At the end of each phone bank day, there are numerous tasks to be completed. For example, you need to make sure:

- The facility is straightened and cleaned up;
- That all phone lists are in good condition and ready to be used again the following day;
- Adequate supplies and materials remain so that calling can begin promptly the next day;

Upon completion of the entire phone bank operation, several follow-up tasks remain. If they are carried out with care and persistence, they can generally increase your total phone bank collections.

First, you should deliver all pledges that were promised to be mailed in, rather than picked up, to your board RPAC chairman or a designated RPAC committee member. Typically, as much as 30 percent of your total phone bank collections are pledged for mail-in rather than pick-up. The number of mail-in pledges can be greatly reduced if callers emphasize same day pick-up, but some mail-ins cannot be avoided. Follow-up on mail-in pledges may involve having the board mail out statements or reminders, or follow-up telephone calls from members of the RPAC committee. Either way, a phone bank will fall short of its potential if adequate follow-up on mail-in pledges is not carried out.

Second, after the phone bank is completed, thank-you letters should be mailed to the entire board membership if possible. Some local boards have found that this raises additional funds. Members who could not be reached by telephone can be requested to contribute at this time. As part of the appeal, you might mention the number of members who contributed through the phone bank effort, and the amount of money raised. The board RPAC chairman or board president could sign the letter.

8. Awards and Recognition

As a grand finale to the phone bank, the board RPAC committee might want to host a small cocktail party or buffet supper for the volunteers. The party should be at the phone bank location and could be held at the close of the final day.

Such a function also provides an excellent opportunity to present a few modest awards for the phone solicitors who 1) raised the most dollars, 2) received the greatest number of pledges, or 3) received the greatest number of \$100 contributions. Still other categories might be especially appropriate in your particular phone bank effort.

In addition, make sure that thank-you letters are sent to each of the volunteers who worked on the phone bank. A phone bank will be much easier to organize next year if you have a group of previously trained volunteers willing to help again. Finally, it is strongly recommended that the RPAC committee provide further recognition in the following forms:

- Publish the names of all contributors and phone bank volunteers in the board newsletter;
- Distribute badges or ribbons stating “I Gave to RPAC” to all donors;
- Distribute “Century Club” pins to all \$100 contributors;
- Recognize RPAC givers and volunteers at all board luncheons, meetings, and functions.

9. Summary

RPAC phone banks are a cost and time effective technique for raising small contributions from a significant percentage of your board membership in a concentrated period of time. Experience has proved them to be an effective wholesale technique for raising RPAC funds.

The success of a phone bank effort, however, depends on the board RPAC committee members' strong leadership, careful planning, efficient execution, and thorough follow-through. Short cuts, modifications, an "I don't see why we have to do this" attitude and lack of effective follow-up are sure to make any phone bank less productive. Careful study of this section of the handbook and implementation of the relevant suggestions will ensure an enjoyable and productive RPAC phone bank in your local board.

NOW YOU KNOW HOW, BUT THE QUESTION IS WHO? (TARGETING)

Now that you are armed with the knowledge of how to raise money for RPAC, you should think about WHO to ask to invest. The laws of Washington State allow you to solicit anyone, REALTOR® or not, to invest in RPAC.

There are many groups of people you should consider:

- Brokers
- Top Producers
- Local Leadership
- Past Investors
- REALTORS® who have never invested in RPAC before
- New Members
- Affiliates
- Office Staff

In addition, you can also ask current year investors to “bump up” to the next level of RPAC investment. For example, if Joe REALTOR® has invested \$60 this year, why not contact him, and ask him to “bump up” to the Century Club Level (\$100) and receive a RPAC pin?

Those members who invest at the Major Donor level of Sterling R (\$1000), Crystal R (\$2500) or Golden R (\$5000) will also receive recognition from the National Association of REALTORS®.

In many cases, WR can assist you with obtaining many of the lists of the groups of REALTORS® from above. Please contact Washington REALTORS® Government Affairs Department at 1-800-562-6024.

RPAC TIMELINE/CHECKLIST

The following timeline of RPAC activities are a recommendation for all local associations to assist in the success of RPAC. Local RPAC Chairs are encouraged to work with the RPAC Trustees in their district to accomplish these activities. This RPAC Timeline should be used in conjunction with the RPAC Report form.

January

- Local RPAC Chair & Trustee attend RPAC training
- Run 5-year RPAC investment report of previous RPAC investors
- RPAC solicitation at New Member Orientation
- Consider dynamics and parameters for Association vs. Association challenge (by total investments, % over goal, % member participation, prize etc)
- Assemble local “RPAC Team” to assist you with RPAC solicitation

February

- RPAC solicitation at New Member Orientation
- Delegate RPAC investors have not recently invested based on the 5-year RPAC history report with RPAC Team and begin one-on-one solicitation.
- RPAC investors are recognized at Local Association meetings.
- RPAC pins/awards are presented at Local Association meeting
- RPAC investors are recognized in Local Association newsletter
- RPAC investors are recognized on Local Association website
- Begin Association vs. Association challenge
- Find compatible office vs. office and/or broker vs. broker challenge and implement (by total investments, % over goal, % member participation, prize etc.)

March

- RPAC solicitation at New Member Orientation
- RPAC investors are recognized at Local Association meeting
- RPAC pins/awards are presented at Local Association meeting

- RPAC investors are recognized in Local Association newsletter
- RPAC investors are updated on Local Association website
- Contact offices and/or brokers that are doing challenges to monitor progress and to see if they need resources/materials
- Continue one-on-one solicitation of past RPAC investors and check in with your RPAC team to monitor progress
- Begin plans for RPAC event

April

- RPAC solicitation at New Member Orientation
- RPAC investors receive a Thank You letter from Local President and RPAC Chair
- RPAC investors are recognized at Local Association meeting
- RPAC pins/awards are presented at Local Association meeting
- RPAC investors are recognized in Local Association newsletter
- RPAC investors are updated on Local Association website
- Contact offices and/or brokers that are doing challenges to monitor progress and to see if they need resources/materials
- Local RPAC Chairs attend Regional Political Affairs meetings
- Continue one-on-one solicitation of past RPAC investors and check in with your RPAC team to monitor progress
- Continue planning for RPAC event

