

THE REALTOR® PARTY PLAYBOOK

Ohio REALTORS® Resource Guide



2022





JOHN MANGAS
Ohio REALTORS®
2022 President

LETTER FROM THE 2022 PRESIDENT

Welcome to the 2022 Ohio REALTOR® Party Training!

Last year's virtual training brought great excitement for 2021 and allowed local boards to get an early start on planning their RPAC agenda for the year.

It is wonderful having in-person events again and getting the opportunity to network and share laughs with each other. As we head into 2022, I am excited to set new heights and reach new milestones with you!

We set an all new RPAC state total record!!!

RPAC came out of the pandemic in full throttle. I am overwhelmed by the RPAC success we had and the new records we set! We raised an all-new state RPAC total of over \$1.2 million! This marks the fourth consecutive year we raised over a million dollars for RPAC. We continued to adapt and be innovative with our RPAC messaging and because of this we set a record participation of 44.14%! This isn't all, we had the most ever President Circle members with 58 and once again crushed our Major Investor goal with 36! Because of your continued passion for our industry and support of RPAC, we continue to defend private property rights and the real estate industry.

Advocacy in Action

Last year demonstrated how important being a REALTOR® is for our state and economy. With RPAC and our Ohio REALTORS® External Affairs team, we were able to help pass legislation to protect REALTORS®, our businesses, and clients with tenants who may be behind on rent due to COVID-related financial hardship.

While we had numerous advocacy successes in 2021, we are thrilled to highlight a few key wins. We successfully advocated funding to modernize certain licensing functions and move them to an online platform, saving you time and money. Additionally, we lobbied for and received a seat on the Ohio Federally Subsidized Housing Study Committee to protect and expand affordable housing. We changed the law to allow homeowners the ability to remove discriminatory covenants from their property deeds without having to go to court. We also passed the First-Time Homebuyer Savings Act in the House and now work to get it passed in the Senate and off to the Governor. We are also proud of the work we have done to advance a bill that ensures a fair property tax valuation challenge system for Ohio homeowners and businesses, that bill passed the House and Senate and is so close to the finish line.

I have great expectations for 2022 and I have high hopes for you! It is here at the Ohio REALTOR® Party Training that we put our ideas and thoughts together and start planning for what will be another very productive year! You are here because you are a leader, and your direction will create new achievements and take us to the next level. Without your volunteerism none of our goals will be met, the REALTOR® voice will not be heard, and REALTOR® Champions will not be supported. ***You are the key to our victories!***

Together we can accomplish anything!

Sincerely,

John Mangas
Ohio REALTORS® 2022 President



**Many Roles,
One Mission**

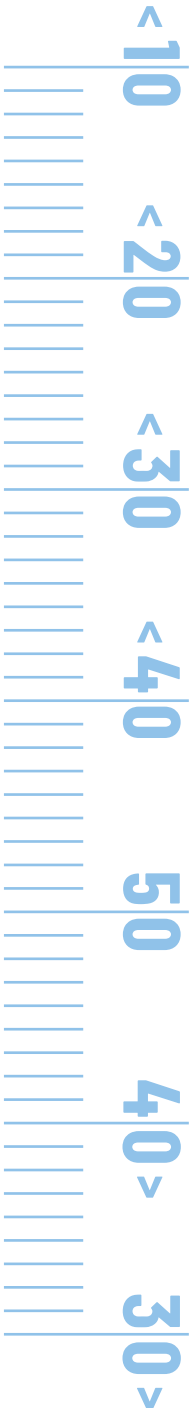


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SECTION 1

Key Contacts and Acronyms



We are neighborhood leaders dedicated to using our collective voice to empower each other and make a positive impact on the future of homeownership and our industry.

Ohio REALTOR® Party Committee



Joanne Zettl, Chair
216-409-1328
joannezettl@gmail.com



Rebecca Donatelli, Vice Chair
216-632-0515
rebeccadonatelli@mcdhomes.com

Purpose: The Ohio REALTOR® Party is a giant umbrella, under which all things Ohio advocacy are located. This can include raising funds for RPAC, making contributions to locally elected officials, participating in a call for action, hosting a candidates' night, screening candidates, executing a placemaking grant, hosting a voter registration drive, engaging in issues pertaining to housing with your local community, requesting issues mobilization dollars, and much more.

The Ohio REALTOR® Party Committee is a formal space where all NAR REALTOR® Party appointees and Ohio REALTOR® Party appointees come together and discuss their NAR and Ohio objectives, share information they had learned from NAR and to be a voice for Ohio by taking back information to NAR. The committee works together to achieve the overall goal of winning President's Cup.

Ohio REALTORS® RPAC Fundraising Forum



Heather Zimmaro, Chair
937-620-3170 (cell)
heather@heatherzimmaro.com

Ohio REALTORS® RPAC Trustees



Lori Fulk, Chair
937-390-3119
fulkboth@fulkhomebase.com



Gloria Cannon, Vice Chair
614-419-2623
gloria@gloriacannon.com

Purpose: Guides the Association and its members in effective political action in support of candidates who are receptive to the Legislative policies and objectives of Ohio REALTORS®. The committee is comprised of 15 members, 13 serving staggered three year terms: 10 District Representatives, 1 representative each from the Columbus, Cincinnati and Cleveland areas, 1 Local Board Chief Executive Officer serving a one-year term and the immediate Past Chairman of the Committee serving a one-year term. Ohio members serving on the

NAR RPAC Trustees Committee are automatically members of the Ohio RPAC Trustees Committee for the length of their term on the NAR Committee.

NAR Corporate Investor Council

No appointment in 2022. 1 yr term

Purpose: To raise voluntary corporate investments (soft money) for the REALTOR® Party Corporate Ally Program that will support or defeat issues that affect the transfer of real property at the local, state and federal levels. The Corporate Investor Council shall promote all aspects of the Corporate Ally Program, identify others in their region to help raise soft dollars, and solicit investments from advocacy partners in their Region.

NAR Housing Opportunity Committee



Tricia Tennyson
614-486-9833
tricia.tennyson@kingthompson.com



Veronica Cardello
724-556-9968
cardello@ohiorealtors.org

Purpose: To monitor, oversee and measure results of NAR's housing opportunity programs and initiatives; to provide strategic direction on housing opportunity initiatives and to propose or develop new programs; to disseminate information on housing opportunity programs and encourage REALTORS® participation and collaboration through state and local initiatives; and to analyze, monitor and recommend policy on housing opportunity issues which are not within the authority of other NAR committees.

NAR Regional Vice President



Pete Kopf
513) 235-3867
pete@khhrealtors.com

Region 6 is comprised of Michigan and Ohio. The Regional Vice Presidents of the National Association of REALTORS® consist of 13 elected individuals who are appointed to oversee the work of

the National Association in their respective region and act as the representative of the President in such matters as may be assigned to them.

NAR REALTOR® Party Member Involvement Committee



Brian Whitta
419-434-1373
brian@brianwhitta.com

Purpose: Encourage grassroots member by creating and implementing that support the REALTOR® Party and its three main components - vote, act, and invest. Encourage state and local assns. to actively support NAR Calls for Action; Ensure that FPCS execute their responsibilities. Advance the use of social media and other technologies to engage REALTOR® members in political process; Offer members opportunities for political engagement in REALTOR® activities, i.e. member and public voter registration/turn out the member vote; issue campaigns, phone banks. Promotion and Utilization of REALTOR® Party Resources RPMIC will: Promote the array of REALTOR® PARTY tools available to state and local associations; Promote understanding and use of REALTOR® Party Tracker; Promote REALTOR® Party consulting services, campaign management, advertising services and all other services available to states and local associations.

NAR REALTOR® Party Trustees For Campaign Services



Kay Edwards
513-227-3441
kay@kayedwards.com

Purpose: To enhance the political effectiveness of the NAR providing campaign related tools, resources, and funding to state and local REALTOR® associations interested in supporting REALTORS® or REALTOR® friendly candidates running for political office. To achieve this, the REALTOR® Party Trustees for State and Local Campaign Services Committee will: Provide budget and program oversight for the National Association of REALTORS® Campaign Services

program that provides an array of technical resources to state and local REALTOR® associations interested in running successful candidate and issue related campaigns. Provide budget and program oversight for the National Association of REALTORS® State and Local Independent Expenditure Program that is used to support collaboratively, with state and local REALTOR® associations, state or local candidates for political office that are REALTORS® or REALTOR® Champions.

NAR RPAC Major Investor Council



Heather Zimmaro
937-620-3170 (cell)
heatherzimmaro@gmail.com

Purpose: To increase REALTOR® participation in all levels of the RPAC Major Investor Program: Sterling R; Crystal R; Golden R; Platinum R and President's Circle, and engage with the REALTOR® Party Corporate Ally Program in order to achieve three fundraising objectives: 1.) One percent of total REALTOR® membership participating in the Sterling R; Crystal R; Golden R and Platinum R levels of our RPAC Major Investor program; 2.) Ten percent of all RPAC Major Investors participating in the President's Circle program. 3.) Solicit investments from MLSs with fewer than 5,000 subscribers to participate in the Corporate Ally Program.

NAR RPAC Participation Council



Gloria Cannon
614-419-2623
gloria@gloriacannon.com

Purpose: To increase overall REALTOR® participation at all levels of RPAC. The council members shall be tasked with the following responsibilities and activities in order to increase the overall RPAC Member participation in RPAC: 1. In conjunction with State and Local Associations organize and schedule RPAC fundraising events throughout the year for the purpose of engaging more REALTOR® members in RPAC. 2. Participate in regularly scheduled State RPAC meetings. 3. Responsible for conducting a state fundraising conference. 4. Responsible for RPAC

Partnership Program promotion and grant follow-up. 5. Responsible for encouraging all national NAR Committee members to invest in RPAC per the 100% Committee Challenge. 6. Responsible for encouraging State and Local Associations to adopt the REALTOR® PAC Management System. 7. Responsible for working with the State and Local Associations to incorporate and develop an online fundraising plan.

NAR RPAC Trustees Federal Disbursement Committee

No appointment.

Purpose: To enhance the political effectiveness of the NATIONAL ASSOCIATION OF REALTORS® by making direct contributions for the purpose of assisting real estate-supported candidates win election to federal office; working collaboratively with state RPAC Trustees Committees to secure a request to mobilize REALTORS® in districts of RPAC-supported federal candidates; and urging the general public thru Independent Expenditures to support key federal legislators which is predicated upon first receiving a request to mobilize REALTORS® from respective state Trustees.

NAR RPAC Trustees Fundraising Committee



Gloria Cannon
614-419-2623
gloria@gloriacannon.com

Purpose: The Committee would set the RPAC fundraising and participation goals and have oversight of the Participation Council, Major Investor Council, Corporate Investor Council and the Fundraising Fo-rum. The Committee would also have oversight of the Annual RPAC President's Circle Conference, RPAC Recognition programs, and RPAC Direct Fundraising Programs and Grants.

NAR Smart Growth Advisory Board



Cole Cannon
614-332-0893 (cell)
cole@cannonhomegroup.com

Purpose: To oversee the progress of programmatic activities, but will neither address NAR policy issues nor recommend policy.

NAR State & Local Issues Mobilization Support Committee



Ralph Mantica
937-776-5055 (cell)
rmmud@aol.com



Brent Swander
614-940-5060 (cell)
bswander@columbusrealtors.com

Purpose: To support state and local associations through education, technical assistance, and/or financial support and to enable them to organize and manage effective issue campaigns to promote REALTOR® policy.

NAR State & Local Issues Policy Committee



Cole Cannon
614-332-0893 (cell)
cole@cannonhomegroup.com



Jamie McMillen
740-310-2945 (cell)
JMcMillen@akronclevelandrealtors.com



Kelly Meyer
513-793-2121
kelly@drake-madison.com



Robert Miller
614-271-6656 (cell)
brokerbobu@aol.com

Purpose: To monitor, review, analyze, and recommend policies on issues in state and local planning,

funding, and regulation of land development and use; infrastructure investment including transportation, water and sewer, and education facilities; general state and local fiscal policy; and other “smart growth” and quality of life issues. The Committee seeks to assist REALTORS® in acting as spokespersons in their communities on these issues, including the promotion of sustainable growth, fiscal responsibility in state and local government, the equitable distribution of the tax burden, and the equitable financing of infrastructure to accommodate growth and catalyze economic and community development. The Committee shares ideas on how to effectively analyze, lobby, and advocate relevant REALTOR® policies at the state and local level, and works to identify potential federal-level solutions to relevant state and local challenges.

Ohio YPN Representative



Ian Thickstun
614-397-7166 (cell)
ian@real614.com

Purpose: To support Young Professionals through education and RPAC awareness and to enable and encourage Young Professionals to support and get involved with the REALTOR Party and RPAC.

Ohio Broker Representative



Dan McQuillen
419-531-1331 (cell)
quill14@hotmail.com

Purpose: To support Brokerages through education and RPAC awareness and to enable and encourage Brokerages and Borkers to support and get involved with the REALTOR Party and RPAC.

