



REALTOR® Action Fund

Local Staff Incentive Program

To help raise awareness among local association staff regarding the importance of our members' investments to RAF, C.A.R. has created a Local Staff Incentive Program. The program will reward local staff who encourage members to become actively involved in the REALTOR® Action Fund (RAF). Even though RAF is a voluntary investment, it is critical that we educate the local staff about the importance of a member's RAF investment so they, in turn, encourage members to pay at least the minimum of \$49.

C.A.R.'s LOCAL STAFF INCENTIVE PROGRAM

C.A.R. is offering gift certificates to your association staff based on the number of members who sign up for or upgrade their investments to RAF. Please see the [REALTOR® Action Fund Reward Redeem Form](#) for a list of gift certificate choices.

- **New Members/1st Time Participants:** For every 20 new members who sign up for a \$49 investment, your association would receive a \$10 gift certificate to present to your staff. For every 20 new members/1st time participants who sign up for a \$197 investment, your association staff would be eligible for a \$20 gift certificate.
- **Renewal members:** For every 40 renewing members who renew their \$49 investment, your association staff would be eligible for a \$10 gift certificate. Additionally, for every 40 renewing members who upgrade from a \$49 to a \$197 investment, your association staff would be eligible for a \$30 gift certificate.

If your association chooses to participate in C.A.R.'s incentive program, please use the form entitled [REALTOR® Action Fund Reward Redeem Form](#). We welcome feedback on how this program is working in your area, and request that any new ideas or incentives be forwarded to C.A.R. staff so that your ideas may be utilized by other Associations.

Please Note: This incentive program does not apply to investors from those members who invest using the dues billing process, and is strictly to be used for direct member contact.

ALTERNATIVE INCENTIVE PROGRAMS

Your local association may adopt your own staff incentive program instead of or in addition to participating in C.A.R.'s incentive program*. If your association chooses to do an alternative incentive program, you must utilize local BORPAC funds to compensate local association staff for their efforts and must use the form entitled "[REALTOR® Action Fund Event Request\Reimbursement form BORPAC](#)" available from the C.A.R. website. Please attach a copy of the minutes for verification of your BORPAC's approval of your "incentive program."



REALTOR® Action Fund Reward Redeem Form

Date _____ (This form must be submitted by the first of each month.)

Association/Board: _____ Board #: _____

Address: _____

City: _____ Zip: _____

Name of Association Executive: _____ Telephone: _____

Name of Govt. Affairs Director: _____ Telephone: _____

Name and title of recipient: _____

Best Buy Gift Card \$10 \$20 \$30

Barnes and Noble Gift Card \$10 \$20 \$30

Starbucks Card \$10 \$20 \$30

➔ Please fill out a separate form for each prize and/or each individual award.*

Mail Incentive To: Recipient at above address

Assoc Executive at Board

Preference: Normal delivery (1-2 weeks) Rush (within 5 business days of Receipt)

For Rush delivery, provide UPS or Federal Express # _____

or Credit Card # _____ (Circle VISA, MASTERCARD only),

Name on Card _____ Exp. date _____

Required Information and Check List:

Authorized and signed by the Association Executive

Association Executive

Date

GUIDELINES AND INSTRUCTIONS

* Please attach a list of the contributors attributed to this award and their RAF amounts, noting if they are new members and/or first-time contributors.

Please **fax** completed forms and the appropriate documentation to: **(916) 492-5290**

Please **mail** completed forms and the appropriate documentation to:

Lisa Edwards
Fundraising Coordinator
CALIFORNIA ASSOCIATION OF REALTORS®
980 Ninth Street, Ste. 1430, Sacramento, CA 95814-2734
Phone: (916) 492-5211 | Email: lisae@car.org