RAF FUNDRAISING – FOLLOW THE LAW

Only the "Solicitable Class" – other REALTORS® – can contribute to RAF. Anyone outside of the Solicitable Class CANNOT:

- Receive solicitation materials such as invites, flyers or emails
- View certain RAF-related information on public websites
- Attend RAF fundraising events
- Purchase tickets or merchandise to benefit RAF
- Donate money, goods or services for a RAF event

The One-Third Rule

Money raised at a fundraising event must total at least three times the fair market value of prizes, related event costs such as food and beverage, merchandise, and entertainment. *Example: If an event costs a total of $1,000, then at least $3,000 must be raised (three times the cost of the event) to comply with federal law.*

There are transfer deadlines for records and investments

All contributions and donor records must be forwarded to C.A.R. within federal timelines:

Investment of more than $50....... Within 10 days of receipt
Investment of $50 or less............. Within 30 days of receipt

Recommended: All RAF investments should be forwarded at least once a week to ensure timely reporting and awards recognition.

The following RAF Disclaimer is required to be included on all RAF solicitation materials, including emails, invitations and flyers:

"Political contributions are not tax deductible as charitable contributions for federal and state income tax purposes. Contributions to the REALTOR® Action Fund are voluntary, but you may give more, or less, or nothing at all. Failure to contribute will not affect an individual's membership status in the California Association of REALTORS® (C.A.R.). Contributions will be allocated among three of C.A.R.'s political action committees (PACs), according to different formulas approved by C.A.R. for personal and corporate contributions. These PACs are: CREPAC (supports state and local candidates); CREPAC/Federal (supports federal candidates); and CREIEC (makes independent expenditures in support of or opposition to candidates). C.A.R. also sponsors IMPAC which supports local and state ballot measures and other issues that impact real property in California. The allocation formula may change including redesignating a portion to IMPAC."

REALTOR® ACTION FUND
CALIFORNIA ASSOCIATION OF REALTORS®

FUNDRAISING

A How-To Guide of Plans, Opportunities & Ideas

ANNUAL DUES BILLING NOVEMBER–APRIL

Members investing on their **Dues Billing Statement** (DBS) is the easiest, most successful way to raise money. If you can raise all or most of your RAF dollars at the front-end, then the remainder of the year is not solely reliant on face-to-face solicitations or special events.

ADD A SWEEPSTAKES TO DUES BILLING NOVEMBER–APRIL

A sweepstakes combined with the dues billing cycle is a great – and easy – way to give members an incentive to invest in RAF.

Any REALTOR® member who invests in RAF within the open period will be automatically entered into a drawing for prizes such as an Apple Watch or gift cards of different values.

C.A.R. staff will provide custom Sweepstakes promotional materials.

LOCAL ASSOCIATION CONTESTS JANUARY–AUGUST

Challenges between Associations are popular as a motivational tool to increase membership involvement and show your REALTOR® spirit. And there are prizes! Winners are categorized by size of AOR.

C.A.R. Directors' Challenge

Reach 100% investment participation ($148 or more) by all your Region's C.A.R. Directors!

Battle of the Associations

#1 Participation Contest: Compete for the highest percentage of members participating in the REALTOR® Action Fund.

#2 Investment Contest: Compete to get the highest investment per contributor.

IN-PERSON EVENTS — JANUARY–AUGUST

Create two or three different types of special in-person events – different types interest different people. In-person fundraisers offer a great opportunity to invite non-investing members to an event that supports voluntary investments to RAF.

Theme ideas include:

- Local Craft Beer & Bites Tasting
- Meet & Greet with a keynote speaker
- REALTOR® Party Trivia Night!
- Chili Cook-off
- Karaoke Battle Royale

ADD-ONS TO IN-PERSON EVENTS

Local Associations can add a simple game of skill at any in-person event; it's the perfect way to tap into REALTORS® competitive spirit, start some fun – and raise money. Ask for a $25 investment with prizes for the winners.

Two popular add-on games are Cornhole and Jenga; pull-up banners are available from C.A.R. staff.

Items relating to games are reimbursable through the local AOR's LCRC sub-account.

EMAIL CAMPAIGNS — JANUARY–AUGUST

Email campaigns take very little effort to administer and can have a big impact in a short amount of time.

Plan an email campaign

- A simple ask from the Board President
- An update on what is going on at the local level
- An end-of-year thank you to your investors

Choose your target audience

- Ask non-investors for a $25 "Introductory Level" investment
- Reach out to investors who have participated in previous years but not in the current year

After your targeted email program, follow up with a phonebank.

BEFORE promoting or holding any fundraiser, you MUST submit a **Fundraising Request Form** and receive authorization from C.A.R.

Go to: **raf.car.org**

PHONEBANKS — JANUARY–AUGUST

Leverage the power of member-to-member outreach by organizing a phonebank. Phonebanks work well because they involve a skill that comes naturally to REALTORS®: the one-on-one pitch. Contact non-investing members, tell them about RAF, and ask directly for an investment. We also suggest adding a phonebank around your DBS cycle to remind members to pay their dues.

THE ONE-ON-ONE ASK — YEAR ROUND

You must be an investor in RAF yourself The first question you'll often be asked is, "How much money have YOU invested in RAF?"

Use your influencers Recognized, successful REALTORS® who are leaders in Association activities are often very successful in soliciting for RAF.

State the case for RAF effectively Understand how RAF works, its purpose, objectives, and successes. Use persuasion, not pressure, and if you don't know the answer to a question, find out – then follow up.

Ask for a specific amount People are much more likely to invest when they are asked for a specific amount. A "give whatever you feel is right" approach doesn't work well when fundraising.

Make it work If the answer to investing in RAF is "Yes," congratulations!

If the response is "No":

- Ask if a payment plan would change their mind; investments of $449 and up can be made in monthly installments
- Suggest a lower level; the RAF "Introductory Level" is just $25 a year

Always follow up Send a thank you – whether or not an investment was made.