

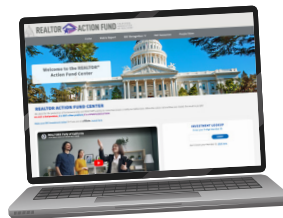
Toolkit Highlights

TOOLS TO HELP YOU GROW PARTICIPATION & STRENGTHEN YOUR VOICE



Start at RAF.CAR.ORG

- Your one-stop shop for tools, data, and resources.
- Track progress, access materials, and engage members and affiliates.

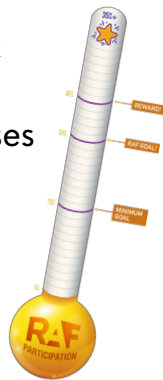


Member Onboarding Pledge Card

- Introduce RAF during onboarding/orientation.
- Encourage a \$25 RAF investment.
- Reinforces: Your membership equals your voice.

RAF + RAA Talking Script

- Explains how RAF and RAA work together.
- Shows how participation increases resources to your Association.



RAF Thermometer (RAF-O-Meter)

- Track participation and fundraising in real time.
- Use data to motivate and reach goals.

Affiliate "Did You Know?" Flyer (CREIEC)

- Designed for affiliates investing in CREIEC.
- Explains advocacy role and contribution guidelines.



NEW! Purple Store

- Purchases count toward RAF investments.
- Great for engagement and renewals.



Why These Tools Matter

- Increase participation.
- Strengthen advocacy.
- Bring more resources back to your Association.

Scan to access
resources



We are the REALTOR® Party of California
Your Membership = Your Voice