May

- RPAC solicitation at New Member Orientation
- RPAC investors are recognized at Local Association meeting
- RPAC pins/awards are presented at Local Association meeting
- RPAC investors are recognized in Local Association newsletter
- RPAC investors are updated on Local Association website
- Contact offices and/or brokers that are doing challenges to monitor progress and to see if they need resources/materials

- Continue one-on-one solicitation of past RPAC investors and check in with your RPAC team to monitor progress
- Hold RPAC event

June

- RPAC solicitation at New Member Orientation
- RPAC investors are recognized at Local Association meeting
- RPAC pins/awards are presented at Local Association meeting
- RPAC investors are recognized in Local Association newsletter
- RPAC investors are updated on Local Association website
- Solicit Members on Leadership List for RPAC investment
- Receive RPAC investment report of previous year's RPAC investors
- Contact offices and/or brokers that are doing challenges to monitor progress and to see if they need resources/materials
- Continue one-on-one solicitation of past RPAC investors and check in with your RPAC team to monitor progress
- Begin planning for RPAC Phone Bank to contact previous RPAC investors and ask them to "bump up" to the next RPAC level of investment and RPAC investors have not recently invested based on the 5-year RPAC history report

July

- RPAC solicitation at New Member Orientation
- RPAC investors are recognized at Local Association meeting
- RPAC pins/awards are presented at Local Association meeting
- RPAC investors are recognized in Local Association newsletter
- RPAC investors are updated on Local Association website
- Solicit Members on Leadership List for RPAC investment
- Contact offices and/or brokers that are doing challenges to monitor progress and to see if they need resources/materials

- Phone Bank with you RPAC Team to contact previous year's RPAC investors and ask them to "bump up" to the next RPAC level of investment and RPAC investors have not recently invested based on the 5-year RPAC history report

August

- RPAC solicitation at New Member Orientation
- RPAC investors are recognized at Local Association meeting
- RPAC pins/awards are presented at Local Association meeting
- RPAC investors are recognized in Local Association newsletter
- RPAC investors are updated on Local Association website
- Solicit Members on Leadership List for RPAC investment
- Contact offices and/or brokers that are doing challenges to monitor progress and to see if they need resources/materials
- RPAC investors receive a Thank You letter from Local President and RPAC Chair
- Continue one-on-one solicitation of past RPAC investors and current RPAC investors "bumping" them to next RPAC level. Check in with your RPAC team to monitor progress

September

- RPAC solicitation at New Member Orientation
- RPAC investors are recognized at Local Association meeting
- RPAC pins/awards are presented at Local Association meeting
- RPAC investors are recognized in Local Association newsletter
- RPAC investors are updated on Local Association website
- Solicit Members on Leadership List for RPAC investment
- Contact offices and/or brokers that are doing challenges to monitor progress and to see if they need resources/materials
- Continue one-on-one solicitation of past RPAC investors and current RPAC investors "bumping" them to next RPAC level. Check in with your RPAC team to monitor progress
- Begin planning for special event for RPAC investors

- Begin planning for Aristotle Email solicitation. Contact WR for help with email copy.

October

- RPAC solicitation at New Member Orientation
- RPAC investors are recognized at Local Association meeting
- RPAC pins/awards are presented at Local Association meeting
- RPAC investors are recognized in Local Association newsletter
- RPAC investors are updated on Local Association website
- Local associations hold special event for RPAC investors
- Solicit Members on Leadership List for RPAC investment
- Contact offices and/or brokers that are doing challenges to monitor progress and to see if they need resources/materials
- Continue one – on – one solicitation of past RPAC investors and current RPAC investors “bumping” them to next RPAC level. Check in with your RPAC team to monitor progress
- Provide RPAC brochure and/or other information in dues billing
- “Above” line RPAC investment in dues billing
- Email Campaign from Aristotle to potential investors

November

- RPAC solicitation at New Member Orientation
- RPAC investors are recognized at Local Association meeting
- RPAC pins/awards are presented at Local Association meeting
- RPAC investors are recognized in Local Association newsletter
- RPAC investors are updated on Local Association website
- Solicit Members on Leadership List for RPAC investment
- Contact offices and/or brokers that are doing challenges to monitor progress and to see if they need resources/materials
- Continue one-on-one solicitation of past RPAC investors and current RPAC investors “bumping” them to next RPAC level. Check in with your RPAC team to monitor progress

- Provide RPAC brochure and/or other RPAC information in dues billing
- “Above” line RPAC investment in dues billing

December

- RPAC solicitation at New Member Orientation
- RPAC investors are recognized at Local Association meeting
- RPAC pins/awards are presented at Local Association meeting
- RPAC investors are recognized in Local Association newsletter
- RPAC investors are updated on Local Association website
- Complete solicitation of members on Leadership List for RPAC investment
- Contact offices and/or brokers that are doing challenges to monitor progress and to see if they need resources/materials
- Provide RPAC brochure and/or other RPAC information in dues billing
- “Above” line RPAC investment in dues billing
- Local Association submits name of Local RPAC Chair to W.R. early enough to include them in mailings for Legislative Day
- RPAC investors receive a Thank You letter from Local President and RPAC Chair
- Submit RPAC funds by December 7th deadline to be applicable for current year’s credit.

GUIDELINES FOR SPECIAL FUNDRAISING EVENTS

Several techniques can be used to raise money for the PAC. Most successful association and local board fundraising drives employ a combination of techniques to solicit investments from members.

The most used are “dues billing,” phone banks, and face-to-face solicitation. Dues billing involves billing members for voluntary investments on the association dues statement. A phone bank involves using local board members to call other board members to solicit PAC investments. As the name implies, face-to-face solicitation involves one member sitting down one-on-one with another to ask for a PAC investment.

These three techniques generally are the most cost—and time—effective ways to raise PAC funds, and nearly every successful PAC drive will use one or more of them. Some associations and local boards, however, also include in their fundraising activities such special events as auctions and dinners or other food events. Some sell merchandise to benefit the PAC.