District 1 Representatives



Kathy Shiflet
614-554-7440
Kathy.shiflet@kingthompson.com



Lisa Stewart
740-814-0166
mlisastewart@gmail.com

District 2 Representatives



Brian Whitta
419-434-1373
brian@brianwhitta.com



Tim Stanford
419-230-2421
tstanford@superiorrealtors.com

District 3 Representatives



Rich Cosgrove
440-668-7678
noreenmarlowe@kw.com



Joanne Zettl
216-409-1328
joannezettl@gmail.com

District 4 Representatives



Rick DeLuca
740-632-8808
Radeluca70@yahoo.com



Dirck Everhart
740-703-4895
dirck.everhart@eramartin.com

District 5 Representatives

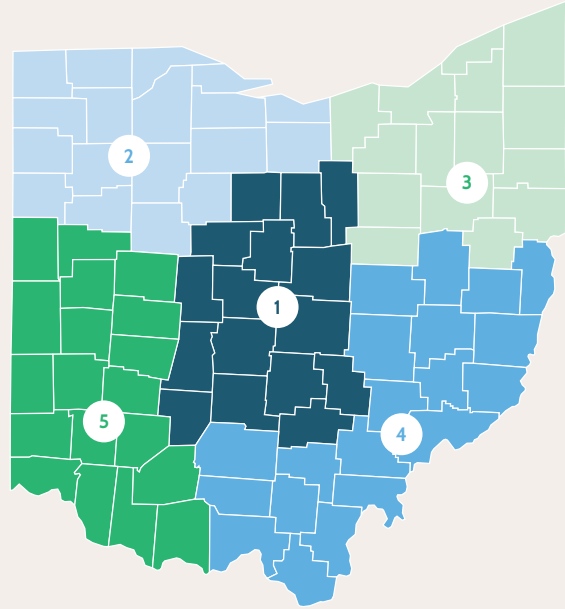


Charlie Foster
513-205-2711
cwfc21@aol.com



Heather Zimmaro
937-620-3170 (cell)
heatherzimmaro@gmail.com

District Map



DISTRICT 1

- Ashland Board
- Columbus REALTORS
- Delaware County Board
- Knox County Board
- Lancaster Board
- Licking County Board
- Mansfield Association

DISTRICT 2

- Firelands Association
- Northwest Ohio REALTORS®
- West Central Association

DISTRICT 3

- Akron Cleveland Association
- Ashtabula County Board
- Beaver Creek Area Association
- Lake & Geauga Area Association
- Lorain County Association
- Medina County Board
- Stark Trumbull Area REALTORS
- Wayne-Holmes Association
- Youngstown Columbiana Association

DISTRICT 4

- Athens County Board
- Coshocton County Board
- East Central Association
- Greater Portsmouth Area Board
- Guernsey Muskingum Valley Association
- Marietta Board
- Scioto Valley REALTORS

DISTRICT 5

- Cincinnati Area Board
- Clinton County Board
- Dayton REALTORS
- Midwestern Ohio Association
- Southern Ohio Board
- Springfield Board

Ohio REALTORS® 2022 Officers



John Mangas, President
419-283-7081
jmangas@tolmetro.com



Ralph Mantica, President-elect
937-776-5055
rmmud@aol.com



Ali Whitley, Treasurer
330-808-4680
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Ohio REALTORS® External Affairs Group



Carl Horst,
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Veronica Cardello, Director,
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RPAC & REALTOR® Party
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Beth Wanless, Director,
Government Affairs
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Creative Services
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peshek@ohiorealtors.org



Allison Wiley, Director,
Digital Marketing
614-225-6207
wiley@ohiorealtors.org



**Arica Jones, External Affairs &
Legal Services Coordinator**
614-225-6218
jones@ohiorealtors.org

Acronym List

ABR	Accredited Buyer Representative, a certification of NAR for buyer representation	C2EX	Commitment to Excellence (C2EX) from NAR empowers REALTORS® to evaluate, enhance and showcase their highest levels of professionalism.
ADF	Applicant Data form, used to submit qualifications for RCE designation	CAE	Certified Association Executive, a designation awarded by ASAE
AE	Association Executive, applies to anyone on staff at a REALTOR® association	CCIM	Certified Commercial Investment Member, a designation awarded by the CCIM Institute
AEC	Association Executives Committee, a committee of NAR that makes recommendations on behalf of AEs	CIPS	Certified International Property Specialist, a NAR designation focused on International real estate
AEI	Association Executives Institute, an annual NAR conference for AEs	COE	REALTORS® Code of Ethics
ALC	Accredited Land Consultant, a designation awarded by the REALTORS® Land Institute	CFR	Campaign Finance Reform, rules/laws that impact PAC contributions
ALD	Association Leadership Development, name of NAR area that focuses on programming for association staff and volunteer leaders	CPM	Certified Property Manager, a designation awarded by IREM
Affiliate	A class of membership in a board for those in industry interested in board (bankers, attorneys, etc.)	CRB	Certified Real Estate Brokerage Manager, a designation awarded by the Council of R.E. Brokerage Managers
ARAM	Advanced REALTOR® Association Management, an advanced self-study program for AEs, available from NAR	CREA	Canadian Real Estate Association, the national association for Canada
ARELLO	Association of Real Estate License Law Officials	CRS	Certified Residential Specialist, a designation awarded by the Council of Residential Specialists
ASAE	American Society of Association Executives	CRT	Center for Real Estate Technology, a division of NAR focused on technology products, programs, and issues
Block R	The trademarked “R” design denoting REALTOR®, with specific requirements for its placement and use	Crystal R	Contributor to RPAC at \$2,500 level (which may include lower amount in recurring year)
BOD	Board of Directors	Delegate	Representative on NAR’s Delegate Body, casts votes by number of members in Board, to change NAR Constitution

D&O	Directors & Officers insurance, another term used to describe professional liability insurance for associations	IA	Institute Affiliate Member, a commercial designee who pays a reduced fee for limited membership
DR	Designated REALTOR®, the person in the firm with dues and professional standards authority	IDX	Information Data Exchange, agreement by firms in MLS to advertise each others listings on firm websites
E&O	Errors & Omissions insurance, professional liability insurance for associations	INS	Internal News Service, a regular weekly emailed publication from NAR
EO	Executive Officer, defunct term for the CEO/EVP of a REALTOR® association	IREM	Institute of Real Estate Management, a commercial affiliate of NAR
ePOE	e-commerce Point of Entry, a status within NRDS allowing e-commerce capabilities for records	ISC	Institutes, Societies, & Councils, used to collectively describe organizations with specific relationship to NAR
ePRO	A technology certification provided by NAR	IT	Information Technology, another term used for NAR CRT division, or reference to the information function
EVP	Executive Vice President, a staff title within an association	LFRO	Limited Function Referral Office, a company licensed for the sole purpose of providing referrals to another firm
FDC	Federal District Coordinator, defunct term for REALTOR® liaison to Member of Congress/Senate	Magel	The William R. Magel Award of Excellence, award given to AE for outstanding contributions (NAR Award)
FPC	Federal Political Coordinator, a liaison to a Member of Congress for NAR (formerly FSC/FDC)	Major Donor	REALTOR® or AE who gives \$1,000 or more to NAR's Political Action Committee (RPAC)
FSC	Federal Senate Coordinator, defunct term for REALTOR® liaison to Member of Congress/Senate	MARKS	Collective term for registered trademarks of NAR
GAD	Government Affairs Director, typically a staff title	MIC	Major Investor Council Member – REALTOR® member in charge of Major Investor and President's Circle recruitment for the state
Golden R	Contributor to RPAC at \$5,000 level (which may include lower amounts in recurring years)	MLS	Multiple Listing Service
GRI	Graduate, REALTOR® Institute, a NAR designation awarded at state association level	MVP	Member Value Plus reward program for members and associations to take specified NAR actions and in doing so earn a reward
HOP	Housing Opportunities Program, NAR effort for affordable housing		

NAR National Association of REALTORS®

NRDS National REALTORS® Database System, a centralized membership clearinghouse with rules

PC President's Circle – A RPAC Major Investor who invests an additional \$2,000 directly to REALTOR® Champions from a pre-approved list by the national RPAC Disbursement Trustees.

Platinum R Investor in RPAC at \$10,000 level (which includes lower amount in subsequent years to sustain)

POE Point of Entry, a status within NRDS allowing data entry to certain fields in membership records

PS Professional Standards, the specific process for resolving arbitration and ethics complaints; duty of members

RAE REALTOR® Association Executive magazine, a NAR publication for AEs

RAM REALTOR® Association Management, a self-study program for AEs, available from NAR

RARE REALTOR® Association Resource Exchange, virtual library of sample association documents donated by AEs

RCE REALTOR® Association Certified Executive, a NAR designation for REALTOR® Association Executives

REALTOR A trademarked term denoting membership in the National Association of REALTORS®; *not a generic term*

REBAC Real Estate Buyer Agent Council, an affiliate of NAR that maintains the ABR designation

RLI REALTORS® Land Institute, an affiliate of NAR

ROTY REALTOR® of the Year

RPAC REALTORS® Political Action Committee, NAR's PAC

RPMIC REALTORS® Party Member Involvement Committee, NAR's grassroots contact system (formerly RPIC)

SIOR Society of Industrial and Office REALTORS®, a commercial affiliate of NAR

SRS Seller Representative Specialist, designation awarded by REBI

SRES Senior Real Estate Specialist, a designation offered by the California Association of REALTORS®—selling to seniors

Sterling R Contributor to RPAC at \$1,000 level (each year separate)

VOW Virtual Office Website, a real estate firm practicing brokerage on the Internet (advertising in some state laws)

WCR Women's Council of REALTORS®, and affiliate of NAR primarily for women but open to men



SECTION 2

RPAC and the Ohio REALTOR® Party

RPAC FUN FACT:

In order to be considered an investor in RPAC by NAR, you must give a minimum of \$15.

In 2020, part of Ohio's dues billing statements changed. Now the minimum amount you can ask members to invest is \$15.



RPAC is a united group of REALTOR® professionals dedicated to making a positive impact on the future of homeownership. By investing funds and using our collective voice, we advocate for the real estate industry and protect the private property rights of our neighbors.

WE ARE LEADING A MOVEMENT that defends the rights of all property owners by supporting candidates that embody the values of the real estate industry and its professionals. We take pride in being the only Political Action Committee in the country that exists solely to preserve and promote the tradition of real estate ownership in America.

We are a family of neighborhood leaders looking out for our communities and the issues that affect them, because we know that impact comes from taking action and supporting one another. *Together, we are RPAC.*

Ohio Dues Billing, Core Standards, Minimum Investment and how it relates to RPAC participation

DUES BILLING

The results of any voluntary fundraising program are directly related to the number of individuals solicited. Certain types of fundraising techniques work better than others, but regardless of method, the results improve in proportion to the number of people asked to contribute. Despite the heavy promotion of RPAC at the National, State and Local levels, it is safe to assume that a large number of members have never been asked to contribute to RPAC. Requesting an RPAC contribution on each member's Association dues statement is one way to reach every member possible through the dues billing process.

DESIGNING A DUES BILLING STATEMENT

Experience has shown that the most effective dues billing forms make the RPAC contribution a part of the dues paying process. No member can be forced to include the RPAC contribution with his/her dues payment and a member choosing not to contribute may deduct the voluntary RPAC amount from the "total amount due". Regardless of the form used, it must suggest a specific RPAC contribution amount. One of the principles of fundraising is that people are not likely to contribute unless they are asked for a specific amount. It is also important to note that you should never ask a member for less than he/she contributed in the past. ***Remember that it is always better to ask for too much than too little.***

PROCESSING DUES BILLING CONTRIBUTIONS

At first glance, the processing of dues billing may seem complicated. However, it can be greatly simplified if certain

legal requirements and procedures are kept in mind. Boards using dues billing statements can expect a large number of checks to combine RPAC contributions and dues funds. The Federal Elections Commission (FEC) has authorized the use of a special transmittal trust account to separate membership dues from RPAC contributions. Boards using dues billing statements may not receive enough combined checks to warrant establishing a trust account.

LEGAL ASPECTS OF DUES BILLING

Regardless of the Dues Billing statement used, each statement MUST carry the following disclaimer as required by federal law:

CONTRIBUTIONS TO RPAC ARE NOT DEDUCTIBLE AS CHARITABLE CONTRIBUTIONS FOR FEDERAL INCOME TAX PURPOSES. RPAC contributions are voluntary and used for political purposes. The amounts indicated are merely guidelines and you may contribute more or less than the suggested amounts. The National Association of REALTORS® and its state and local associations will not favor or disadvantage any member because of the amount contributed or decision not to contribute. You may refuse to contribute without reprisal. 70% of your contribution is used by your State PAC to support state and local political candidates. 30% is sent to National RPAC to support Federal candidates and is charged against your limits under 52 U.S.C. 30116. Notwithstanding this general allocation formula, the allocation may change and all or a portion of your contribution may be allocated to other political accounts maintained by Ohio REALTORS® if a contribution exceeds limits under 52 U.S.C. 30116 and/or if a contribution falls outside time limits under 52 U.S.C. 30102.



REMINDER:

New core standards guidelines require the placement of a voluntary RPAC contribution on dues billing with the RPAC contribution “above the line”, which means there is one total for the dues bill with the RPAC contribution included.



CONTRIBUTION TIME LIMITS

The Local Board must forward all contributions of \$50 or more to the State PAC WITHIN 10 days of receipt of the contribution.

Local Boards must also forward all receipts of less than \$50 to the State PAC WITHIN 30 days after they are received.

Ohio RPAC Awards and Investor Levels

Phillip R. Barnes RPAC Achievement Award

This award was created in 2001 in recognition of Ohio REALTORS® Past President Phillip R. Barnes. Phil’s dedication and commitment to the association and RPAC was unparalleled. The purpose of the award is to recognize a REALTOR® whose commitment to RPAC and political involvement is unparalleled, like Phil’s. This award is presented annually at the Convention Board of Directors Meeting. Staff makes recommendations to the current Ohio REALTORS® President who ultimately determines the recipient.

