

California REALTORS® will want to know about the REALTOR® Action Fund before they make a financial investment. The following questions and answers provide information on how to respond to some of these inquiries.

Why is raising money for the REALTOR® Action Fund (RAF) so important?

REALTOR® efforts in Sacramento and Washington cannot be effective unless individuals who share REALTORS'® concerns are elected to public office. These candidates can help pass laws that are beneficial to REALTORS® and defeat those that hurt the real estate profession.

Which political party does RAF support?

RAF is not associated with any political party – we are the REALTOR® Party of California. We support candidates who support our industry, independent of party affiliation. The REALTOR® Party of California works with elected officials from both sides of the aisle to find solutions that fit our values.

Where do RAF dollars go?

Your investment helps elect candidates who support issues that are essential to REALTORS®.

- 30% is used here in California to support local and state candidates, including Mayors, City Council members, County Supervisors, Assemblymembers and State Senators
- 70% of the funds help the REALTOR® Party of California educate and mobilize REALTORS® on local, state and federal issues to assure homeownership remains at forefront in the halls of government

Who decides which candidates receive RAF support?

RAF is a grassroots-driven organization where decisions to support candidates start at the local level. REALTOR® Local Boards and Associations interview candidates and then make recommendations to C.A.R.'s California Real Estate PAC (CREPAC) Trustees. All decision-makers are REALTOR® volunteers.

What if, for example, I don't want my investment funding that "one" candidate. Why should I still contribute?

Okay, but don't you agree with the issues? By focusing on the issues most critical for your business and your clients, the REALTOR® Action Fund is about putting people in office who are REALTOR® friendly, whether Democrat, Republican, Independent, we are the REALTOR® Party and support candidates who support our industry!

What legislation and policies were successful because of RAF?

Investments in RAF have a proven impact on the outcome of legislation and policies affecting homeownership and real estate professionals, including:

- Preserving dual agency
- Preventing point-of-sale retrofits
- Reducing exposures to lawsuits
- Fighting independent contractor withholding
- Preserving the mortgage interest deduction
- Fighting statewide service taxes
- Advocating for first-time homebuyer funding
- Protecting property rights



REALTOR ACTION FUND CALIFORNIA ASSOCIATION of REALTORS®

More than 50,000 California REALTORS® have joined RAF to make their voices heard when government decisions are made that will impact their profession and the rights of property owners.



REALTOR ACTION FUND
CALIFORNIA ASSOCIATION of REALTORS®

Fundraising Messaging Guide

RAF PITCH PERFECT

30-SECOND FUNDRAISING PITCH

For use when a member calls or visits a Local Association Office.



Have you heard about the REALTOR® Action Fund? These are the funds raised to advance the goals of the REALTOR® Party of California and protect homeownership. RAF is a vital service for YOU and YOUR business. By investing \$25 in the REALTOR® Action Fund, you are helping to protect private property rights through C.A.R.'s lobbying efforts, local issues and candidate campaigns. Your participation of \$25 will keep this going! Can we count on your investment today?



3-MINUTE FUNDRAISING PITCH

For use when a member attends an orientation, meeting or event.



Hello, and thank you for allowing me to speak with all of you about the importance of the REALTOR® Action Fund. For those of you who may not be aware:

- *The REALTOR® Action Fund helps put REALTOR® friendly candidates in office at the local, state and federal level*
- *Your investment helps us work with elected officials*
- *30% of your REALTOR® Action Fund (RAF) investment supports local issues that will affect your livelihood*

Further, these funds advance the goals of the REALTOR® Party of California, including:

- *Advancing and protecting homeownership*
- *Building stronger communities*
- *Safeguarding your business*

Investing in the REALTOR® Action Fund ensures better industry protections and helps to elect candidates that align with our values – we are united in this together. Can we count on your support today?



TIPS & TRICKS OF EFFECTIVE MESSAGING

DO'S

- Do read the room and know your audience – each group is different
- Do know that you can only ask REALTORS® to invest
- Keep your messaging short – but compelling – and show energy and passion when speaking about RAF
- Do encourage an investment at any level
- Do have a one-line answer ready for why you invested in RAF
- Do know your talking points – stay current with local events and hot issues that affect your members
- Keep your messaging short – but compelling – and show energy and passion when speaking about RAF
- Do ask everyone to invest on the spot by filling out the RAF pledge card or using its QR code
- Do follow up with every potential investor and offer to be available for to discuss the value of RAF
- Do use social media to educate and inform members about REALTOR® Action Fund (see Social Media Guidelines)

DONT'S

- Don't be negative – there are so many political wins locally and statewide, it's much more effective to highlight how the REALTOR® Action Fund affects change
- Don't say just "RAF" – using "REALTOR® Action Fund" ensures members know the meaning of the acronym
- Don't solicit for investments on public social media sites (see Social Media Guidelines)
- Don't make the ask about a specific candidate, elected official, or political party
- Don't assume members have previously been asked to invest in the REALTOR® Action Fund

SOCIAL MEDIA GUIDELINES

Associations may make certain RAF information available on their public websites. However, under state and federal law, anything that could be considered a solicitation for a RAF contribution must be viewed **ONLY** by REALTORS® via a NRDS number on a password-protected site.

Allowed on public websites

- RAF's legislative priorities and accomplishments
- Informational pages such as photos of activities, meeting dates and times, calendar of events, etc.
- RAF general financial information, such as how much has been invested or the number of RAF investors in a given period ("\$15,000 raised for RAF")
- RAF fundraising events if they consist of nothing more than details about when and where the event will be held.

Prohibited on public websites; MUST be password-protected

Any information about a RAF fundraiser that:

- Encourages attendance [Join Us!](#)
- Requests an investment [Tickets \\$25](#)
- Facilitates a payment [RSVP Jody@bzaor.org](#)
- Posts the dollar amount of an individual's investment

JOIN US! GIVE TO RAF! RAF WINE NIGHT FUNDRAISER



January 19 • 5-7pm
Cellar Bar & Grill
1160 Taymore Street
[Tickets \\$25 / Person](#)
[RSVP Jody@bzaor.org](#)
(723) 445-5600

[Click for more info*](#)



**Must link to a website that can only be accessed by REALTORS® with their NRDS number*