Members involved in fundraising committees often are familiar with special event fundraising through charity or church work and they believe the same type of activities are appropriate in PAC fundraising.

In other cases, fundraising committees plan such events because they believe they are more “fun” or more appealing than phone banks. In a few cases, events such as auctions are even used by a fundraising committee to get members to invest in the PAC without realizing they are doing so. (“Oh, was that a PAC auction? I just wanted to bid on the computer. I didn’t know the money was going to the PAC.”) Board funds can only be used for the administration of the PAC or for solicitation of funds. Whatever the motivation, using special events for the sale of merchandise to raise PAC funds involves practical and legal considerations that should be reviewed before planning any such activities. In addition, your association or local board legal counsel should review all proposed fundraising activities to ensure compliance with current laws.

The list of legally permissible fundraising techniques is, with only a few exceptions, as limitless as the human imagination. However, the guidelines must be followed.

The identity of the true investment must be determined so that the necessary information about the investor (name, address, and occupation) will be accurately reported. The investor is the ultimate purchaser of the item, not the person who donates the item. The amount of the investment is, of course, the sales price paid by the purchaser.

AUCTION GUIDELINES

One of the more popular methods of raising PAC funds has been the utilization of auctions. It is imperative that PDC Guidelines are followed when holding these highly successful events.

Report Forms – Please keep in mind that those conducting auctions must complete a PDC Auction Report Form, a sample of which you will find in the “Forms” section of this handbook. Once an auction is held, the completed form is sent to WR along with the revenue generated at the auction. WR staff then verifies the accuracy of the PDC form and enters data for accounting purposes. The PDC form is then sent to the Public Disclosure Commission for filing.

When holding an auction, please keep the following suggestions in mind:

- Be sure to get both the donator and the buyer’s full name and business address – nothing less.
- All items must have a fair market value
- All checks must be made payable to RPAC
- When holding auctions, be up front from the start as to who will receive the RPAC credit. For example: as an association you can decide if the donator and the buyer will both receive the credit or just the one who buys the item. But you must let your members know in advance where that credit is going. If the one who donates the item is going to receive credit, they can only get credit up to the fair market value anything over would have to go to the buyer.

Auctions are a fun and legitimate method for raising RPAC dollars. Do not be discouraged from holding them because of PDC requirements. If you have any questions or need assistance, do not hesitate to contact Washington REALTORS® Government Affairs Department.

AWARDS AND RECOGNITION

Recognizing RPAC investors is a very important aspect of RPAC fundraising. Everyone appreciates being thanked and most welcome being recognized. Acknowledging investors is also a great way to motivate them to invest again.

RPAC: Levels of Awards

Platinum R Member	\$10,000 annually
NAR Designation and Recognition	
Golden R Member	\$5,000 annually
NAR Designation and Recognition	
Crystal R Member	\$2,500 annually
NAR Designation and Recognition	
Sterling R Member	\$1,000 annually
NAR Designation and Recognition	
Political Visionary	\$500 annually
Will receive pin and Local recognition in the year of investment	
Capitol Club Member	\$250 annually
Will receive pin and Local recognition in the year of investment	
Century Club Member	\$100 annually
Will receive pin and Local recognition in the year of investment	

Ideas for Recognizing Your RPAC Investors

In addition, there are many things that local associations can do:

- Post an 8" x 10" color photo collage of investors in local association office.
- Publicize name of donors in REALTORS® newsletters with photos and write-up on individuals.
- Post name on bulletin board at each local association in auditorium for permanent display.
- Always introduce/recognize donors at each association meeting.
- Award special recognition at reception with local elected officials.
- Post photo collage of investors in local newspaper.
- Post running list of investors on local association website.
- Present RPAC plaque and/or pin to investor at association functions or at breakfasts.
- Have a special reception for investors.
- Create a special name tag.
- Create a RPAC Investors yearbook.

The Leadership Project Criteria

The Leadership Project is an annual activity aimed to increase investments to RPAC from those members who are considered “leaders” in WR. Members of the following committees are asked to invest a minimum of \$100 to fulfill the requirements of the Project:

- Current Executive Committee
- Current active State Board of Directors (excluding inactive Past Presidents)
- Local Association Presidents
- Local Association RPAC Chairs/GA Chairs
- Legislative Steering Committee
- RPAC Trustees
- FSC's/FDC's
- Key Contacts

The list of members who **have not invested** the required amount is published in June at the directive of the RPAC Committee, so that local RPAC Chairs and RPAC Trustees have an opportunity to contact members and encourage them to invest. As members invest, the names are removed from the list.

Completion of the Leadership Project is one of the requirements for the Lawrence Mabry Award.



Washington REALTORS® RPAC Fundraising Plan
This form will help you establish a plan of action to achieve your fundraising goal.
Please complete this form and return to WR by January 31st.

Local Association: _____

RPAC Trustee: _____

RPAC Chair: _____

Has the RPAC Trustee met in person with local association leadership to discuss RPAC fundraising this year? Yes No

Has the RPAC Trustee met in person with local RPAC Chair and GAD or AE to discuss RPAC fundraising this year? Yes No

Did the local RPAC Chair attend the RPAC Fundraising Workshop at Hill Day?
 Yes No

Goals

\$_____ Local RPAC Fundraising Goal

%_____ Local RPAC Participation Goal

#_____ Local RPAC Major Investor Goal

The Plan: This year, how do you plan to raise funds for RPAC?

Dues Billing

(Please indicate amount billed above the line \$_____ and below the line \$_____.

Direct Mail (postcards, letters)

Are you interested in learning more about customized brochures from NAR? Yes No

Face to Face Solicitation

Who will be primarily responsible for collecting RPAC Investments?

Name: _____

Office Visits

Who is responsible for organizing office visits?

Name: _____

Goal for offices visited: # _____

Are you interested in materials to assist your office visit presentation? Yes No

Phone Banks

Who will be your target audience for your phone bank? _____
(e.g. brokers, previous investors, etc.)

What is the expected date for your phone bank? _____

RPAC Fundraising Event(s)

What is the nature of the event(s)? _____
(e.g. auction, cook-off, dinner, etc.)

