



It's about **NEW HAMPSHIRE**... RPAC has a "seat at the table" with our contributions... a **MUST** to influence and educate Voting Legislators—**70%** of our contributions stay in New Hampshire!

Our Nation's Capital in Washington, DC ... 30% of our contributions to represent REALTOR® issues and Home ownership on the National level!



Your Best Investment In Real Estate

RPAC Campaign Coordinator Resource Guide



OUR MESSAGE



RPAC (Realtor Political Action Committee) is the only political group in the country organized for REALTORS®, run by REALTORS® and exists solely to further issues important to REALTORS®.

The REALTORS® Political Action Committee is **NOT** Republican, Democratic, Independent, Green or Libertarian... RPAC is about **doing what is BEST for the Real Estate Industry—otherwise known as “THE REALTOR® PARTY.”**

Partisan politics must be a thing of the past. Our allies in local, state and federal government span the political spectrum – and we need to work with each one of them to make sure they continue to support the interests of the real estate profession. In fact, RPAC has been a leader in building the bipartisan relationships necessary on both sides of the aisle in jurisdictions in every state. We need to build on that success and **YOUR involvement NOW** will help make that happen.



We thank you for your service to RPAC

Remember... RPAC results benefit ALL REALTORS®

100% ASK



RPAC Chairs Matter!

Congratulations – and Thank You – for volunteering to be your local board RPAC chair!

Being a Chair (or coordinator) means spending time distributing materials, spreading the RPAC message, or even organizing events for your local board. We hope you will also experience some direct benefits:

Wouldn't it be nice if ALL of our members realized the importance of making a contribution to RPAC? Well, we might realize this goal -- if we concentrate on the **100% ASK**.

When our members understand the importance of their contribution -- it increases our participation numbers as well as our total contributor dollars to this very important aspect of our industry. *(Most REALTORS have no idea what RPAC is, Why it is important, or Why they should contribute)*

Here are some suggestions for you to accomplish the 100% ASK:

- Become more connected to the members in your local board & company
- Strengthen relationships with your fellow REALTORS®
- Speak directly to brokers who own and manage real estate offices
- Demonstrate your leadership skills
- Network with others in the real estate community
- Have some fun!

Whether this is your first time as an RPAC volunteer or you have a history as an RPAC contributor, this handbook will help you to get the most out of your campaign. Just follow the steps for conducting a successful campaign and you are guaranteed to have success.

Being a 100% ASK Coordinator is crucial to the success of RPAC. With you, we can reach out to our board members with the *personal* message of RPAC. A strong RPAC helps us to support those elected officials that understand the importance of private property rights and a robust real estate industry. Coordinators matter...and we cannot begin to thank you enough.

Successful strategies:

WHAT MAKES A SUCCESSFUL CAMPAIGN?



- **A passionate chair & committee to drive the message and educate the members**
- **Enthusiasm 😊**
- **Leadership skills**
- **Knowledge of and belief in RPAC 📖**
- **Respect of colleagues**
- **Willingness to set an example by contributing to RPAC**
- **Energy to stay abreast of what RPAC is doing for the members on the State Level and the National level** (Easy with NHAR staff and RPAC State chairs).

A few tips and tools to help you:

- Ask some of the members in your board who have continually contributed to help you spread the word to others. (Doing it alone is a lonesome job!) Ask them WHY they give?
- Don't forget to make the "personal touch" phone calls (Brokers, members)
 - Be prepared when they ask questions... and don't be afraid to say you will get them the answers if you really don't know.
 - REMEMBER... it is about the *passion* you have to educate your members on the importance of every member making some type of contribution... doesn't have to be huge money... a \$15.00 contribution by someone who has not given... is a contribution! And your participation numbers will go up. (\$15 that's a little less than 5 Cents a day!)
 - Your State RPAC chairs, NHAR staff and our Government Affairs Director at NHAR can help provide you with information that you can use to answer questions and educate your members.
- NHAR's RPAC Kit for Chairs
- Pledge Cards, reports, charts, Realtor.org, NHAR.org, and...



100% ASK

What does a 100% Ask Campaign Coordinator Do?

The goal is to enable your local board members to participate in creating a stronger involvement, knowledge and participation in RPAC.

What helps your local board with a higher participation rate and more RPAC dollars is your efforts to plan, organize and coordinate a successful RPAC campaign within your board.

Often times, our members don't know what RPAC really is, OR how it benefits their buyers and sellers, OR their profession. *(Most often they think it is "just politics"...)*

Hopefully, this guide will help you to provide the information members need to get them to participate, or maybe even increase their contribution by an additional \$15.00 – 25.00 because of your efforts in educating and asking.

Successful Strategies as Chair of RPAC:

- Attend RPAC Coordinator Training
- Work closely with your State RPAC Chairs and local and State Association Staff
- Develop an effective campaign plan to include target dates, goals, record keeping
- Request speakers and materials from NHAR for your events and membership meetings
- Make an effort to ask an agent from every company in your board to speak to their Broker and other agents about making a contribution to RPAC.
 - o If members can help "spread the word" on the importance of RPAC, get their questions answered about where the dollars go and how the money is used to support Realtor issues... they usually realize they should contribute... and, often do!
- Encourage the leadership in your board to contribute—maybe even lead by example with a pin club donation.
 - o Did you know that becoming a 99 Club member is only .27 cents a day?
- Invite everyone to contribute. Set an example by making a contribution yourself.

- Keep reports of who in your board has given. Work on those who have not.
- Thank new contributors with a public Thank you at your meetings or events.

Thoughts and suggestions?