RPAC Hall of Honor

NAR currently recognizes members who have invested a lifetime total of \$25,000, \$50,000, \$75,000 and \$100,000 to RPAC by inducting them into the NAR RPAC Hall of Fame. Ohio REALTORS® created a RPAC Hall of Honor in 2019. The Ohio REALTORS® RPAC Hall of Honor recognizes members who have lifetime RPAC investments totaling \$15,000 and \$20,000. All RPAC Hall of Fame members will automatically be included in the Ohio REALTORS® RPAC Hall of Honor.

100% OF GOAL AWARDS OHIO REALTORS® CONVENTION RECOGNITION

Local Boards, who reach 100% of their goal by August 15, will be recognized at the Annual Ohio REALTORS® Convention.

PLEASE NOTE:

Local boards need to have RPAC investments to Ohio REALTORS by December 1. However, members can continue to invest via the NAR website until December 15.

Unfortunately, no exceptions can be made.

Ohio REALTORS® and NAR RPAC Recognition Programs

RPAC has long subscribed to the belief that those members who make sizable RPAC contributions deserve special recognition for their efforts. The individual RPAC Awards program is designed to provide that recognition.

The criteria for the Ohio REALTORS® Awards programs are described as follows:

AWARD PINS

Ohio REALTORS® Diamond, Ohio and Capitol Club Awards pins are presented annually and will be distributed to the boards after that year's RPAC campaign has ended.



Ohio REALTORS® **DIAMOND CLUB**

A contribution
of **\$500-\$999**
in a year

Ohio REALTORS® **OHIO CLUB**

A contribution
of **\$200-\$499**
in a year

Ohio REALTORS® **CAPITOL CLUB**

A contribution
of **\$100-\$199**
in a year

NAR MAJOR INVESTOR

RPAC's Major Investor Program consists of an elite and passionate group of REALTOR® investors who partner with NAR to shape the political future of the real estate industry. Members of the Major Investor Program are eligible to participate in the RPAC Recognition Program, with specific benefits and accolades that acknowledge their support of RPAC.



With a minimum annual investment of \$1,000, there are four levels within the RPAC Major Investor Program:

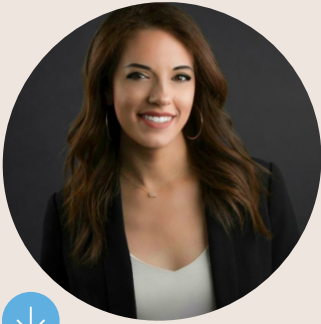
- Sterling R
- Crystal R
- Golden R
- Platinum R

NAR RPAC MAJOR INVESTOR BENEFITS	Sterling R	Crystal R	Golden R	Platinum R	President's Circle	Hall of Fame
Major Investor Virtual Certificate	*	*	*	*		
Major Investor Lapel Pin	*	*	*	*		
Major Investor Social Media Overlay	*	*	*	*		
Online recognition on RPAC website	*	*	*	*		
Access to the Cook Political Report	*	*	*	*		
Invitation to Major Investor Reception at Annual Convention	*	*	*	*		
RPAC Major Investor Web Button	*	*	*	*		
One Year Subscription to <i>New York Times</i>		*	*	*	Sterling R, President's Circle Only	
Access to RPAC Hospitality Suite at National Meetings		*	*	*	Sterling R, President's Circle Only	
Section 1 Seating for NAR concerts/sessions*		*	*	*	Sterling R, President's Circle Only	
Quarterly Legislative Webinar with NAR Government Affairs Senior Staff			*	*		
Washington DC Experience Facilitator				*		
One of the Headquarter Hotels guaranteed at National Meetings**				*		
Subject to Availability one of the Headquarter Hotels at National Meetings**					Golden R, President's Circle Only	
Lapel pin with President's Circle recognition banner					*	
Invitation to RPAC President's Circle Conference				*	*	
Invitation to Hall of Fame Induction Ceremony at Midyear Meeting						*
Name on Hall of Fame Plaque on the DC Rooftop						*
Personal Hall of Fame Plaque commemorating installation						*
Lapel pin with Hall of Fame recognition banner						*



NOTE: You must be a Major Investor in order to enroll in the President's Circle Program.

- * Based on Availability
- ** Benefit does not begin until the following year. For Golden R President's Circle members, early registration optimizes chances of Headquarter Hotels placement



REBECCA DONATELLI

“I invest in RPAC & chose to step up to President’s Circle to be a voice. RPAC is the voice of the REALTOR. Investing in RPAC protects my business, and the Real Estate industry as a whole. I love being able to let my clients know I invest to protect them, and their private property rights. To me, it’s a no brainer. Invest.”

FUN NOTE:

President’s Circle investments must be made at nar.votesane.com



PRESIDENT’S CIRCLE MEMBER

The President’s Circle is an influential group of REALTORS® who contribute directly to REALTOR®-friendly candidates at the federal level. Political Action Committees, like our REALTORS® Political Action Committee (RPAC), can only legally contribute \$10,000 per election cycle to a Congressional candidate.

The President’s Circle Program supports REALTOR® Party Champions – Members of Congress who have made significant achievements in advancing the REALTOR® public policy agenda. The President’s Circle Program allows REALTORS® to contribute beyond RPAC dollars and increase the strength of the REALTOR® voice on Capitol Hill.

LEVEL	Major Investor Only	Presidents Circle Major Investor
Platinum R	\$10,000 <i>Sustain: \$5,000</i>	\$10,000 + \$2,000* <i>Sustain: \$5,000 + \$2,000*</i>
Golden R	\$5,000 <i>Sustain: \$2,000</i>	\$4,000 + \$2,000* <i>Sustain: \$1,000 + \$2,000*</i>
Crystal R	\$2,500 <i>Sustain: a \$1,500</i>	\$2,000 + \$2,000* <i>Sustain: \$1,000 + \$2,000*</i>
Sterling R	\$1,000	\$1,000 + \$2,000*

*President’s Circle requires additional contributions totaling \$2,000 to be made separately and directly to select RPAC-recommended candidates. Once enrolled, NAR RPAC will provide information on recommended candidates and instructions on how to contribute.

How Ohio RPAC Dollars Are Allocated

When a contribution is collected here in Ohio 30% of that contribution is sent to NAR and the remaining dollars are split between the state and local associations.

This final amount is what makes up a local board’s entitlement dollars. If not spent, after two years the dollars remaining in a board’s entitlement fund are then transferred to the state PAC.



Local Board Entitlement Program

The purpose of the Local Board Entitlement Program is to allocate RPAC dollars for Local Board political purposes. Each Board receives back RPAC hard dollar funds raised in the previous year to use for campaign contributions to local candidates or issues.

A Local Board's entitlement is based on their RPAC performance.

The following formula is used to calculate how much a Board can receive:

% of Goal Reached = % of Entitlement

0 - 100% = **30%**

101% - 125% = **40%**

Above 125% = **50%**

The goal that the Local Board's entitlement formula is based on is the Local Board dollar goal. This is calculated by multiplying the STATEWIDE PER CAPITA GOAL by the LOCAL BOARD MEMBERSHIP. The local board membership is based on membership totals as of April 1.

If a Local Board does not use up their entitlement money during the year, it will carry over for one year. Any entitlement money requested the following year would first be taken from this carry-over money. Ohio REALTORS® keeps a record of all local Board entitlement. Local Boards who reach or exceed their RPAC fundraising goal in the previous year may be reimbursed for direct expenses associated with RPAC fundraising from a statewide pool of soft dollars. Boards may receive reimbursement based on 10% of their Local Entitlement dollars raised the preceding year. If Local Boards desire additional fundraising assistance with their campaign, it shall be deducted from their Hard Dollar Entitlement. All expenses must be documented.

Candidate Screenings

CANDIDATE SCREENING PROCEDURES

Once your RPAC investments have been collected it's time to choose who to support. Choosing a REALTOR® champion takes time and should always involve a great deal of thought and input from all of your members.

So how does one go about selecting a REALTOR® champion? A great place to start is with Candidate Screenings. In this section we will examine some best practices for screening your local candidates.



Local Board Entitlement Program Questions?

If you have questions regarding Ohio REALTORS® Local Board Entitlement Program, you can contact either:

Shauna Brown

Vice President,
Financial Operations
614-225-6232
Brown@ohiorealtors.org

Stephen Ciacchi

Director,
RPAC & REALTOR® Party
614-225-6238
Ciacchi@ohiorealtors.org

CREATE AN INTERVIEW COMMITTEE

The interview committee should be up and running before the opening of the candidate filing/qualifying period.

The optimal size for a committee is between 5 and 7 people and should include members of RPAC Trustees (if set up) or the Government Affairs Committee, and state RPAC Trustees, if the committee is considering state-level races. Remember, staff (AE/GAD) play a crucial role in this process and should be involved from the beginning.

It should be determined in advance if the selection committee (RPAC Trustees, Government Affairs, etc.) has the final determination or if another governing body (like the Board of Directors) has the final vote.

As discussed in the previous chapter, the committee members will be responsible for evaluating candidate and campaign questionnaires, and interviewing selected candidates. They should have knowledge of relevant real estate industry issues, the association's standing positions on policies where applicable, and an interest in politics and legislation. Committee members must also be capable of setting aside personal partisan political beliefs to make impartial decisions committed to REALTOR® values.

DISCLOSURES

In some instances, committee members will have personal relationships with the candidates as well as additional information on voting records and political intelligence. Interview committee members should disclose such relationships/past support and either excuse themselves from interviews or remain impartial. If they are unable to do so, then ask them to recuse themselves from the process. NAR recommends creating a written conflict of interest policy and recusal process for interview committee members to sign and agree to prior to serving. It is also a good idea to have a confidentiality agreement executed by every member of the interview committee.

SAMPLE LOCAL CANDIDATE QUESTIONNAIRE

Now that you have established an Interview Committee, you can now choose how to proceed with your interview process.

In many cases, this process begins by creating a Candidate Questionnaire. This questionnaire should be thought of as the framework of questions that will be supplemented by the in-person interview. Questionnaires are great for YES, NO, and UNDECIDED type responses that convey a candidate's position on an issue but the in-person interview affords the candidate (and REALTOR® members) the opportunity to further dive into their thought process and reasoning.

REALTOR® VALUES

Committee members must be capable of setting aside personal partisan political beliefs to make impartial decisions committed to REALTOR® values.



Interviewing candidates

allows the committee to go beyond the responses in the questionnaire and drill deeper into core issues that are important to REALTORS®.



Some sample questions that can appear on the questionnaire are as follows:

- What are your top priorities if elected?
- Do you support or oppose efforts by local government to pass sign ordinances that limit the ability of businesses to advertise?
- Do you support or oppose efforts by local government to establish design standards that can increase the cost of housing?
- Do you support or oppose the usage of impact fees to help pay for the cost of new school construction?
- Do you support or oppose Adequate Public Facilities ordinances, which look at whether current public facilities are adequate in determining whether to approve new single-family, apartment or condominium developments?
- Do you support a transfer tax on the sale of all real property as a means of generating revenue?
- Do you support or oppose additional storm water regulations as part of new development?
- Do you support or oppose the use of eminent domain by local governments, including using it to assist with private development?

For state level candidates, Ohio REALTORS® can provide guidance on the questionnaire and overall process. Contact Veronica Cardello at cardello@ohiorealtors.org for assistance.

Now that your questionnaire is ready to be mailed, the question becomes: “Where do I actually send this thing?”

In a lot of cases, the candidate for office will have a website with contact information easily available. This is the mailing address and/or email address they have given the world to use if they need to get in touch with them. That is your safest bet. If you can’t find that, your local Board of Elections will have that information on file. Most BOEs have surprisingly good websites and easy-to-use search tools but you could always just give them a call and ask.

CONDUCT CANDIDATE INTERVIEWS

Once the list of candidates has been finalized, the interview committee schedules interviews.

The interview process provides an opportunity to clear up any questions that may arise from a candidate or campaign questionnaire. Additionally, the interview provides the committee an opportunity to drill deeper into core issues and have a conversation with the candidate to gain a better understanding of his or her philosophy and elect-ability.



ASKING THE RIGHT QUESTIONS

RPAC selects candidates who share our philosophy and who will listen to the REALTOR® viewpoint. By talking to candidates and really listening to them, we are able to make sure that our voices align and we support the right candidates.



BRENT SWANDER, RCE
CEO, Columbus REALTORS®

“Candidate screenings are incredibly important, a must-do. Candidates aren’t subject matter experts in all areas. Not only do screenings provide an opportunity to hear directly from candidates who will shape public policy, but they also allow the screening committee to better educate candidates on issues impacting members and consumers. Treat screenings as a conversation; a valuable tool to build needed relationships.”

INTERVIEW TIP

Don't spend too much time on a candidate's campaign plan, especially if it is addressed in the questionnaire. Rather focus on what is not mentioned in the written responses. A candidate's depth of knowledge and support for your association's public policy issues will be key to your committee's decision making process.



While questionnaires convey candidate positions, the interview helps understand why they have chosen those particular positions. The key to any good interview is to listen attentively. Ask open-ended questions and have candidates do most of the talking. Providing candidates with an opportunity to get 'off message' will provide you with a greater sense of how candidates really feel, and will enable you to learn more about their character.

“Why are you running?” These are four simple words that every candidate must be able to answer.