Who will be responsible for planning the event? _____

Who will be responsible for collecting RPAC Investments? _____

Do you plan to use Fundraising Reimbursement Funds from WR? Yes No

Are you interested in applying for a grant from NAR for your event? Yes No

Feedback

What are some ways that your RPAC Trustee and WR staff can help you to successfully implement your RPAC Fundraising Plan?

Does the Local Association need an RPAC material?

Brochures # _____

Investment Forms # _____

Other # _____

Would the local association like an RPAC Volunteer or staff member to come to a meeting to talk about RPAC? Yes No

Please return via email or fax to Washington REALTORS® at 360-357-6627 or melissa.purvines@warealtor.org. Please direct questions to Melissa Purvines at 360-943-3100, ext. 123.

To be completed by the State Association

Date Received: _____

Follow-up Needed? Yes No

Comments: _____

Notes on RPAC Fundraising Plans and Events

Notes on RPAC Fundraising Plans and Events

Notes on RPAC Fundraising Plans and Events

Notes on RPAC Fundraising Plans and Events

RPAC FUNDRAISING EVENT APPROVAL FORM

RPAC Fundraising Event Overview

The RPAC Trustees have adopted the following policies regarding RPAC Fundraising Events. Please read the following information carefully, complete the approval form below (Can be found on the WR Website and submitted online or by email to Melissa Purvines at melissa.purvines@warealtor.org)

1. A written form must be filled out by the organizer of the RPAC Fundraising Event to gain approval for the event. The form must be sent to WR for approval at a minimum of one month before the planned event.
2. Follow guidelines for proper reporting of expenditures for the event. Including but not limited to:
 - a. Auction Report Form (found at <https://www.warealtor.org/advocacy-legal/government-affairs/rpac/rpac-resources>) or in the RPAC Manual)
 - b. Tracking and reporting to WR in-kind contributions to the event (e.g. event space, food, wine)
3. The event must follow the **FEC 1/3 Rule: The event will not cost more than 1/3 of the total amount of funds raised.** This applies to the total cost and earnings of an event.
4. The Organizer must fill out an **Event Report Form** within 5 business days after the event.

Board Information

Name of Board

Address

City

State

Zip

Phone

Fax

Web site:

Name of RPAC Fundraiser Organizer

Title

Executive Officer

Phone

E-mail

RPAC Fundraising Event Proposal Information

Background Information:

- 1) What is the nature of your event (e.g. auction, wine tasting, dinner, etc...)
- 2) What is your RPAC fundraising goal for the event?
- 3) What are the estimated costs of the event?
- 4) If the planned RPAC Fundraiser is an Auction, who is responsible for filling out the Auction Report Form?
- 5) Who will keep track of expenses to be reported as In-Kind Contributions to RPAC?
- 6) Please provide your Local RPAC Chair contact information:

Fundraising Event Information:

- 1) Proposed date and location of your fundraising event:
- 2) Who is the targeted audience?
- 3) What is your estimated attendance?
- 4) Will you be requesting RPAC reimbursement funds for the event?

RPAC Fundraising Event Approval Form

- 5) Please give a brief description of the event, including any guest speakers, agenda if applicable, and method by which you will collect RPAC investments.

I, the undersigned, acknowledge that my association will adhere to state and federal regulations regarding fundraising events. I understand that in accordance with RPAC bylaws, the event will not cost more than 1/3 of the total amount of funds raised. I understand that it is my responsibility to report any in-kind contributions to WR, and to encourage RPAC investments at the event to be made in the form of check or credit card.

Name

Date



Washington Association of REALTORS®
 P.O. Box 719
 Olympia, WA 98507
 Office: 800-562-6024
 Fax: 360-357-6627

State RPAC Fundraising Reimbursement Expense Form

State RPAC Fundraising Reimbursement Policy: To serve as a fundraising incentive and to assist in alleviating burdensome out-of-pocket fundraising expenses. Local Associations may access up to 5% of the total RPAC funds they raised in the previous fundraising year for the purpose of fundraising expenses. Said monies shall be drawn from the State Association RPAC account. Local associations shall complete a Fundraising Expense Form, documenting expenditures up to the level of their reimbursement, and attach all receipts.

TO BE COMPLETED BY THE LOCAL ASSOCIATION: Please email or mail all receipts and completed application to the WR RPAC Manager email melissa.purvines@warealtor.org If you have questions call 1-800-562-6024, ext. 123. Online form can be found at <https://www.warealtor.org/advocacy-legal/government-affairs/rpac/rpac-resources>

Local Association: _____

Total RPAC Funds Raised Previous Year: _____

Amount of Request: _____
(Not to exceed 5% of total RPAC funds raised previous year)

Proposed Budget for Fundraising Expenditures:

 Local Association President

 RPAC Chair

To be completed by the State Association

Date Application Received: _____

Information Verified By: _____ Date: _____

AUCTION REPORT

Use this form as an attachment to C3 to report items donated and sold at auctions. Please see the reverse for an example of a report.

ATTACHMEN TO C3	<h1 style="font-size: 2em; margin: 0;">Au</h1> <p style="margin: 0;">(1/02)</p>
----------------------------	---

Candidate or Committee Name (Do not abbreviate. Use full name.)

Date Auction was held

Item No. Description	Name and Address	I F I	C E N	Fair Market Value	Sale Price	Amount Over Fair Market Value	Aggregate Total*
	Contributor	<input type="checkbox"/>	<input type="checkbox"/>				
	*Occupation and Employer:						
	Buyer	<input type="checkbox"/>	<input type="checkbox"/>				
	*Occupation and Employer:						
	Contributor	<input type="checkbox"/>	<input type="checkbox"/>				
	*Occupation and Employer:						
	Buyer	<input type="checkbox"/>	<input type="checkbox"/>				
	*Occupation and Employer:						
	Contributor	<input type="checkbox"/>	<input type="checkbox"/>				
	*Occupation and Employer:						
	Buyer	<input type="checkbox"/>	<input type="checkbox"/>				
	*Occupation and Employer:						

*If an individual – whether a contributor or buyer – has given more than \$100 in the aggregate to the campaign, show his or her occupation and the name, city & state of his or her employer.

