

2026

WHAT'S NEW FOR RAF

A GUIDE TO FUNDRAISING

A new brochure highlighting fundraising plans, opportunities and ideas, including:

- Dues billings & sweepstakes
- Office-to-Office contests
- In-person events
- Email & phonebank campaigns
- Add-on games for in-person events (Pull-up banners available from C.A.R.)→



PITCH PERFECT: RAF MESSAGING

A how-to brochure for effective RAF messaging, with examples and advice on:

- The 30-second fundraising pitch
- Tips for effective messaging
- Social media outreach
- Making the one-on-one ask
- Giving recognition and appreciation

DUES & BILLING SWEEPSTAKES

Local associations may conduct association-wide sweepstakes in conjunction with dues billing. Members who invest \$49 or more in RAF may be entered for a chance to win prizes.

NOTE: Gift cards are no longer permitted in CA; all prizes must comply with current regulations.

2026 RAF TOOLBOX



Fundraising tools in a box! This December, all local Associations will get an on-the-go RAF Toolbox complete with Quick Start Guide, investment levels, Pitch Perfect messaging samples, pledge cards, postcards... and more!

THE PURPLE STORE raf.car.org

Opening in January 2026, REALTOR® Party of CA -branded merch will be available from our new virtual store – and the purchase price will be applied toward your RAF investment!



2026 RAF-O-METER POSTERS



Track your success with a custom RAF-O-Meter poster available for download at raf.car.org in December. (Printing reimbursement through your LCRC)

REDESIGNED WEBSITE raf.car.org

With faster navigation and fresh content, the new **RAF website** makes it easier than ever for local Associations to secure investments in the REALTOR® Action Fund.

2026 PLANNING AT-A-GLANCE

Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Dues Billing + Sweepstakes										Dues Billing	
Local Association Contests											
In-Person Events + Add-on Games											
Email & Phonebank Campaigns											
RAF-O-Meter Posters available online											
REALTOR® Party of CA Merch Store open online											
								Appreciation Events			