Key campaign issues to address in the interview:

- Reasons for running
- Fundraising plan
- Voter list
- Direct mail budget
- Budget
- Campaign plan*
- Walk plan
- GOTV plan
- Online strategy – website, advertising, Facebook or other social media

***For RPAC Contributions only.** As described above in connection with candidate campaign questionnaires, obtaining, in the interview process, information about the candidate's campaign plans and strategies may make it difficult or impossible to lawfully and safely conduct an independent expenditure for any candidate who provides such information. As suggested above, if an association anticipates the possibility of independent expenditure support of a candidate by the association or NAR, the interview process must be conducted carefully and thoughtfully to avoid obtaining any information that would interfere with, and make it impossible to conduct, such an independent expenditure.

DON'T FORGET

Committee members should keep a record of answers to interview questions, and evaluate and score interviews against REALTOR® values.



Interviews provide the committee with an opportunity to look someone in the eye and ask questions. Sometimes, it will be less what is said and more how a question is answered that determines the quality of a candidate.

Questions should also include issues important to REALTORS®

- Do you support or oppose efforts by local government to pass sign ordinances that limit the ability of businesses to advertise?
- Do you support or oppose efforts to limit or eliminate the mortgage interest deduction for state income taxes?
- What is your overall perspective on housing in your city (eg: quality, availability, affordability, etc)?
- What is the number one issue you hear from constituents as you are out door-knocking?
- Who are you getting advice from? Or who is helping you/managing your campaign?
- What REALTORS® do you know in your district? (In order to help find a key contact for that elected official).

SAMPLE AGENDA

ABC Board/Association of REALTORS®

Candidate Interviews

(Date and Time)

(Location)

(Meeting Room)

9:00 – 9:45 a.m.	Pre-Interview Meeting (Review & Organize)
9:45 – 10:05 a.m.	CANDIDATE INTERVIEW
10:05 – 10:15 a.m.	Review and Discussion
10:15 – 10:35 a.m.	CANDIDATE INTERVIEW
10:35 – 10:45 a.m.	Review and Discussion
10:45 – 11:05 a.m.	CANDIDATE INTERVIEW
11:05 – 11:15 a.m.	Review and Discussion
11:15 – 11:35 a.m.	CANDIDATE INTERVIEW
11:35 – 11:45 a.m.	Review and Discussion
11:45 – 12:05 p.m.	CANDIDATE INTERVIEW
12:05 – 12:30 p.m.	Final Decision



If recommendation is forthcoming, complete Candidate Contribution Request Form.

CANDIDATE CAMPAIGN QUESTIONNAIRE

SECTION I - Biographical Information

Full Name _____

Office _____

Current Position/Occupation _____

List previous campaigns, elected office(s), boards & commissions, etc.

Explain why you are running for office _____

Campaign Manager/Consultant _____

SECTION II - Financial

Campaign budget _____

How much money has been raised _____

Cash on hand _____

SECTION III - Campaign Plan / Win Strategy

District profile (demographics, partisan breakdown, previous elections results, early voting absentee voting, etc) _____

How many votes do you need to win _____

What is your early voting/absentee plan _____

Will you do door-to-door canvassing _____

Are REALTORS® actively helping with your campaign _____

CANDIDATE SELECTION

Before any final decisions are made, committee members must first and foremost remember that they are choosing REALTOR® Champions, not Democrat or Republican candidates. After the interview process is complete, the committee should spend time discussing each candidate and make recommendations based on the scores received on questionnaires and the resulting interview. The committee should then compare candidate scores with the original race ranking. This can be useful in determining resource allocation.

Once a candidate has been selected, he or she should be invited back to the office or to an event to receive the RPAC check in person. This is considered a best practice and is simply a courteous gesture following the interview process. It is important for the candidate to see the REALTOR® members responsible for providing the RPAC check.

COMMUNICATING CANDIDATE SUPPORT

To The General Membership

Depending on whether the association decides to provide candidate support through an independent expenditure race or simply through a RPAC check presented to a candidate, will determine how, when and where to communicate this support to the association membership. Keep in mind the spirit of confidentiality behind independent expenditure races. Those races will not be communicated until after the election. Work with your Association Executive or Government Affairs Director to map out your communications plan to members regarding disbursements. This type of communication may go hand-in-hand with a **Get Out the Vote** or **Voter Registration** initiative, both of which Ohio REALTORS® can provide support to you. **Association staffers, including Ohio REALTORS® staff representatives, can help guide you as to when, how and where to communicate your candidate support to your membership.**

INTERVIEW SUMMARY

- Interview committees should consist of between 5-7 members.
- Committee members should include members of the Government Affairs Committee and/or RPAC Trustees Committee.
- Staff (AE/GAD) should be involved throughout the interview and selection process.
- Interviews should be given to candidates in key races that are supportive of the real estate industry based on their questionnaire answers or previous voting record.
- The interview is an opportunity to drill down deeper on some issues and get a better feel for how organized the candidate's political campaign is.
- Committee members should ask open-ended questions and allow candidates to do most of the talking.
- The key to a good interview is to listen more.



IMPORTANT NOTE

Never deliver a campaign check to a candidate's district (or similar) office. As well, never discuss support for specific issues when money is in the room.



INTERVIEW TIP

Remember, we are not just looking out for ourselves, we are working to make a positive impact on the future of homeownership and our industry. Follow these tips in the interview process to help reach that goal.



CYNDI KANE

"I love being part of the RPAC process! By ensuring that our RPAC dollars are used to support REALTOR Party Candidates, we make the biggest impact for our clients/property owners, RPAC support and involvement is an important way to give back to our industry. Our RPAC dollars are constantly at work for us and those we represent."

How RPAC Disbursements Are Requested

Procedure for Requesting RPAC Dollars

For Local Candidates

Local Boards may use their RPAC entitlement dollars for contributions to local candidates in the manner and amount that the local board deems appropriate. There is no approval process. However, state election laws require strict adherence by RPAC to certain disclosure requirements. Consequently, all requests for RPAC contributions from Local Board entitlement dollars **MUST** be submitted with a completed candidate contribution request form. The information contained in this form enables Ohio REALTORS® staff to file accurate campaign finance reports with the Secretary of State, and comply with the law.

For State Representatives and State Senators

Local boards may request campaign contributions for State House officials. Such recommendations do not count against a Board's yearly entitlement but must be reviewed and approved by the Ohio RPAC Trustees. If you have a state legislator approach you about a contribution for an in-district event or for a general campaign contribution contact public policy staff at the Ohio REALTORS®.

A few things to remember when making requests for state legislative candidates:

- All contributions given to state legislators and/or state legislative candidates must be approved by Ohio RPAC Trustees.
- Dollars given to state legislators and/or state legislative candidates are dependent upon many variables such as their voting record, committee assignments, leadership positions within the caucus and campaign contribution limits.
- Always contact Ohio REALTOR® public policy staff regarding contribution requests for state legislators and/or state legislative candidates.

FEDERAL OFFICES

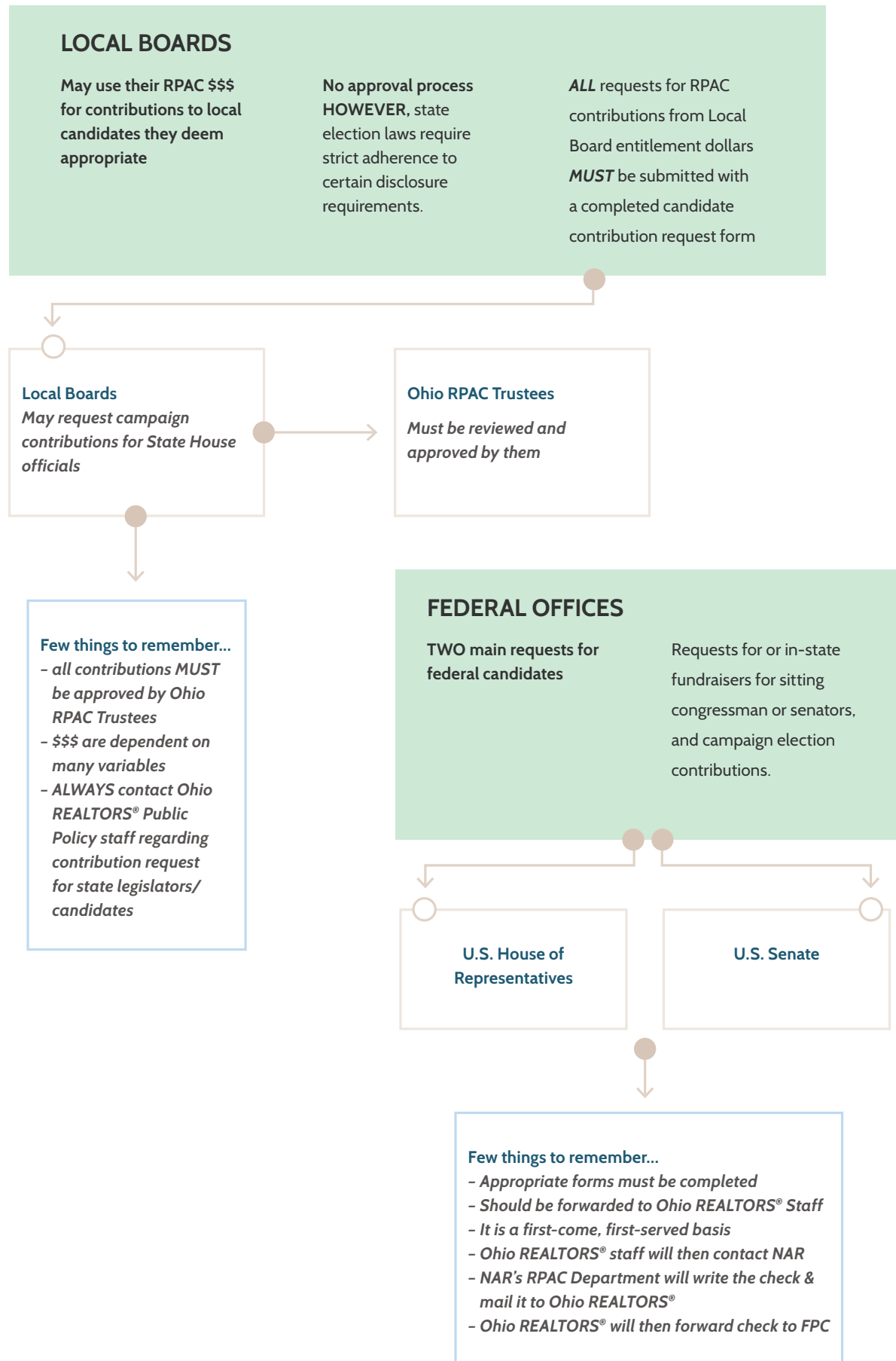
There are two main types of contribution requests for federal candidates (U.S. House of Representatives and U.S. Senate). They are requests for in-state fundraisers for sitting congressman or senators, and campaign election contributions.

As a Federal Political Coordinator (FPC), when requesting support for your member of Congress, keep in mind the following:

- The appropriate forms must be completed.
- Forms should be forwarded to Ohio REALTOR® staff, who then forward them to NAR.
- Requests will be handled on a first-come, first-served basis.
- Ohio REALTORS® Staff must contact NAR to discuss and receive authorization (paperwork must also be sent).
- NAR's RPAC Department cuts the check and mails it to the state.
- The Ohio REALTORS® will then forward the check to the FPC.

How RPAC Disbursements Are Requested

Breakdown of Requesting RPAC Dollars



How RPAC Investments Are Distributed

Presentation of Contributions to Candidates Rules of Thumb

Local Candidates - Establish an informal meeting to present the check. Those attending should include, but should not be limited to:

- Board President
- Board RPAC Chairman
- Board President-Elect
- Board E.O/Secretary

State House Candidates - The majority of RPAC contributions made to state legislators are delivered by the Ohio REALTORS® Public Policy team. Where to invest is determined by our state RPAC trustees. However, occasionally a local board will wish to attend a state legislators event in the district. If your board wishes to do this please contact Public Policy with complete details. A determination about investment will then be made.

Federal Candidates - It is the policy of the National RPAC Trustees to have contribution checks to federal candidates presented to them in their home states, by Ohio REALTORS® RPAC officials. **National RPAC does not merely mail checks to a candidate's campaign address.** When the National RPAC Trustees approve a contribution, a check for the approved amount will be mailed to the Ohio REALTORS® and then forwarded to the candidate's Federal Political Coordinator.

National RPAC is required to report monthly to the Federal Election Commission on all contributions to federal candidates. These reports are available for purchase from the Federal Election Commission, Washington, D.C. 20463.

The purpose of the Issues Mobilization Fund is to promote the REALTOR® position on public policy issues by providing resources to affect the outcome of ballot issues, state and federal legislation, local ordinances, regulations and resolutions.



Issues Mobilization

RULES GOVERNING ISSUES MOBILIZATION

The Association shall maintain an Issues Mobilization Fund. Upon the approval of the Finance Committee, there will be an annual funding of this account from excess reserves in the amount of \$50,000.

The purpose of the Issues Mobilization Fund is to promote the REALTOR® position on public policy issues by providing resources to affect the outcome of ballot issues, state and federal legislation, local ordinances, regulations and resolutions.

HOW ARE ISSUES MOBILIZATION AND POLITICAL ADVOCACY FUND REQUESTS MADE?

Requests for funding may be submitted by local boards. Such requests will be considered by a committee, comprised of the 13 at-large appointees to the Legislative Steering Committee. The chair and vice chair of this committee shall be the chair of the Local Government Forum and the EO appointee to the Legislative Steering Committee.

Any award authorized by the committee shall be reported to the Legislative Steering and Enlarged Legislative Committees but is not subject to their approval.

WHAT HAPPENS TO MY REQUEST?

