



NATIONAL
ASSOCIATION of
REALTORS®



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RPAC Online Program Monthly Newsletter

August RPAC Online Program Update

We are excited to share that the RPAC Online Program is growing! More than 200 local associations have been in contact with us so far this year. We have assisted more than 50 local associations with email campaigns and nearly 100 locals with phone banks! See below more details on how your state or local association can take advantage of all the great online tools to help with RPAC fundraising.

- Peter Kelly, Director of RPAC Technology and Online Fundraising

RPAC Email Campaigns for State and Local Associations

NAR continues to offer monthly, turn-key email campaigns for state and local associations. For the month of September, the state campaign will be reaching members in local associations with low participation to step up. The September email campaign for local associations includes two email messages to members who have given less than \$15 and thus not being counted for RPAC participation.

If you would like to participate and solicit your members through these campaigns please [contact](#) Laura Bailey. We will help you send your campaign messages out through the PAC Management System and link to an RPAC donation form. We also provide training for emails and web forms in Aristotle. Additionally, if you would like to do any other RPAC email campaigns, we can assist you with that as well!

RAMP: Get Started Today

We have recently enhanced functionality for the REALTOR® Association Mobile Processor (RAMP) and it is now available to both state and local associations. This is a great, easy-to-use tool for taking investments from members on the spot at events or meetings. To learn more or get started, contact [Jennifer Hamilton](#).

RPAC Phone Banks

We know association staff juggle many competing priorities as the end of the third quarter approaches and NAR's Annual Conference nears. In order to assist associations with meeting RPAC participation or fundraising goals, we are hosting 2 more sponsored phone bank weeks in September and October. What is a sponsored phone bank? It's where Aristotle sets up the phone bank in the PAC Management System allowing association staff more time to spend on recruiting volunteers and planning the event. For more information, contact [Jennifer Hamilton](#).

National Call for Action: Reauthorize NFIP

NAR has created a [CFA Toolkit](#) to make it easy for you to promote the Call for Action (CFA) to reauthorize the National Flood Insurance Program (NFIP) to your members and help meet Core Standards. Answer four simple questions to create Web banners and social share buttons to include on your association's website, in emails and on social media. And don't forget to [take action!](#)

Trainings

Did you know that RPAC-related information on social media and websites is subject to both federal and state election laws? Ralph Holmen, NAR's Associate General Counsel, and Liz Demorest, RPAC Fundraising Manager, fill you in on how to apply PAC fundraising laws to social media posts and website content. View the [recorded webinar](#) to find out what can be publicly shared online! For more information, contact Liz Demorest at 202-383-1030.

To access the archive of WebEx recorded training webinars, please visit the [REALTOR® Action Center](#). The **SEPTEMBER** schedule is:

Date	Topic	Link to Recording
September 13	Phone Banks	Sign up HERE
September 27	Emails	Sign up HERE

RPAC Online Program Team Contact Information

Staff Member	Responsibilities
Peter Kelly	NAR Director Online Program
Laura Camp Bailey	Contact for state and local email campaigns, web forms, graphic work
Jennifer Hamilton	Contact for phone banks, RAMP or general local support