<p style="margin: 0;">Cash receipts, this page</p> <p style="margin: 0; font-size: 0.8em;">Total, sale price column</p> <p style="text-align: right; margin: 0;">→</p>	
<p style="margin: 0;">Total from attached pages</p> <p style="text-align: right; margin: 0;">→</p>	
<p style="margin: 0; font-size: 0.8em;">Total cash receipts (Put this amount in part 1d of C3 report)</p>	

<p style="margin: 0; font-size: 0.8em;">I certify that the information herein is true, correct and complete to the best of my knowledge.</p>	
<p style="margin: 0; font-size: 0.8em;">Vice Chair's signature</p>	<p style="margin: 0; font-size: 0.8em;">Date</p>

INSTRUCTIONS

Item No./Description: As each item to be auctioned is received, assign it a number and a brief description.

Contributor: The person or organization that donates an item or service to be auctioned. If the campaign purchases items for auction, state "purchased by committee" under contributor's name. If auction is held by state office candidate, designate which election (PRI or GEN) contribution is for. Contribution amount is fair market value of item or service and is subject to any applicable contribution limit. Adjust fair market value amount if sold for less than initial fair market value. See No. 2 below.

Buyer: The person who buys the item or service being auctioned. If auction is held by state office candidate, designate which election (PRI or GEN) buyer is giving to when purchase price exceeds fair market value amount.

Fair Market Value: The retail value of the article. Adjust if amount paid is less than fair market value. See No. 2 below.

Sale Price: The amount the buyer paid for the item or service.

Amount Over Fair Market Value: The amount the sale price exceeds fair market value. If sale price is less than or equal to the fair market value, leave blank. The amount paid in excess of fair market value is a contribution from the buyer and is subject to any applicable contribution limit.

Aggregate Total:

Contributor: Fair market value of the donation plus all previous contributions made during campaign (for state office candidates, all contributions made for election designated; for continuing political committees, all contributions made during calendar year).

Buyer: Amount over fair market value plus all previous contributions made during campaign (for state office candidates, all contributions made for election designated; for continuing political committees, all contributions made during calendar year).

If Cash is Received: RCW 42.17.740 says that a political committee must make all of its monetary contributions by check (or other written instrument). However, individuals, businesses, unions and other entities may use currency to make small contributions. The maximum amount of a currency contribution is periodically adjusted by PDC. See WAC 390-05-400 or contact PDC. If the campaign receives cash contributions, each of which does not exceed the maximum, but is more than \$50, prepare a receipt – signed by the donor and either the candidate, treasurer or deputy treasurer – and keep it as part of the campaign records.

Example of Auction Report

Candidate or Committee Name (Do not abbreviate. Use full name.)

Date Auction was held

Sam Smith for State Senate

09/14/XXXX

Item No. Description	Name and Address	P R I	G E N	Fair market value	Sale price	Amount over fair market value	Aggregate Total*
No. 1 Use of Beach Cabin for Week	Contributor John Doe 200 "A" Street, Seattle, WA 98101 *Occupation and Employer: Accountant; CPA Firm, Seattle, WA	<input type="checkbox"/>	<input checked="" type="checkbox"/>	\$ 500.00			\$ 500.00
	Buyer Mary Smith 400 "B" Street, Tacoma, WA 98402 *Occupation and Employer:	<input type="checkbox"/>	<input checked="" type="checkbox"/>		\$ 600.00	\$ 100.00	\$ 100.00
No. 2 Dinner For 4	Contributor Sam Brown 123 Military Road, Anytown, WA 98101 *Occupation and Employer: Contractor; Sam's Decks, Anytown, WA	<input type="checkbox"/>	<input checked="" type="checkbox"/>	\$ 200.00			\$ 150.00
	Buyer Tom Mix Rt. 2, Box 1, Saddle Mt., WA 98900 *Occupation and Employer: Manager; ABC Retail, Saddle Mt., WA	<input type="checkbox"/>	<input type="checkbox"/>		\$ 150.00		
Cash receipts, this page							
Total, sale price column					→	\$ 750.00	
Total from attached pages					→	\$ 0	
Total cash receipts							
Put this amount in part 1d of C3 report					→	\$ 750.00	



Attention Accounting:

Please set up my REALTOR®PAC Investment on a monthly deduction from my Debit/Credit card.

Name: _____

Address: _____

City/State/ZipCode: _____

Phone: _____

Local Association: _____ NRDS #: _____

Company Name: _____

Street Address: _____

City State Zip: _____

Today's Date: ___/___/_____

Annual Investment Amount*

Circle One:

\$5000 \$2500 \$1000 \$500 \$250 Other: _____

*Annual Investment amount will be divided by the number of months left in the current RPAC Year. Cutoff for billing each year is October 15th.

Circle One: Visa MasterCard American Express EXP

Date: ___/___/_____

Account #: _____

Signature: _____

NOTE: All changes or request to cancel monthly deductions MUST BE in writing and submitted to Washington REALTORS® Accounting.

Mail to: Washington REALTORS® PO Box 719 – Olympia, WA 98507

Contributions are not tax deductible for federal income tax purposes. Contributions to RPAC are voluntary and are used for political purposes. You may refuse to contribute without affecting your membership rights. 70% of each contribution is used by Washington Association of REALTORS® to



Washington REALTORS®

CANDIDATE INTERVIEW TEAM REPORT

PLEASE CIRCULATE THIS FORM TO EACH TEAM MEMBER AND REVIEW ITS CONTENTS PRIOR TO THE INTERVIEW. (NOTE: THE TEAM LEADER SHOULD DISCUSS #4 AND #8 WITH THE TEAM AFTER THE INTERVIEW AND THEN COMPLETE ONE COPY OF THE FORM FOR EACH CONTEST – INCLUDING THE ROSTER – BEFORE SUBMITTING IT TO THE STATE RPAC TRUSTEES FOR FINAL PROCESSING.)