The committee, advisory group, or staff review of applications may produce the following determinations:

1. Approval of the funding request in full, with or without special conditions.
2. Approval of a portion of the funding request, with or without special conditions.
3. Denial of the request.
4. Postponement of any action until the committee receives and reviews additional information.
5. Staff will notify the applicant of the decision of the advisory group/ committee immediately following the meeting.

DOES THE AMOUNT OF MONEY I'M REQUESTING CHANGE THE APPROVAL PROCESS?

Yes it does! The amount of money you are requesting determines who reviews your application. See below:

ISSUES MOBILIZATION FUND REQUEST	Reviewer	Anticipated Timeframe for Approval
\$10,000 or Greater	Executive Committee	30 Days
\$5,000 - \$10,000 <i>Refer to Sidebar Note</i>	Full Issues Mobilization Committee	2 Weeks
\$2,500 - \$5,000	Full Issues Mobilization Committee	2 Weeks
Less than \$2,500	Advisory Group	1 Week
Ballot Issue Less Than \$1,000	Ohio REALTORS® Public Policy Staff	3 Business Days



Applications for funding of \$5,000 or greater should also contain an application to the NAR State and Local Issues Mobilization Fund for additional support.

Your Dollars At Work

The Ohio REALTORS® Political Advocacy Fund (PAF) is funded by an annual member assessment of \$25 and further supplemented by Ohio's allocation from NAR's independent expenditure fund. The PAF is designed to be used by both the State Association and our Local Boards. The fund should be used to support state and local candidates, ballot issues affecting private property rights and the real estate industry.

The Political Advocacy Fund is a great compliment to both RPAC and our Issues Mobilization Fund. Local boards continue to see tremendous results when they choose to engage. The PAF is yet another tool we can use to advocate for the issues we care about.

LEVELS OF SUPPORT FOR OPPORTUNITY RACES

Within Ohio REALTORS®'s PAF there are three (3) levels of support your issue may receive. Each level is generally defined by the amount of voter contact the Ohio REALTORS® PAF will be required to use.

Ultimately, the goal of each campaign is to affect positively the outcome of the election in favor of the Ohio REALTORS® PAF supported candidate.



The level selected for each race depends on many factors, however, the two main qualifiers are: The level of REALTOR® support displayed by the candidate and the viability of the candidate's race.

The chart below gives examples of campaign activities and what one can expect based on the qualifications of their race.

LEVEL	Sample Independent Activities	Qualifications
Level 1	<ul style="list-style-type: none"> • 4 Pieces of Direct Mail • Paid Phone Banks • Targeted Social Media / Internet Ads • Local REALTORS® Education & Mobilization 	<ul style="list-style-type: none"> • Highly-competitive race (Ohio REALTORS® PAF staff performance index appraisal, etc.) • Candidate champion of REALTOR® & public policy priorities
Level 2	<ul style="list-style-type: none"> • 2 Pieces of Direct Mail • Targeted Social Media / Internet Ads • Local REALTORS® Education & Mobilization 	<ul style="list-style-type: none"> • Competitive race • Candidate consistent supporter of REALTOR® public policy priorities
Level 3	<ul style="list-style-type: none"> • 1 Piece of Direct Mail • Targeted Social Media / Internet Ads • Local REALTORS® Education & Mobilization 	<ul style="list-style-type: none"> • Minimally-competitive race • Candidate demonstrated support of at least 1 REALTOR® public policy priority

There are multiple ways in which a request for PAF or entitlement dollars can play out. To demonstrate this we have provided three distinct scenarios in chart form.

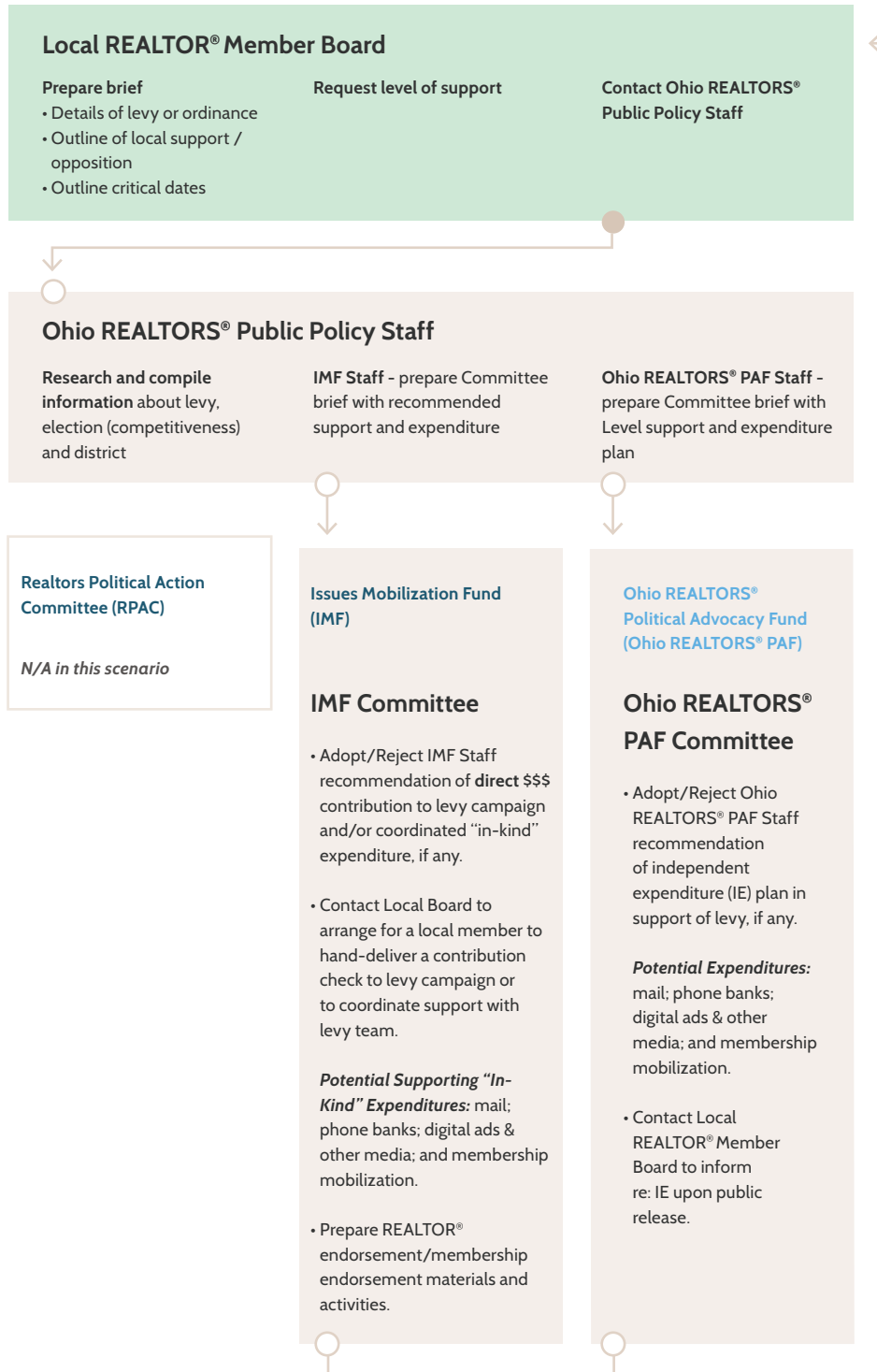
SCENARIO: Issues, Levies & Ordinances

School Transportation, Economic Developments & Public Safety Levies
Zoning, Rental, Tax & Enforcement Ordinances



The **First Chart** deals with local issues, levies and ordinances. An example of these include school board races, transportation levies, economic development levies, public safety levies or local ordinances dealing with REALTOR® specific issues such as rental tax and enforcement or sign codes.

As you can see in the chart, RPAC money is not applicable in any of these situations. Boards who desire to impact the outcome of races such as these would want to access funds from the Political Advocacy Fund and/or the Issues Mobilization Fund.



The **Second Chart** deals with candidates at the local level (municipal and county wide). As you can see here, Issue Mobilization dollars are not applicable. Rather, boards seeking to impact races such as these should look to the Political Advocacy Fund and Local RPAC Entitlement dollars.



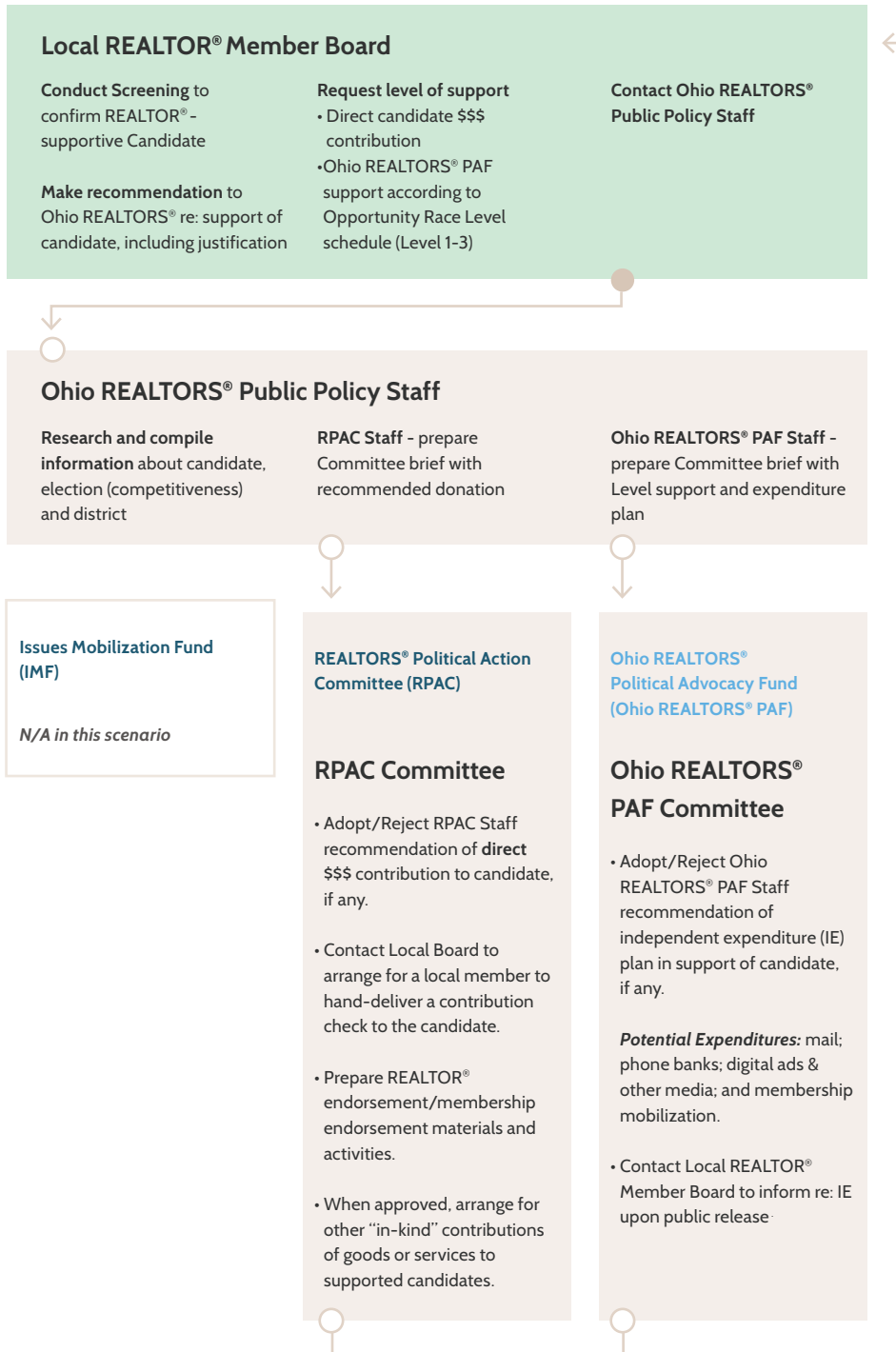
SCENARIO: Candidates
Local - Municipal & County



SCENARIO: Candidates
General Assembly



The **Third Chart** deals with candidates in the Ohio General Assembly. In this scenario, like the local candidate scenario, Issues Mobilization dollars are not applicable. Boards working to impact state legislative races should push to utilize Political Advocacy Fund dollars and/or State RPAC dollars.



WHEN SHOULD I MAKE MY REQUEST FOR AN ISSUES CAMPAIGN?

The timeline for making your request is highly dependent on the way in which you intend to use the funds.

Financial Contribution

For requests only seeking financial support on a ballot issue, you should submit your information no later than 45 days prior to the election or vote. This allows the campaign ample time to appropriately use the funds.

Mail Campaigns

Issues requiring voter or REALTOR® member contact via mail should at a minimum allow for 90 days. Keep in mind there are multiple steps to producing a piece of campaign mail. 90 days allows for enough time to design, approve and mail out the voter contact pieces.

Digital Campaigns

Issues wishing to communicate with voters and/or REALTOR® members on a digital platform should allow for a minimum of 30 days. This allows for the design, approval and placement of your communications. However, the sooner we receive the request the longer the campaign can be operational. For example, a request 30 days prior to the election or vote could realistically result in a 2 week campaign.

Legal Research

Generally 30-45 days is ample time for a legal opinion to be drafted. However, the sooner you can identify the emergence of an issue the better. A lot depends on when you want to have the research in hand and if the research is being overseen by Ohio REALTORS® Staff or the local board.

Food for Thought

- Keep in mind that not all issues have the same window of opportunity. For example, an ordinance in draft form allows for more lead time while elections have a specific date on which they cease.
- **Please alert Ohio REALTORS® staff to any ordinance that concerns you. When you wait until it passes, it is almost always too late.** For example a transfer tax will go into effect in 30 days – not 90. Thus making it nearly impossible to repeal them via a ballot initiative.

WHEN SHOULD I MAKE MY REQUEST FOR PAF DOLLARS FOR A CANDIDATE?

General information – *We're thinking about weighing in*

Why wait? Whether your strategy is to use pre-primary filings or the post-primary victors as a way to determine what candidate to support, let Ohio REALTORS® staff know that you are at least considering involvement in a campaign. This does not have to be done with formal application. However, by letting us know, we can better prepare and hopefully create the best outcome possible.

Independent Expenditure – *We're going in and we need support*

As a general rule, any request for an Independent Expenditure should be made no later than 90 days prior to an election. A 90 day minimum allows for the development of a campaign strategy which can include mail, digital advertising, other media such as radio and even GOTV (Get Out the Vote) activities. Not all of these mediums will necessarily be used but without sufficient lead time we cannot develop a comprehensive strategy and have time to ensure it's properly implemented.

Last Minute Digital Communications –

We thought we were good but we need some help

Online advertising can be turned around in as little as 30 days. If you find yourself in a situation where a candidate is unexpectedly trailing, this is an option. However, be advised – if this is the first time we have been alerted to your potential involvement in a campaign finding you a vendor and design team can be challenging.

During an election cycle vendors are incredibly busy and have been working with their clients very early on. That's why tipping us off as soon as you think you might want to engage is always the best thing to do. The bottom line is the sooner the Association knows of your interest the more help we can provide. No formal application is needed but by notifying staff we can go over all of the options and begin to put together a plan allowing us to maximize all the available tools.



PLAN AHEAD 90 DAYS

As a general rule, any request for an Independent Expenditure should be made no later than 90 days prior to an election.



BE CAREFUL RUSHING

When candidates are trailing or struggling advertising can be a great option to boost their public awareness. But keep in mind that finding a vendor and design team last minute can be challenging and rushed advertising does not always get the best return on investment.



JAN JEDLINSKY

“The Ohio REALTOR Party and the advocacy and RPAC work that we do is the bridge towards achieving the goals set forth by Ohio REALTORS and NAR.

Our work insures, that REALTORS have the optimum work environment and that our clients have strong, sustainable communities to live.”

The Ohio REALTOR® Party

What is the Ohio REALTOR® Party (ORP) and how does it function?

When you hear the term “REALTOR® Party” it can sound vague or even overwhelming. I find it helpful to imagine the REALTOR® Party as a giant umbrella, under which all things advocacy are located. The Ohio REALTOR® Party is no different and is the umbrella under which all things Ohio advocacy are housed. This can include raising funds for RPAC, making contributions to locally elected officials, participating in a call for action, hosting a candidates’ night, screening candidates, executing a placemaking grant, doing a voter registration drive at your board, attending a city council meeting, engaging on issues pertaining to housing with your local community, requesting issues mobilization dollars or funding from the Ohio REALTORS® PAF – all of these things (and more) make up the Ohio REALTOR® Party.

Here in Ohio we have decided to formalize The Ohio REALTOR® Party by making it a committee. Below is a brief description of that committee and how it functions.

Ohio REALTOR® Party Committee Description

The ORPC is comprised of the chair and vice chair of the Ohio REALTOR® Political Activity & RPAC Fundraising Committee, the chair and vice chair of the Ohio RPAC Trustees Committee and all Ohio REALTOR® members who have been appointed to serve on a NAR REALTOR® Party committee.

Ohio is not always guaranteed representation on each and every NAR REALTOR® Party committee, however, those who do hold a position become an automatic member of the Ohio REALTOR® Party Committee.

The idea for this committee came in 2017. The impetus for its creation stemmed from a desire to have a formal space where all NAR REALTOR® Party appointees could gather and discuss the objectives they’d been given by NAR, share information they had learned from NAR and to be a voice for Ohio, taking back information to NAR shared from other members on the committee. Prior to the creation of the ORPC those who received an NAR REALTOR® Party appointment were largely left on their own to figure how to do things.

2018 was the first official year of the ORPC. In 2017 the now formalized committee operated as a working group. At the convention in September of 2018 the working group officially became a committee.

Ohio is one of the first states to have such a committee. Ohio is also one of only 4 states to have a state association staff person designated to growing and sustaining the REALTOR® Party. Kentucky, Iowa and Georgia have all created a similar state association position.

How is the Chair and Vice Chair of the Committee determined?

When the structure of the committee was created it was decided to wed the chair and vice chair of the RPAC Fundraising Committee to the Chair and Vice Chair positions of the Ohio REALTOR® Party Committee.

The reason being – Ohio doesn't always have complete control over who NAR appoints to REALTOR® Party Committees, yet for planning and leadership purposes, Ohio needs to know who will be chairing our REALTOR® Party Committee.

That being said it is highly likely that the Chair of the Ohio REALTOR® Party Committee will in fact have a NAR REALTOR® Party appointment but to guarantee that Ohio maintains discretion over who the REALTOR® Party Chair is that position has been linked to the Chair and Vice Chair of RPAC Fundraising.

It looks like this:



What does the ORPC do?

The overall goal of the committee is to encourage and to increase participation in the REALTOR® Party here in Ohio. Committee members are to be the spokespersons for the REALTOR® Party.

In its inaugural year the working group used NAR's President's Cup goals as a guide. In doing so there was a natural place to focus.

Going forward the committee will set and work to meet annual goals additionally committee members will support one another as they work to achieve the individual goals assigned to them from NAR.

Regardless of the goals for the year the overall objective remains the same – to increase member participation in the REALTOR® Party here in Ohio, ensuring that the REALTOR® voice is heard and our industry protected at all levels of government.



SECTION 3

RPAC Basics



Impact starts in our backyards and communities, with the small actions of a few daring individuals who believe success comes from helping others and that greatness is never accomplished alone. With time and dedication, this mission boldly grows and inspires others to become a part of lasting change. Together, this is why we created RPAC.

What is RPAC?

The REALTOR® Party and the REALTOR® Political Action Committee (RPAC) work together to protect and promote homeownership and private property interests. In fact, RPAC is the backbone of the REALTOR® Party. Since its inception in 1969, RPAC has promoted the election of pro-REALTOR® candidates across the United States at all three levels of government.

Candidates who receive support from RPAC are not selected based on their political party or ideology, but solely on their support of real estate issues.

Through RPAC, REALTORS® raise and spend money to elect candidates who understand and support their interests. The money to accomplish this comes from voluntary investments made by REALTORS®. REALTORS® freely make these investments because they know it's a wise investment in the future of their profession and the free enterprise system of this country.

In short, RPAC enables REALTORS® to support candidates who support the issues that matter to them.

RPAC does more than support candidates running for U.S. Congress. In fact, RPAC also uses investments from individual REALTORS® for direct contributions to REALTOR® Champions running for state constitutional offices (like Governor or Attorney General); state legislative seats; as well as local positions (like mayor, city council, property assessors, county supervisors and more).

Roughly one-third of RPAC funds go to Congressional candidates and two-thirds to state and local candidates.

National and State RPAC Trustees along with local associations decide which REALTOR® Champions will receive RPAC funds based on questionnaires, interviews, voting records, support of REALTOR® issues and other important factors.

Types of Money

HARD DOLLARS VERSUS SOFT DOLLARS

RPAC investments are divided into two categories—hard money and soft money. And no, we're not talking about bills versus coins here.

Rather, hard money refers to voluntary investments from individual REALTORS®. RPAC investments must be made with a personal check or credit card paid with personal funds, and you cannot make an RPAC investment with a corporate credit card.

Soft money, on the other hand, is money invested by organizations, corporations, state and local associations and NAR Institutes, Societies and Councils. Soft dollars also include mandatory dues payments or membership assessments. Soft dollars may be used for independent expenditures, Opportunity Race communications and certain other political events.

Simply put, hard money is the only type of funds that can be used for direct contributions to federal candidates, state candidates and local candidates. Soft money is not subject to the same rules and can't be used for direct candidate contributions, but can be accepted by Ohio REALTORS® and NAR and used in other ways to support candidates and issue campaigns.

Other Sources of Funding

PRESIDENT'S CIRCLE (HARD DOLLARS)

Political Action Committees, like RPAC, may only legally contribute \$10,000 per election cycle to a Congressional candidate. **The President's Circle Program allows REALTORS® to increase the strength of the REALTOR® voice on Capitol Hill** by making contributions directly to selected REALTOR® Champions identified by the NAR RPAC Disbursements Trustees Committee as having made significant achievements in advancing the REALTOR® public policy agenda. Each President's Circle investment is provided directly to the candidate from the individual member's personal account, thereby making it a hard-dollar contribution.

President's Circle members must first invest a minimum of \$1,000 in RPAC as a Major Investor to be eligible to participate in the President's Circle program.



HARD MONEY

Voluntary investments from individual REALTORS® using a personal check or credit card paid with personal funds.

USED FOR: Direct contributions to federal candidates, state candidates and local candidates.



SOFT MONEY

Comes from investments in:

- Political Advocacy Fund
- Corporate Ally Program
- REALTOR® Party Initiative
- Mandatory dues payments or membership assessments

USED FOR: independent expenditures, Opportunity Race communications and certain other political events/issue campaigns. **CANNOT** be used for direct candidate contributions.



JOANNE ZETTL

"RPAC is essential to our members and the public we serve. I feel fortunate being able to lead and contribute to such an essential component of our industry."

NAR POLITICAL ADVOCACY FUND (SOFT DOLLARS)

The NAR Political Advocacy Fund consists of investments from state and local REALTOR® Associations, their affiliates and other corporate entities. It is different from RPAC, which may only accept personal (hard) dollars.

Money from the Political Advocacy Fund is used for federal political activities such as Opportunity Races, legislative receptions and “Meet & Greet” events.

CORPORATE ALLY PROGRAM - CAP (SOFT DOLLARS)

Multiple Listing Services (MLSs); NAR affiliates; real estate brokerages; real estate technology businesses; state and local REALTOR® Associations; state and local REALTOR® Association affiliate corporate members; NAR Institutes, Societies and Councils can invest corporate (soft) dollars in the REALTOR® Party Corporate Ally Program (CAP).

CAP investors may direct their investments to support federal, state and local independent expenditures for REALTOR® Champions running for public office or issue campaigns, or a combination of both.

Corporate Ally Program investments are applied to enable NAR to support equally both state/local as well as federal candidate and issue campaigns. ***Ohio REALTORS® currently do not have a corporate ally program. We have several entities that invest in this through NAR.***

REALTOR® PARTY INITIATIVE (SOFT DOLLARS)

Launched in 2012, the REALTOR® Party Initiative is funded by NAR through dues dollars. Each year, approximately \$40 million of NAR dues is devoted exclusively to REALTOR® Party advocacy and community outreach efforts. State and local associations apply for these programs, which include grants, educational classes, promotional materials, campaign tools and more.

Ohio REALTORS® Political Advocacy Fund

The Political Advocacy Funding (PAF) assessment of \$25 was added to the annual dues statement beginning in 2017. The PAF was designed to be used by the state association and our Local Boards in support of state and local candidates and ballot issues affecting private property rights and the real estate industry.



SECTION 4

Creating Your Fundraising Plan and Making The Ask For RPAC



It can be hard making that ask, but try to remember that this is about more than money. We are leading a movement that defends the rights of all property owners by supporting candidates that embody the values of the real estate industry and its professionals. We take pride in being the only Political Action Committee in the country that exists solely to preserve and promote the tradition of real estate ownership in America.



FUNDRAISING PLAN WRITING TIP
Another important aspect to your RPAC plan is that it must be carefully written. It should also be in accordance with all involved, so that the roles and responsibilities, time schedules, methods and goals are clearly spelled out.

Soliciting 101

HOW IS A SOLICITATION DEFINED?

Any communication that asks people to financially contribute to RPAC or that facilitates the act of making a contribution to RPAC.

Who can I solicit?

- REALTORS®
- REALTOR® Associates
- Affiliate members of REALTOR® Associations who are individuals
- NAR, State and Local Association Staff
- Immediate family members of the above identified groups that are above the age of 18

Ways to Solicit Funds:

- In person Ask
- Dues Statement
- Email
- Events
- Social Media (*firewall protected*)

Making A Solid Fundraising Plan

How to write a fundraising plan that ensures your success

Proper planning is an essential part of any successful fundraising drive. Raising money for RPAC requires a high degree of organization and thorough implementation of your fundraising plan. **Your Board's RPAC Fundraising Plan should establish goals, time schedules and organizational structure for your campaign.** It should also address the question: Who will do it? What will they do? How will they do it? When will they do it? Where will it be done? How much will it cost?

SET GOALS

The very nature of fundraising demands that goals be established to define objectives and measure success. This is especially true for a course of action and to help determine progress.

MAJOR INVESTORS

Major Investors are an important component of your fundraising plan and setting a Major Investor goal each year ensures that you stay focused and continue to grow. Don't be afraid to start small – after all, you have to start somewhere. Every major investor matters – even if you set your goal at one, that's one more than we had last year. **A Major Investor is someone who gives \$1000 or more to RPAC.**

PRESIDENT'S CIRCLE

President Circle members are an elite group of investors. Not only do they commit to being a Major Investor they also give an additional **\$2000** of their personal money to NAR identified, REALTOR® Champions all across the country.

PARTICIPATION IN OHIO REALTOR® AND NAR CALLS FOR ACTION

PERCENTAGE OF PARTICIPATION GOAL

Just as important as the total number of dollars raised during an RPAC drive, is the number of members who participate in the process. Therefore, RPAC fundraising plans should also set a percentage goal for the number of members in the Board who actually make a contribution.

