

# RPAC Update

## **2017 RPAC Investments**

Current investments in 2017 RPAC are \$547,815, which is 81.16 percent toward our goal of \$675,000, and 17 percent ahead of the same time last year. With your help, we can reach this investment goal and our participation goal of 40 percent of PAR members (currently at 35.09 percent).

## **RPAC Fundraising Committee Launches Spoof Commercial Contest**

There's still time to enter the RPAC Fundraising Committee's spoof commercial contest. Realtors®, brokerages and associations are invited to create their own RPAC spoof commercial.

The **deadline is Tuesday, Aug. 15**, and the grand prize winner will receive a \$250 gift card. All contestants will be recognized during the RPAC Fundraising Committee meeting at the Fall Business Meetings, and videos may also be shared on social media if in compliance with federal law.

The videos can be similar to the spoof commercials created in 2016 - "[Mayhem](#)," "[Khakis](#)" and "[Car](#)". Please [visit the PAR website](#) for more information about the contest and to submit an entry.

**Please note:** Any entry that is shared publicly prior to judging will automatically be disqualified from the contest.

## **Local Associations Meet 2017 Fundraising Goal**

Congratulations to the following local associations that have already met their 2017 RPAC fundraising goal: Allegheny-Highland, Bradford-Sullivan, Bucks County, Butler County, Central Susquehanna Valley, Centre County, Elk-Cameron County, Greater Allegheny-Kiski Area, Greater Harrisburg, Greater Lehigh, Greater Philadelphia, Greater Scranton, McKean County, Montgomery County, North Central Penn, Pike/Wayne, Pocono Mountains, Reading-Berks, Westmoreland, Indiana & Mon Valley, York and Adams Counties, Suburban West, Warren County and West Branch Valley. Click on the "status report" link located on the right-hand bar to see how your association is doing. Thank you for your efforts and keep up the good work in meeting RPAC goals.

## **Fundraising Resources Through NAR Realtor® Party**

Is your association planning a RPAC fundraising event? If so, don't forget to apply for a [NAR RPAC fundraising grant](#). Each year, local associations have access to up to \$5,000 to assist with the costs of RPAC fundraising events and initiatives. Associations can apply for grants to fund multiple events (up to a combined \$5,000). More information is available on the [NAR Realtor® Action Center website](#).



### **NAR Phone-a-Friend for RPAC Program Available to Local Associations**

The National Association of Realtors® continues to provide resources to local associations for RPAC fundraising telethons. The NAR Phone-a-Friend for RPAC program helps local associations quickly and effectively fundraise for RPAC through the use of phone banks. The program uses the Aristotle PAC management system to help local associations with the technology to run their phone banks. The program is free, and NAR and PAR staff are here to assist you with your event. For more information, please visit the [NAR Realtor® Action Center](#) or contact [Sherri Martin](#) at PAR.

*Contributions are not deductible for income tax purposes. Contributions to RPAC are voluntary and are used for political purposes. The amount suggested is merely a guideline and you may contribute more or less than the suggested amount. You may refuse to contribute without reprisal and the National Association of REALTORS® or any of its state associations or local boards will not favor or disfavor any member because of the amount contributed. 70% of each contribution is used by your state PAC to support state and local political candidates. Until your state PAC reaches its RPAC goal 30% is sent to National RPAC to support federal candidates and is charged against your limits under 52 U.S.C. § 30116; after the state PAC reaches its RPAC goal it may elect to retain your entire contribution for use in supporting state and local candidates.*

*For more information on any of the topics listed above, please contact [Sherri Martin](#) at (800) 555-3390 ext. 3022.*