CANDIDATE INFORMATION SECTION: (To be completed by Candidate Interview Team Leader)

CANDIDATE: _____

Campaign Address: _____

Office Seeking: Federal Statewide Legislative (Dist. ____) or Local (Office: _____) *

Phone: _____ Email: _____ Website: _____

Party: Republican Democrat Non-Partisan * Local CPAC Request: \$ _____

Year: _____ Primary General Special Election

Name of Opponent(s): _____

INTERVIEW SECTION: (To be completed by Candidate Interview Team Leader)

1 Single Association Interview: Multi-Association Interview

2. Interview Date: _____ Interview Location: _____

3. Interview Team Leader (print): _____ Phone: _____

4. Candidate Rating Consideration:

	Superior	Above Average	Average	Below Average	Poor
Knowledge of REALTOR® Issues					
Background / Experience					
Campaign Organization Strength					
Campaign Strategy					

5. Voting Records re: REALTOR® issues (if appropriate) _____ %

6. Were state (re: federal or statewide) or local (re: local) staff recommendations considered? Yes No

7. Is the candidate interested in an RPAC endorsement: Yes No; And, a contribution Yes No

8. General Comments/Observations (Please use reverse side if necessary):

9. Signatures:

Congressional	State RPAC Trustee _____
	Interview Team Leader _____
State	State RPAC Trustee _____
	Interview Team Leader _____
Local	Local Assn President _____
	Local RPAC Chair _____

INTERVIEW TEAM MEMBER CRITERIA

As stipulated in the Candidate Interview/Endorsement Policies and Procedures, there are certain criteria for membership on an interview team:

- Participants should be current RPAC investors. (Note: Verify in roster below).
- Team size must be in the range of 3 to 9 members. (Note: Under some circumstances, an interview team may exceed nine (9). (Please contact WR staff for exact representation numbers.)
- Teams must represent a broad political spectrum. Note: Team Leader should verify and initial: _____
- No team members can participate in an interview, if they also serve on the steering committee for the candidate being interviewed or the candidate’s opponent. Note: Team Leader should verify and initial: _____
- No team member shall endorse any candidate in any race other than an RPAC officially endorsed candidate unless: he/she makes it clear that each endorsement is in his or her capacity as a private individual, and is not as a REALTOR®, officer, director, member of a member association, or as a member of the committee.

TEAM MEMBER ROSTER

Please have individual team members complete the following by printing their name, Association, title (if they hold one) and verifying their RPAC membership by initialing the last column.

NAME (print)	ASSOCIATION	ASSOCIATION TITLE	RPAC Member (initial)

(Please do not write below this line)
Washington REALTOR® Staff Section

Date received: _____

Documentation adheres to Candidate Interview/Endorsement Policies? Yes No (If “No”, specify): _____

Contribution Request Section

Type of Contribution: NAR/PAC Funds State CPAC Local CPAC

Date approved by RPAC: _____ Date Check Sent: _____



Washington REALTORS® CANDIDATE Check Request Form

Association Name: _____

Association Contact _____

Contact Phone: _____ Date Requested: _____

Candidate Name: _____

District: _____ Position: _____

Campaign Address: _____ City: _____

State _____ Zip Code: _____

Amount Requested: \$ _____ Date Check Needed: _____

State CPAC

Local CPAC

Request Check:

Mailed directly to Campaign Office Other: _____

To be completed by State Association

Date received: _____ Date Approved: _____

Approved By:

State CPAC

Local CPAC 5130 – 0 - _____
Sub-Acct Local Association's Name

Date Check Sent: _____

Check Sent to: Direct to Candidate

PDC FOREIGN NATIONAL FORM: MAIL ONLINE

Political Funding Request Form

<u>INDEPENDENT EXPENDITURE REQUEST FORM</u>
--

The RPAC Trustees have adopted the following policies regarding Independent Expenditure Funding Requests. Please read the following information carefully, complete the approval form below and submit to WR by email at mary.drury@warealtor.org

1. A written form must be filled out by the requester of funding to gain approval for the request. The form must be sent to WR for approval by September ____.
2. Provide a complete description of the funding requested; including whether the support is direct mail, Radio, Television, Newspaper, Internet, Phone Calls, etc.

[STAFF USE ONLY – INTERNAL APPROVAL OF REQUEST]

Controller

Legal

Government Affairs

Requestor Information

Name of Board

Address

City

State

Zip

Phone

Fax

Web site:

Name of Requester

Title

Executive Officer

Phone

E-mail

Funding Request Information

Background Information:

- 1) Is this a request for 1.) Direct Mail 2.) Radio/Television, 3.) Newspaper, 4.) Internet, 5.) Phone or Other?

- 2) What is the name of the candidate featured, political party, jurisdiction, position number and address and contact information for the campaign? Has the candidate been featured in an independent expenditure earlier this year?

- 3) When was the candidate or ballot issue endorsed?

- 4) What is the requested amount of expenditure?

- 5) Exact Date when this advertisement/funding will first be presented to the public?

- 6) Please provide a complete description below, including but not limited to: description of advertisement, quantity of advertisement, the vendor (including vendor address and contact information) being used to prepare and the purpose of advertisement, as well as your local GAD and RPAC Chair contact information:

HELPFUL PDC COMPLIANCE TIPS

1. **NEVER** coordinate, discuss, mention or imply anything regarding independent expenditures with candidates, campaigns or agents of campaigns prior to the expenditures being made, the advertisements placed, **and** the expenditure reported to the PDC.
2. If something seems unusual or you are in need of any guidance, please ask clarifying questions of staff and/or our attorney

I, the undersigned, acknowledge that my association will adhere to state regulations regarding political expenditures.

Name

Date

Independent Expenditure Report Form

Reported by: _____ Submitted date: _____

Type of Independent Expenditure (Please Circle):

Direct Mail
Newspaper
Radio
Television
Other

Candidate Featured*: _____

Portion of expense attributable to each candidate \$ _____

Candidate Featured in Previous Independent Expenditures this year? Y / N

Total expenses this election campaign attributable to this candidate \$ _____

Position: _____

Jurisdiction: _____

Party: _____

* If more than one candidate is featured, provide the expense attributable, aggregate expenses for this election cycle, Position, Jurisdiction, and Party for **Each Candidate** on an attached page

Exact Date Independent expenditure will be presented to the public: _____

Amount of Expenditure (total): of \$ _____

Vendor: _____ Paid to Vendor \$ _____

Vendor Address: _____

Second Vendor (if applicable)

Paid to Vendor \$ _____

WASHINGTON REALTORS® RPAC STATEMENT OF VALUES and PRINCIPLES

WASHINGTON REALTORS®, representing over 21,000 members in every community in Washington state, is firmly committed to treating everyone with dignity and respect, and to upholding the goals and spirit of the Fair Housing Act.

We expect any candidate, campaign, PAC, organization, or entity that receives funds from the REALTOR® PAC (RPAC) to conduct themselves in a manner that reflects our most fundamental values.

WHO WE SUPPORT & WHY:

- RPAC does not align itself with any political party.
- WASHINGTON REALTORS® and RPAC historically have supported candidates, public officeholders and issues that promote or defend REALTOR® policy and legislative goals, regardless of political party. We call this approach the “REALTOR® Party” concept and we are firmly committed to it.
- To receive RPAC funding, recipients must also agree to abide by principles of respect, dignity and equality as explained below. Agreement on policy is not enough.

WASHINGTON REALTORS® VALUES - WHAT WE BELIEVE:

- WASHINGTON REALTORS® are strongly committed to recognizing, honoring, and respecting the inherent value and human dignity of all people. We are taking a firm stance against racism and discrimination within our organization.
- WASHINGTON REALTORS® are expected to provide equal professional service without regard to the race, color, religion, gender (sex), disability (handicap), familial status, national origin, sexual orientation, gender identity, or status as an honorably discharged veteran or current military service of any prospective client, customer, or of the residents of any community.
- WASHINGTON REALTORS® are expected to abide by a comprehensive Code of Ethics that includes refraining from hate speech.

WASHINGTON REALTORS® EXPECTATIONS OF YOU:

- Recipients of RPAC funds shall not, through speech, writing, imagery, conduct or any other means use negative and or disparaging epithets, threats of (or encouragement of) physical violence, harassing speech, hate speech, or slurs.
- WASHINGTON REALTORS® has a focus on the imagery and words we use to communicate to voters on candidates and issues. We strongly encourage candidates and PACs who receive RPAC funding to apply similar scrutiny.

VIOLATIONS OF THESE PRINCIPLES:

- Any candidate, campaign, or PAC seeking RPAC funding that has, through speech, writing, imagery, conduct or otherwise, violated the WASHINGTON REALTORS® expectations set forth above, may be denied funding.
- If Washington REALTORS® determines that any recipient of RPAC funding has through speech, writing, imagery, conduct or otherwise, violated the WASHINGTON REALTORS® expectations set forth above, the recipient will lose all WASHINGTON REALTORS® support, including any endorsement and/or new RPAC funding, and will be asked to return any RPAC funds previously received and to remove the WASHINGTON REALTORS® name from all campaign collateral, including but not limited to print, broadcast, digital and online materials.

The Successful RPAC Office Visit

WHO SHOULD BE INVOLVED?

Build a team of members to conduct the presentations. Suggested team members:

- Association leadership
- Board of Directors
- RPAC Trustees
- RPAC/GA Chairs
- Major donors
- Staff members (EO and GAD)

Identify target offices for scheduling. Consider regional or group meetings for small offices.

HOW DO YOU GET INTO THE OFFICE?

- Ask the broker if your team can attend an upcoming office meeting.
- Ask team members to set up presentations in their own offices.
- Empower staff members to set up presentations through their contacts with brokers.
- Set up visit for a regular office meeting date, try to be first on the agenda.
- Team leader notifies team members, schedule who will attend which office presentations.
- Keep the number of people at three or four at most. Try to include your RPAC trustee or chairman, EO or GAD, Association President or President-Elect, and local director assigned to that office.
- Try to mix up team assignments, so that no one volunteer has too many assignments.
- Try regional meetings (for example, we invited all Gig Harbor offices to attend one presentation, which was set up by our local Gig Harbor directors at the local library. We did the same for East Pierce County).

WHAT TO BRING WITH YOU?

- Voter registration forms
- QOL materials
- RPAC forms
- REALTOR® pins (if available from your local association)
- Other information as desired

BEFORE THE PRESENTATION

- Confirm with the office you are planning to attend two days ahead of time. Find out how many will be in attendance.
- Confirm with volunteers scheduled that they will be in attendance. Confirm location and time.
- Review office roster for potential donors. Identify an office member to contribute at the meeting.
- Prepare materials for meeting.

DAY OF THE VISIT

- **BE ON TIME!!** Try to arrive 5-10 minutes early if you can. This gives you an opportunity to say hello to the broker and determine when he or she would like the presentation on their agenda.

SO, WHAT DO YOU SAY?

- The entire presentation should last no more than 15 minutes from start to finish.
- Either the EO or the President should give a brief update about association activities, talk about voter registration, and lead into local government affairs activities. I like to hand out REALTOR® pins and talk about how much we value their membership.
- Either the GA Chair, GAD, or other designee should give an update on legislative and land use issues that affect the real estate industry (examples: REET, Shorelines legislation, sales tax on services, etc.) Tailor your story to your local market. **TELL THE STORY OF WHY THIS IS CRITICAL.** Don't be afraid to inject a little fear into the story. Create urgency and the need for immediate action (such as enrolling in the NAR action center, calling their councilmember or legislator, etc.)
- Either the Trustee, RPAC Chair, or major donor makes the pitch for RPAC. If possible, acknowledge any major donor in that office. Talk about why RPAC is so important, and how every contribution is important.
- Use the term investment rather than donation. While this part of the presentation is going on, have another team member pass out RPAC pledge forms and information to those in attendance.
- It's always nice to have someone designated in the office that will start the ball rolling, by pledging \$100 or more at the meeting itself. Let this individual make the first pledge and acknowledge publicly.
- Designate a person in the office to collect other pledges. Tell them you will follow up at the end of the day to collect any contributions.
- Offer to take questions for team members.
- Thank the broker and the members for having the team come out today. Thank them in advance for their generous support.

AFTER THE VISIT

- Designate a team member to follow up with the office at the end of the day to collect forms or to have them mailed to your association.
- Have the Association President or senior team member write a thank you to the broker.
- Follow up with any information requests from the meeting (assign to staff or volunteer)
- Debrief with team members (quick meeting right after, or via email).
- Communicate results to all team members.