INDIVIDUAL GOALS

Ohio REALTORS®'s goal for each Board is **\$15** per member. Some Boards set their goals higher than this.

TIME SCHEDULES

The Statewide RPAC Campaign officially kicks off April 1 and has a target completion date of August 15 to be recognized at the Ohio REALTORS Annual Convention & EXPO RPAC Breakfast. The final overall campaign deadline is December 1. This does not mean you should quit if you have not reached your goal because of an arbitrary deadline. Time schedules should be long enough to allow adequate time for solicitation and short enough to convey a sense of urgency, priority and importance.

RPAC EDUCATIONAL PROGRAM

A Board membership educated about RPAC will be more willing to give. Therefore, the officers and staff need to undertake several member education programs to assist with this year's RPAC drive. NAR provides numerous RPAC Web Seminars throughout the year that are very informative and helpful.

ORGANIZATIONAL STRUCTURE

Local boards should appoint an RPAC chair to organize the RPAC drive for the year. Likewise, the local board should appoint a chair to the RPAC event committee. Together these two positions help ensure a successful RPAC year.

BOARD NEWSLETTER

A newsletter, which is published and distributed free of charge to every member, could feature several articles on RPAC. For example, explain the history, purpose, and structure of RPAC; A full listing of all NAR Major Investors, Diamond, Ohio and Capitol Club Members; details of local and state RPAC successes. This information will be provided, if needed, by Ohio REALTORS®.

BOARD MEETING RPAC PRESENTATIONS

RPAC speakers should be brought in to address at least two board meetings.

RPAC MATERIAL AT ALL BOARD MEETINGS

At all Board meetings, the RPAC team should have available RPAC brochures, contributor pledge cards, and sign-up sheets for members who want to work on this year's drive, or who want to be on the RPAC Committee next year.

SUCCESS TAKES TIME

An RPAC fundraising drive can be *and should be* completed in a relatively short time span (90 days is ideal).



PAC Management

NAR's PAC Management System, powered by Aristotle, provides a fully-integrated, real-time, comprehensive solution for RPAC data at the national, state and local levels.

The PAC Management System is designed to:

- Implement a user-friendly application that appropriately leverages NAR's member base to solicit and manage RPAC contributions.
- Enable reporting functionality that accommodates REALTOR® Associations' unique requirements for investment splits, member recognition, investor status and RPAC disbursements.

BENEFITS

- Detailed and up-to-date picture of individual members and their associated activities
- Reports that can be generated from a national, state and local levels to capture data for performance in fundraising and RPAC participation
- Accurate information of all RPAC donor levels
- Offers a combined platform for online fundraising and event management.

IMPORTANT FUNDRAISING DETAILS

SOLICITATION DISCLAIMER

A disclaimer is needed on all materials paid for or soliciting on behalf of RPAC. Key components of the disclaimer include: Tax non-deductibility; the Political purpose of RPAC; ALL contributions are voluntary; All members have the right to refuse to contribute; the contribution guidelines are suggestions; a breakdown of federal and state contributions and federal portion applies to members overall contribution limit.

OHIO REALTORS® DISCLAIMER:

Thank you for your voluntary contribution to the REALTORS® Political Action Committee.

CONTRIBUTIONS TO RPAC ARE NOT DEDUCTIBLE AS CHARITABLE CONTRIBUTIONS FOR FEDERAL INCOME TAX PURPOSES. RPAC contributions are voluntary and used for political purposes. The amounts indicated are merely guidelines and you may contribute more or less than the suggested amounts. The National Association of REALTORS® and its state and local associations will not favor or disadvantage any member because of the amount contributed or decision not to contribute. You may refuse to contribute without reprisal. 70% of your contribution is used by your State PAC to support state and local political candidates. 30% is sent to National RPAC to support Federal candidates and is charged against your limits under 52 U.S.C. 30116. Notwithstanding this general allocation formula, the allocation may change and all or a portion of your contribution may be allocated to other political accounts maintained by Ohio REALTORS® if a contribution exceeds limits under 52 U.S.C. 30116 and/or if a contribution falls outside time limits under 52 U.S.C. 30102.



NEED HELP?

It is of the utmost importance that we conduct fundraising with integrity and propriety. So if you have any questions about how to do something, don't be afraid to reach out to your Ohio REALTORS® staff.

The clock starts ticking on the date of receipt.

Your time table starts on the date you received the check, not on the date it was written.

The purpose of the 3X's Rule

is to prevent an exchange of corporate "soft" dollars for contributed "hard" dollars.

REQUIRED CONTRIBUTOR INFORMATION

It is important to **ALWAYS** remember to include the following information when taking a RPAC contribution:

- Full name
- Mailing Address
- Occupation
- Employer
- Amount
- Date of the contribution
- NRDS number

CONTRIBUTION TIME LIMITS

For contributions of \$50 or less:

the money must be forwarded to the state PAC within 30 days of receipt.

For contributions of more than \$50:

the money must be forwarded to the state PAC within 10 days of receipt.

Keep in mind, the clock starts ticking on the date of receipt. For instance if a member has contributed via check and the check is dated for the 10TH of the month yet you did not receive it until the 15TH, your time table starts on the date you received the check, not on the date it was written.

3X'S RULE (THE 1/3 RULE)

All RPAC events must raise 3x the fair market value of the items distributed to contributors. Fair Market Value applies to both purchased and donated items.

You CAN aggregate all of your items – meaning you have to raise 3x the amount of all items combined. This is helpful in case one item fails to perform at the level needed.

EXAMPLE 3X'S RULE SCENARIO:

You have a total of 3 auction items valued at the following amounts:

- Auction item #1: \$100
- Auction item #2: \$50
- Auction item #3: \$150
- **Total Fair Market Value of all auction items: \$300**
Amount needed to raise to meet the 1/3 Rule: \$900

Itemized break down of auction items and what they sold for:

- Auction item #1: \$375 – exceeded the 3x's rule
- Auction item #2: \$75 – did not meet 3x's rule
- Auction item #3: \$450 – met the 3x's rule
- **Total amount raised: \$900**

NOTE: Overhead does NOT count toward the total amount you need to raise – food, drink and venue do not need to be included in your aggregated amount.

Prohibited Contributions:

- Contributions from those *not in* the solicitable class
- Contributions made in the name of another
- Cash contributions *over* \$100
- Contributions from Federal Contractors
- Contributions from foreign nationals

Educate your members about investing in RPAC

Before “The Ask” can happen, it’s imperative to educate potential RPAC investors. Actually, education is as important as solicitation itself. REALTORS® need to understand how RPAC impacts their bottom line before they invest.

The RPAC educational effort, particularly at the local association level, should be year-round and ongoing and can be carried out in a variety of ways.

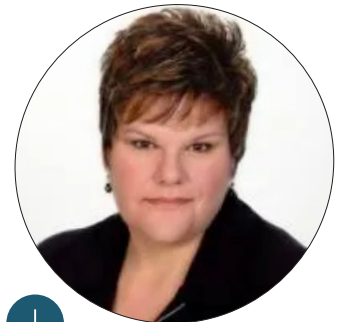
The local association RPAC educational effort might consist of one or more of the following:

- Hosting a “new REALTOR®” orientation reception
- Conducting a local association RPAC seminar, using Ohio REALTORS® Staff and/or NAR political representative
- Giving an RPAC presentation or speech at local association meetings
- Speaking to REALTORS® at sales meetings of large REALTOR® offices
- Publishing articles about RPAC in local association newsletters
- Sending a direct mail letter about RPAC to every member; and/or
- Making RPAC material available at all local board functions—be sure to include details about state and local legislative, administrative and regulatory successes that RPAC activity at the state and local levels helped achieve



CALCULATING THE 3X’S RULE

1. Add up the combined total Fair Market Value of all auction items
2. Multiply this value by 3
3. This value is the total amount of money you must raise



MISTY MILLER
Executive Officer,
Ashland Board of REALTORS®

“Each year our RPAC Committee commits to visiting every office. When there, we talk about the importance of investing in RPAC and the impact it has on your business, your home, the state, and the nation. Working to cultivate a culture focused on advocacy has taken many years but has proven very successful! From reaching 100% participation on our Calls For Action to winning State and National Awards, Ashland Board of REALTORS® consistently rises to the top.”

Preparing Volunteers To Make The Ask

WHY SHOULD I INVEST?

The simple truth is that decisions made by elected officials impact the business of our members. That makes it critical to elect candidates who understand the importance of owning, selling and investing in real property. This is what RPAC helps us do.

RPAC and the REALTOR® Party work hand-in-hand to fight public policies that hurt the real estate business and to support those that enhance it. RPAC is not a charity. It's a wise investment in the future of each and every real estate professional.

Of course, the subject that gets our advocacy adrenaline going the most is tax reform. The REALTOR® Party and RPAC must be ready if and when real estate tax provisions are threatened.

Provisions like the mortgage interest and property tax deductions, capital gains rates and like-kind exchanges are important to our members' business as well as the bottom lines of their clients and the economy as a whole.

For example, if the mortgage interest deduction was fully eliminated, home prices could decline by as much as 15 percent, according to NAR's Research Department.

Look at it in a more personal way that could result in an average income cut of \$8,800 per NAR member.

- If the property tax deduction was eliminated, home prices would fall by an average of 7 percent. That translates to a drop of \$2,500 in the average real estate agent's annual income.

Tax deductions for mortgage interest and property taxes are just two of the many federal issues on RPAC's radar screen. At the state and local level, RPAC and the REALTOR® Party have their eyes on everything from transfer taxes, to sign ordinances to zoning laws. RPAC and the REALTOR® Party are there at every turn to protect the interests of our members' business, as well as those of the clients they serve.

RPAC Myth Busters

Be prepared and know the facts



Investing in RPAC doesn't have to be complicated, but there are doubters among us. It is not that they don't care. They just need to hear our story. They may have bought into some of the myths that surround RPAC as a reason not to invest.

So, let's work to correct some of the myths about RPAC.

MYTH #1

RPAC is partisan.

REALITY

RPAC selects candidates who share our philosophy and who will listen to the REALTOR® viewpoint. **Political affiliation is not considered.** In election cycle after election cycle, RPAC contributions are nearly evenly split between

**BOTH REPUBLICAN
AND DEMOCRATIC
CANDIDATES.**

MYTH #2

I don't need to contribute because my *Dues Dollars* already pay to lobby our issues.

REALITY

Federal election law requires that direct contributions to federal candidates be made with "hard" dollars, or personal contributions.

**OHIO REALTORS® &
NAR CANNOT USE
DUES DOLLARS**

for these direct contributions. And candidates who become office holders are the ones who decide issues.

MYTH #3

My RPAC investment is only important in major election years.

REALITY

**EVERY YEAR IS
AN ELECTION
YEAR,**

whether the elections be for federal, state, or local office – not to mention potentially harmful ballot issues.



MYTH #4

I don't have any say in where my RPAC investment goes.

REALITY

RPAC IS A BOTTOM UP ORGANIZATION.

State and local associations work closely with the national RPAC Disbursements Trustees Committee to determine which candidates will be supported.

Support is based on these recommendations and the candidate's voting records and other measurements of support for REALTOR® issues. Likewise, contributions made at the state association level are directed by the Ohio REALTORS® RPAC Trustees and heavily informed by Local Board screenings.

MYTH #5

RPAC buys votes, adding to my distrust of politics.

REALITY

RPAC DOES NOT BUY VOTES. PERIOD.



We want to be sure our elected officials fully understand the importance of REALTOR® issues. RPAC gives us a foot in the door by allowing REALTORS® and Ohio REALTORS® staff to attend fundraisers where they can establish relationships in a casual environment. Establishing those relationships allows us a chance to present our issues to lawmakers. However, there is no guarantee they will agree, and in fact no elected official will always agree with us every time.

Remember, REALTORS® are not only representing ourselves, we are representing every American who owns, sells or invests in real property or aspires to do so in the future. RPAC is one of more than 4,000 Political Action Committees in the country, BUT it is the only one that exists solely to protect and promote the tradition of real estate ownership in America.

Common Objections

Once you've dispelled the RPAC myths, you may still run into members who voice reasons for not investing. Here are a few objections you might hear and how to handle them in a one-on-one conversation with a potential investor.

I don't believe in giving money to political candidates.

Actually, rather than “giving” money to political candidates, you are investing in your business and a commitment to preserving the future of our industry. You have insurance on your car, home and business office. Bad legislation passed by Congress, the state legislature, or city council could be just as catastrophic financially as the loss of any of your possessions by fire, theft or storm. RPAC helps elect officials at the national, state and local levels who support the free enterprise system and private property rights.

I already contribute to political candidates on my own.

You should contribute directly to the candidates of your choice, but you should also contribute through RPAC. The dollars you invest are pooled with hundreds of thousands of other like-minded investors to support candidates who understand the issues that affect the real estate business.

I don't have the money.

Look at it this way. Do you drink coffee? (If not, choose another indulgence like ice cream or pizza or just plain going out to lunch.) Coffee drinkers on average consume 3.1 cups of coffee a day. And the average price for brewed coffee is \$2.38 per cup or \$3.45 if you are one of those double shot, no foam, one pump sugar free vanilla latte drinking hipsters.

Think you can't afford to invest in RPAC? I suggest you eliminate one of those three cups. Take that \$2.38 or \$3.45 and put it in a jar on your desk...or transfer into your savings account instead of your coffee shop debit card. **In about a month and a half you will have saved \$100 that you can invest in RPAC to protect your business.**

I'm a Republican/Democrat, and RPAC has supported candidates of the other party.