1. Decide on a Solicitation Style

- a. Decide the best method of approaching fellow members

Group Solicitation: Members are brought together to hear the RPAC message and then are asked to fill out their pledge cards at the end of the presentation. Group solicitation allows for best use of time, a uniform message and less follow-up.**

Tools: You can ask for the State Chair (s) to come and speak, our Public Policy Chair, our Governmental Affairs Director

Individual Solicitation: This is a face to face or personal phone call ASK for a member to make a contribution. This style requires more volunteers but personalizes the campaign and gives you the opportunity to answer individual questions.

Both: Hold one group meeting or a series of group meetings and use the face-to-face method as a means to follow-up with those who could not attend a group session.



2. Set Clear Goals and Develop a Campaign Plan

- a. Use the NHAR report to determine what percentage of your members have contributed, who are major donors, what have your members contributed
- b. Compare members in your board against the contributor's report to determine who to target
- c. Be realistic! Not everyone can give huge amounts... but your most successful REALTOR® members might give a bit more if you ASK them personally!
- d. If every member in your board could contribute SOMETHING... it would be a win for you and your RPAC campaign.

3. Information to help you set goals:

- a. **Percentage of Participation:** Divide the total number of contributors by the total number of members to get your percentage of participation.
- b. **Dollars Raised:** Consider raising your dollar goal by a percentage over the previous years.
- c. **First-Time Contributions:** Determine the number of non-contributors and ask for the minimum amount as established on your dues billing—or just some dollar amount contribution. If you must...Spread the payments over an acceptable period of time.
- d. **Per Capita Contribution:** This amount is calculated by dividing the total dollars raised by the total number of members in your board.
- e. Did you know that your Affiliate members who are recognized by your board as "members" can make a contribution?

**** Advantages of Group Meetings:**

Flexibility: The group meeting can be adapted to work successfully in an organization's schedule. A 15-minute RPAC presentation can be incorporated into an office Staff meeting or a local board membership meeting.

Efficiency: The campaign can be completed in eight weeks or less with a minimal amount of production time.

Effectiveness: The positive spirit and educational approach of the group meeting fosters a greater spirit of giving in a greater number of people.

Consistency: The RPAC message is presented in a consistent manner.

Other options:

Offer incentives: A "challenge" to match contributions at any given meeting

Other ideas you may have to share?

QUESTIONS YOU WILL BE ASKED...



➤ **What is RPAC?**

- Realtor Political Action Committee (RPAC) collects contributions to support decision makers who run for public office at the State and National Level who support REALTOR® issues: Property and Homeownership issues; Land use changes; point of sale collection of mandated fees when a home sale closes; to name a few.
 - Issues Mobilization Fund (IMF) is a dedicated contribution put aside for individual Issues that come up from time to time. The contributions for IMF don't go to political candidates but are spent to help support an issue related to homeownership.

➤ **Why RPAC?**

- The New Hampshire Association of REALTORS® Political Action Committee (RPAC) makes contributions to political candidates who have the real estate industry's best interests in mind. By helping to elect pro-real estate candidates from ALL parties, REALTORS® gain direct access to the legislative process and greater influence on decisions that affect their business. As one of the largest political action committees, RPAC participates in State legislative campaigns, as well as assist active REALTOR® members who want to run for office.
 - NHAR has a group of appointed Trustees who review all candidates and interview them on their position on various Real Estate and Home owner issues. **REGARDLESS of party affiliation**—the Trustees contribute money to assist the candidates in their election campaign **if they meet** the criteria of being a proponent for REALTOR® issues once elected.
 - The Public Policy Committee, our Government Affairs Director, our lobbyists and volunteer REALTOR members keep close tabs on the bills being proposed that could affect home ownership in a negative way. (NHAR has a much grounded group of dedicated members who spend lots of time at the State House educating the Legislators and Senators on how a particular bill would negatively or positively affect homeownership and land rights for our consumers.

- The impact that RPAC makes as a group depends on the commitment of its individual members. By making a contribution to RPAC, you are upholding the integrity of the real estate industry and fostering a fair environment for your clients, your colleagues and yourself.

➤ **How much contributed money stays in our State?**

- **70% of all monies contributed STAY here in the State of New Hampshire for state and local candidates and elections.** 30% is sent to National for support of federal candidates and for issues of advocacy.

➤ **How successful have our RPAC efforts been in the State?** *(Our Government Affairs Director will share this information with you)*

➤ **How much of a dollar amount contribution is suggested per member?**

- NAR has determined that a contribution of \$15.00 per member would constitute a "fair share" amount per REALTOR® member. *(That is a small amount to contribute to having representation watching out for REALTOR and homeownership issues per member)*

OTHER QUESTIONS YOU MAY HAVE?

RECOGNITION IS IMPORTANT!



RPAC wants to recognize individuals at all levels of contributing.

To ensure proper recognition, please remind everyone to read and fill out their pledge cards carefully. If using a credit card, check card # and make sure to sign it.

Contribution levels:

- Contributor \$15.00 *(This amounts to: .04 cents a day; 1.25 a month; .29 cents a week)*
- 99 Club \$99.00 *(This amounts to: .27 cents a day; 8.25 per month; 1.90 a week)*
- Granite Club \$250.00
- Capital Club \$500.00

Major Donor Levels:

- Sterling R \$1,000
- Crystal R \$2,500
- Golden R \$5,000

FUN CAMPAIGN IDEAS... if you have the energy!



Some boards sponsor special events that add fun and excitement to the RPAC Campaign. make a great addition to the local board meetings and the "ASK." Some ideas that other States have done to help raise contributions for RPAC:

- Cutest baby picture contest
- Best State photo contest
- Costume contest or party
- Miss RPAC
- Chili Cook-off
- Car wash
- Company or Board picnic
- Raffles* *(Must meet 3x value rule)*
- Family Feud with Realtors
- Best recipe contest
- Yard Sale
- Flea Market
- Golf hole

Just to name a few.....

Any of your own ideas: