

# SPECIAL FUNDRAISING EVENTS



**PRESENTED BY THE CALIFORNIA  
ASSOCIATION OF REALTORS**

**HOSTED BY JANE SAUNDERS**

# SPECIAL EVENTS



- Great way to get association members involved
- Organization is key
- One-third rule may be in play
- Check with your legal counsel /RPAC Staff
- Make it fun for everyone

# SPECIAL EVENTS



- Fundraising Grants for state and local associations
- Local associations may apply to receive grants up to \$5K for fundraising purposes
- Contact Lisa Edwards @CAR, 916.492.5211
- [lisae@car.org](mailto:lisae@car.org)

# SPECIAL EVENTS



- **Develop a Plan with a timeline**
- **Recruit members that will work and make sure they know their roles**
- **Set a goal**
- **Give First Class treatment to large donors**
- **Do some homework on your date and idea**
- **Determine a theme**
- **Plan, Plan, Plan**

# SPECIAL EVENTS



- **Secure the vendors**
- **Promotion, Promotion, Promotion**
- **Gauge your progress**
- **Event time – make sure your volunteer know what their job is – delegate, you can't do this by yourself**
- **Follow-up**
- **Thank you**

# RULES



- **HARD DOLLARS OR PERSONAL DOLLARS vs. SOFT DOLLARS OR CORPORATE DOLLARS**
- **Only HARD DOLLARS can be contributed to candidates – at the federal level**
- **Many states may use CORPORATE DOLLARS to fund candidates at the state level but CA is a federal PAC so you can only collect HARD DOLLARS**

# RULES



- **Contributions are not deductible for federal income tax purposes. Contributions to RPAC are voluntary and are used for political purposes. You may contribute more or less than the suggested amount. You may refuse to contribute without reprisal and the National Association of REALTORS or any of its state or local associations will not favor or disfavor any members because of the amount contributed. 70% of each contribution is used by your state PAC to support state and local political candidates. Until your state PAC reaches its RPAC goal, 30% is sent to National RPAC to support federal candidates and is charged against your limits under 2 U.S.C.441a. After the state RPAC reaches its RPAC goal it may elect to retain your entire contribution for use in supporting state and local candidates.**

# WHO CAN ATTEND YOUR EVENTS?



- **REALTORS**
- **Individual Affiliates**
- **NAR, State and Local Association Staff**
- **Immediate Family members (of the above who are over the age of 18)**

# SPECIAL EVENTS



- **ONE-THIRD RULE**
- **Think of it as the 3X RULE**
- **Federal law**
- **Prohibit exchanges of prizes/items bought with corporate money for personal PAC contributions**
- **You must raise three times the fair market of the prize or item**
- **Even if the item is donated it has a fair market value**

# SPECIAL EVENTS

- Auctions
- BBQ contest
- Bad Car Day
- Bad Tie Contest
- Bowling Tournament
- Carnivals
- Casino night
- Chili Cook-off
- Cow Patty Poker
- Dance Contest
- Deal or No Deal
- Duck Races
- Diamonds and Champagne
- Denim and Diamonds
- Sand and Diamonds

# SPECIAL EVENTS

- **Dinners**
- **Golf ball drop**
- **Golf Tournaments\***
- **Karaoke**
- **Jail and Bail**
- **Ms RPAC Contest**
- **Polar Plunge**
- **Raffles**
- **REALTOR Idol**
- **Tastings**
- **Tennis Tournaments\***
- **Treasure Box**
- **Water Pistol Duels**

# Additional Ideas



- **Banks**
- **Velvet ropes**
- **Parking signs**
- **Colored Balloons**
- **Head and Tail Game**
- **Pink Flamingos**
- **Wii Game Contests**

# SPECIAL EVENTS



- PLEASE SEND US ANY INFORMATION ON FUNDRAISING EVENTS YOU HAVE PRODUCED IN YOUR ASSOCIATION
- Kristen Daugherty, [kdaugherty@realtors.org](mailto:kdaugherty@realtors.org), 202-383-1166
- Jane Saunders, [jane.saunders1047@gmail.com](mailto:jane.saunders1047@gmail.com), 304-941-6829

# SPECIAL EVENTS



- **RPAC Fundraising Handbook is available on the REALTOR Action Center.com website:**
- **<http://www.realtoractioncenter.com/rpachandbook>**