RPAC is nonpartisan in its selection of candidates. The voting record and views on the issues that affect REALTORS®, in addition to the recommendations of local and state associations, are the deciding factors on who we support.

I'm not full-time, why should I contribute?

If you benefit at all from the real estate business, you have a vested interest in ensuring that the individuals who pass the laws that affect our livelihood believe in private property rights and the free enterprise system.

RPAC is already a successful PAC, you don't need my contribution.

While RPAC has been successful in advancing the REALTOR® position, there is constantly new legislation being introduced. We must remain strong and ready to assist candidates at all levels that support our point of view. It is imperative that we continue to build on the momentum we have created.



WHY WE DO WHAT WE DO
We each contribute to RPAC because we are neighborhood leaders dedicated to using our collective voice to empower each other and make a positive impact on the future of homeownership and our industry. Together, we are a stronger RPAC.

State and Local Board Awards from NAR

President's Cup

The President's Cup recognizes the hard work state and local REALTOR® leaders and association staff perform to advance the REALTOR® Party. This high honor continues as REALTOR® leaders and state and local associations are urged to achieve especially important advocacy and RPAC goals. The President's Cup is presented annually in May at the REALTORS® Legislative Meeting & Trade Expo to states who meet all advocacy and RPAC goals.

State President's Cup Goals

Call for Action Participation

A state must minimally achieve an average response rate of 20 percent on NAR Calls for Action.

REALTOR® Voter Registration Drive

Each state must host a voter registration drive by Election Day (i.e., at a state convention, Broker Summit, mail or email members, include in membership newsletter) and submit event photos, e-newsletter ad or copy of email/mailer, etc to NAR. State and local associations may request member voter registration lists from a NAR Campaign Services Representative.

REALTOR® Party Mobile Alerts

Increase the number of REALTOR® Party Mobile Alerts (RPMA) text subscribers based on state membership.

Broker Involvement Program

Choose **one** of the following goals to meet:

1. Each state hosts at least one hour-long state broker meeting and invite Broker Involvement Council member or REALTOR® Party Liaison to speak

OR

2. Use NAR's Broker Involvement Program on a state Call for Action Program at least one time during the calendar year.

RPAC Goals

Meet or exceed the following **five** RPAC goals:

- National RPAC Fundraising Goal**
- Federal RPAC Disbursements Allocation
- 1% of membership as Major Investors
- 10% of Major Investors as President's Circle members
- 37% Participation

**States who set their 2021 National RPAC Fundraising Goal at an amount lower than what they raised in voluntary hard and soft dollars in 2020 do not meet this criteria.



Local President's Cup Goals

The following Advocacy and RPAC Goals must be met for a local association to qualify for the President's cup:

Call for Action Participation

A local must minimally achieve an average response rate of 20 percent on NAR Calls for Action.

RPAC Goals

Local associations must be onboard the PAC Management System and the following criteria must be met:

1. Meet or exceed local's share of their state's National RPAC Fundraising Goal
2. Local association meet or exceed 37% Participation

Triple Crown

The Triple Crown recognizes state associations that meet their state-specific RPAC goals and local associations that meet NAR-specified criteria during the current fundraising year (Jan. 1 – Dec. 15 annually). The Triple Crown is awarded in May at the REALTORS® Legislative Meeting & Trade Expo.

State Triple Crown Award Criteria:

In order to obtain the State Triple Crown Award, the following RPAC Fundraising Goals must be achieved:

1. State's National RPAC Fundraising Goal**
2. State's Federal RPAC Disbursements Allocation
3. State's Major Investor Goal
4. State's President's Circle Goal
5. State's Participation Goal

Local Triple Crown Award Criteria

In order to obtain the Local Triple Crown Award, local associations must be onboard the PAC Management System and meet the following criteria:

1. Meet or exceed local's share of their state's National RPAC Fundraising Goal
2. Meet or exceed local's Participation criteria



SECTION 5

Boots on the Ground – Political Coordinators



BRIAN WHITTA
State Political Coordinator

“The program provides the perfect mechanism for the Ohio REALTOR® community to remain engaged in the legislative process, to protect homeownership, and to demonstrate to our elected officials that we want to be part of the solution to topics facing the housing industry.”

Introduction to State Political Coordinators (SPCs)

State Political Coordinators (SPCs) are key Ohio REALTORS® assigned to maintain relationships with specific members of the Ohio General Assembly to keep them up-to-date on REALTOR® issues. They stay in touch throughout the year in the legislator’s home district and at the Statehouse to help reinforce the Ohio REALTORS® legislative agenda.

What happens at the Statehouse has real-world consequences. Grassroots communications help put a human face on the issues that affect our industry and let members of the General Assembly know that the choices they make affect the lives of their constituents. The facts, ideas, and industry information SPCs share with state lawmakers help them make informed decisions so they can more effectively legislate on REALTOR® issues in the General Assembly.

Ohio REALTORS® relies on SPCs to advocate on policy initiatives that will result in a fundamentally sound and dynamic real estate market and foster vibrant communities in which to live and work. While a strong lobbying group in Columbus is important, the real power of any industry resides in the activism of its individual members. With such a large membership, Ohio REALTORS® has the potential to be an extremely powerful force at the Statehouse. However, it takes significant grassroots engagement and momentum to accomplish our legislative and regulatory goals. That’s where SPCs come in.

Regardless of the issue facing the real estate profession, there usually is a group or association advocating the opposite position. SPCs are the most effective advocate for our industry at the state level. As an expert on real estate issues, and due to their close personal relationship, legislators want to hear from them.

SPC Duties and Expectations

- Support direct lobbying in Columbus with grassroots REALTOR® involvement
- Provide a critical link to ensure a consistent message to legislators in Columbus and in the district
- Meet with legislator at least four times per year
- It’s important for lawmakers to hear the local perspective or impact of issues

- Keep in touch with legislator and involve them in appropriate local association events
- Attend in-district fund raising events when funded by RPAC
- Always advocate for REALTORS® and the REALTOR® Party
- Respond to all “Calls for Action” (CFAs) and Ohio REALTORS® requests to contact with legislator
- Participate in training as required by Ohio REALTORS®
- Sign the SPC Pledge
- Sign up for REALTOR® Party Mobile Alerts (Text REALTORS to 30644)
- Attend the Annual Ohio REALTORS® Spring Legislative Conference

Identifying Potential SPCs

As you can see, being an SPC is a commitment. Perhaps you are interested in becoming an SPC yourself or are interested in helping to identify a new SPC. Here are some things to consider:

- Being an SPC does require time away from a member’s business
- An SPC must be able to put aside their own political leanings in favor of the REALTOR® Party first
- SPCs need to have an interest in State politics. This is not a Congressional position.
- It is preferred that SPCs have a prior relationship with their assigned legislator, though this is certainly not a requirement.
- Will this person be a good ambassador for your Board and the REALTOR® Party?

We will always seek engaged, pragmatic leaders to participate in the SPC initiative.

If you are interested please contact
Veronica Cardello at cardello@ohiorealtors.org.



Always remember this:
“If you’re not at the table, you’re on the menu.” State Political Coordinators allow Ohio REALTORS® to be at the table, vigorously advocating for our industry.



MARK REMEIS
Broker
A.A. Green Realty, Inc.

“The SPC program has proven to be vital in helping to reinforce the Ohio REALTORS® legislative agenda. It allows us to effectively communicate facts, ideas, and industry information with state lawmakers to help them make informed decisions. These grassroots engagement activities allow us to be the most effective advocates for our industry at the state level to accomplish our legislative and regulatory goals.”

Q1 | 2022 Advocacy & Local Board Victories



- Passed legislation for funding in Ohio Operating Budget (House Bill 110) to create online real estate license transfer system - signed by Governor
- Successfully passed House Bill 126 in the House and Senate, currently working to get changes to bill approved by House. Bill will reform law to stop predatory property value challenges and protect consistent property tax liabilities. Awarded \$50,000 NAR Issues Mobilization grant to work with coalition to pass
- Successfully passed the Ohio First-time Homebuyer Savings Act in the House. Will work to advance legislation in Senate and send to Governor
- Lobbied for passage of legislation to fund Ohio Community Action Agencies with \$465 million for rent and utility assistance due to COVID hardship - signed by Governor
- Formed broad coalition with legislators and industry stakeholders to discuss workforce housing shortages across Ohio
- Supported legislation that would create a residential broadband grant program to bring high-speed internet to underserved areas and successfully lobbied for \$250 million in grant funding - signed by Governor
- Lobbied for legislation that made favorable changes to Ohio's property valuation appeal system to allow commercial and industrial tenants the ability to challenge property values, and to allow for challenges related to COVID revenue losses - signed by Governor
- Helped kill amendment that would increase property taxes on affordable housing.
- Obtained seat on Ohio Subsidized Housing Task Force
- Removed amendment that would have limited private property rights, and required property owner to obtain consent of certain tenants in order to sell their property
- Halted legislation to implement state-wide eviction and foreclosure moratorium
- Lobbied successfully to amend occupational licensing bill to retain the high professional standards for real estate practitioners
- Advocated to hold committee hearings to consider legislation to add gender identity and sexual orientation to Ohio Civil Rights Code to be consistent with REALTOR® Code of Ethics
- Amended legislation to remove duplicative and confusing language from the Residential Property Disclosure Form
- Stopped a bill proposal that would put unreasonable and expensive requirements on private property owners when potential historic artifacts on property
- Passed legislation to help homebuyers and property owners more easily remove discriminatory covenants from deeds moving forward - signed by Governor
- Killed legislation that would add "source of income" as a protected class under Ohio Civil Rights code which would have removed the voluntary nature of the federal Housing Choice Voucher Program
- Amended bill to protect real estate licensees from liability regarding their duties when working with clients and recent changes to the Safe at Home program which protects victims of domestic violence and stalking
- Supported legislation to create a state-wide financial literacy curriculum in high schools - passed both chambers pending Governor's signature
- Lobbying to extend COVID-related civil immunity for Ohio businesses

THE BIG TAKEAWAY: TOGETHER WE PROTECTED OUR CLIENTS WHILE STRENGTHENING OUR INDUSTRY.



Stephen Ciacchi

Director, RPAC & REALTOR® Party

PROGRESSION: The RPAC Fundraising Forum Chair in year 2 will become the REALTOR® Party Vice Chair. In year 3 will become the REALTOR® Party Chair.



REALTOR® Party Chair
Joanne Zettl



REALTOR® Party Vice Chair
Rebecca Donatelli



RPAC Fundraising Forum, Chair
Heather Zimmaro

RPAC

Ohio REALTORS® RPAC Trustees, Chair
Lori Fulk



Ohio REALTORS® RPAC Trustees, Vice Chair
Gloria Cannon



NAR RPAC Major Investor Council
Heather Zimmaro



NAR RPAC Participation Council
Gloria Cannon



NAR REALTOR® Party Trustees for Campaign Services
Kay Edwards



Ohio YPN Representative
Ian Thickstun



Ohio Broker Representative
Dan McQuillen



Community Outreach

NAR REALTOR® Party Member Involvement Committee



Brian Whitta

Region 6

NAR Regional Vice President



Pete Kopf

NAR RPAC Trustees Fundraising



Gloria Cannon

NAR RPAC Trustees Federal Disbursement

No Appointment

Grassroots

NAR Corporate Investor Council
No Appointment

Veronica Cardello

NAR Housing Opportunity



Tricia Tennyson

NAR Smart Growth Advisory Board



Cole Cannon

Ralph Mantica

NAR State & Local Issues Mobilization



Brent Swander

NAR State & Local Issues Policy



Cole Cannon



Jamie McMillen



Kelly Meyer



Bob Miller

KEY



Ohio appointed



NAR appointed



Ohio REALTORS® Staff



Message & data rates may apply.

MAKE YOUR VOICE HEARD

*on Capitol Hill & at
the Ohio Statehouse*

*Text **REALTORS** to **30644** and
be a part of our REALTOR® Party
Mobile Alerts Program*



OHIO
REALTORS®



JOANNE ZETTL
Ohio REALTOR® Party
2022 Chair

LETTER FROM THE 2022 OHIO REALTOR® PARTY CHAIR

*Thank you for your commitment to
the REALTOR® Party!*

The REALTOR® Party is a powerful alliance of REALTORS® and REALTOR® associations working to advance public policies and support candidates that build strong communities, protect property interests, and promote a vibrant business environment.

Today we learned about the Ohio REALTOR® Party. Our 36,000 members and 32 associations are the backbone of a powerful alliance. We stand together and vote, act, and invest with one voice. Our work is solely focused on issues that collectively matter to us, existing and future homeowners, and the real estate industry. Our advocacy outreach initiatives resonate from townhalls and statehouses to Capitol Hill because you are dedicated to the work necessary to achieve these wins.

The Ohio REALTOR® Party Committee and Ohio REALTORS® Advocacy Team are here to be a resource for you and your association. We believe in working together and supporting one another. We are committed to and enthusiastic about your success. Throughout this year we are eager to be a part of your associations planning, meetings, and events. We are here to assist with applying for grants, putting together fundraisers, and assist in educating members. Together, we can accomplish anything!

It is going to be an incredible and fun year working together. Thank you for all the work you do and passion you have for our members, homeowners, and communities we serve.

Looking forward to an outstanding year. Together we are better!

Joanne Zettl
2022 Ohio REALTOR Party Chair





**TOGETHER,
WE ARE
FAMILIES
NEIGHBORS
HOMEOWNERS
COMMUNITIES
LEADERS
RPAC**

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