

Fundraising Ideas



- ❖ Grassroots Involvement on the Broker Level
 - See Brokers & RAPAC document
- ❖ Letter Campaigns
 - Send out a solicitation letter from your President or Association Executive
 - Send contributors a thank you letter for their previous year's contribution and ask them for a specific dollar contribution for this year
 - Send out an issue and candidate update letter and ask for a contribution
- ❖ REALTOR® Gatherings
 - New REALTOR® orientation
 - Institutes, Societies, and Council Meetings e.g., WCR, CRS, CRB, etc.
 - Association meetings
 - Committee meetings
 - MLS meetings
 - Sales meetings
- ❖ Board Mailings
 - Dues billing!
 - Include a brief RAPAC piece in every board mailing
 - A RAPAC column in your local newsletter
- ❖ Other Association Tools
 - Message on website
 - Broadcast solicitation emails
 - Messages on MLS
- ❖ 100% Participation of Local Leadership
 - Presidents, Association Executives, GADs, Committees Chairmen, Committee Members and Brokers (this includes RAPAC Chairs!)
- ❖ 100% Participation of Affiliates

❖ NAR RPAC Trip of a Lifetime Sweepstakes