FEDERAL POLITICAL COORDINATOR (FPC) SELECTION POLICY

RPAC recognizes that the great State of Washington has one of the most unique political climates in the nation. And, because of this, RPAC acknowledges in order to make the most informed decision in regard to the REALTOR® Political Coordinator (FPC) selection, our procedure and time frame set us apart from other REALTOR® state associations. However, the Washington Association of REALTORS® RPAC is confident that our selection policy allows us to appoint the most qualified REALTOR® for the position of FPC in a democratic manner.

Every November of an even numbered year following the General Election, W.R. staff shall submit announcement letters to all local associations informing them of expired terms and vacancies of FPC positions within their respective congressional districts. The announcement letter will also request that all local associations solicit qualified REALTORS® as candidates for the vacant FPC positions. Interested members shall mail or fax their completed applications to W.R. staff no later than a pre-announced mid-December date. W.R. staff shall receive these applications and convey the names of the candidates to the REALTORS® Political Affairs Council.

It is the responsibility of the Council to review the list of candidates for vacant FPC positions and forward their recommendations to the WR President for appointment.

Applicants for FPC positions may be asked to attend a RPAC Trustees meeting, where they may be interviewed. In the event there is more than one applicant for a FPC position, voting shall be by written ballot and the candidate receiving the majority of votes cast for the respective position to be filled, shall be nominated. Where more than two candidates' names are on the ballot for a single position and none of them receives a majority of the votes cast, a second ballot shall be issued from which the candidate who receives the least number of votes on the first ballot is eliminated. In the event that no candidate receives a majority of the votes cast, additional ballots shall be issued, each time eliminating the candidate with the least number of votes. This runoff ballot process shall continue until only two candidates remain for the final ballot or until one candidate receives a majority of the votes cast.

Although ex-officio members are not allowed to vote, RPAC recognizes the importance of their input to this process. Ex-officio members are allowed to remain in the closed meeting and participate in the discussion of the appointments.

In the case that a sitting RPAC Trustee or ex-officio applies for a FPC position, they will be asked to leave the room during interviews and voting for the position for which they applied.

In the case of an unexpired term, the same procedure shall apply; however, action to fill the position should be coordinated in conjunction with a scheduled Council meeting.

In recognition of the importance of in-person contact with their Member of Congress and Senators, RPAC encourages local associations to fund travel for FPC's to attend the NAR mid-year meetings in Washington D.C. as much as they can within their budgetary constraints.

WASHINGTON REALTORS® FEDERAL POLITICAL COORDINATOR (FPC) POSITION DESCRIPTION

Function

Serves as the primary political contact officer for the United States Representative or U.S. Senator to whom the Federal Political Coordinator (FPC) is appointed.

Duties and Responsibilities

Within the limits of the National Association of REALTORS® (NAR) Charter, Constitution, Bylaws and Policies and within the operative limits of the Washington REALTORS® (W.R.) Bylaws and Policies and the Legislative Policies of the Association, the FPC is responsible and has commensurate authority:

1. To serve as the principal Congressional contact for W.R. and NAR Calls-to-Action and work with the state Association to activate REALTORS® Political/Legislative Activity Network members and other members in effectively responding to Calls-to-Action.
 - A. Establish a working relationship with their Member of Congress and their staff.
 - B. Sign up on the NAR Action Center
 - C. Respond to NAR calls to action via the Action Center
2. To serve as a key resource person for developing and maintaining the political contact network in the state.
3. To annually attend the NAR Midyear Legislative Conference and serve as W.R.'s and NAR's spokesperson in meetings with their Member of Congress.
4. Provide W.R. and NAR with a copy of the NAR Hill Visit Form.
5. To present, whenever possible, REALTORS® Political Action Committee (RPAC) contribution checks to their Member of Congress.
6. To attend receptions or other fund raisers in the state for their Member of Congress and to request NAR in-state reception funding, where appropriate.

Requirements

1. FPC's for Congressional members must reside within the Congressional district. FPC's for Senate members must reside within the State of Washington.
2. Have a previously established working or personal relationship with their member of Congress and his/her staff.

3. Attend the NAR Midyear Legislative Conference annually and serve as group leader in meetings with their Member of Congress.
4. Attend W.R. caucus meetings; FPC training sessions; and Congressional briefings and appropriate Hill visits while attending the NAR Midyear Legislative Conference.
5. Serve the Association as FPC during the elective term of the U.S. Representative (2 years); or, if FPC for a Senator, for one-half their elected term (3 years).
6. Have a consistent history of contributing to RPAC.
7. Must be a registered voter if a United States citizen.
8. ***HIGHLY RECOMMENDED*** be a Century Club member.
9. Must encourage contact teams.

**WASHINGTON REALTORS®
FEDERAL POLITICAL COORDINATOR (FPC)
APPLICATION FORM**

Local private property rights and the real estate industry are affected daily by legislation enacted on both the state and federal levels of government. Your participation and involvement in the National Association's efforts with the U.S. Congress can have a significant impact on laws enacted by that body.

The REALTORS® Political Action Committee offers you an opportunity to become involved in the state and national lawmaking process by joining the Association's Congressional contact team. Your involvement with Congress as a Federal Political Coordinator will assist the Association in its efforts to ensure that proposed legislation will have a positive impact on the preservation of private property rights and the real estate industry.

If you're not chosen, are you interested in being on the contact team?

Note: Prior to applying, initial that you have read the attached description/requirements. _____

Federal Political Coordinator to the U.S. House of Representatives

Federal Political Coordinator to the U.S. Senate

NAME: _____

ADDRESS: _____

CITY: _____

TELEPHONE: Home _____ Office _____

Board _____ Email _____

NAME OF LAWMAKER: _____

CONGRESSIONAL DISTRICT _____

Please include a brief statement about yourself and your past political involvement and relationship to elected officials (particularly the lawmaker for whom a contact position is sought).

Please email completed form to:
Washington REALTORS®
Government Affairs Department
mary.drury@warealtor.org

