



2020 (Virtual) RPAC-A-THON Handbook

<https://tnrealtors.com/rpacathon/>

Overview

September 2, 2020, will be a great day for Tennessee REALTORS® and the REALTOR® Party! RPAC-A-THON will allow us to work together, statewide, to reach fellow REALTORS® and encourage them to join us to protect our industry, impact our community and support RPAC.

RPAC phone banks will increase investor participation through a REALTOR®-to-REALTOR® ask, which has been proven to work best to secure RPAC investments. This cost- and time-effective practice allows us to reach many members in a relatively short period of time.

Working together as a team helps keep morale up and allows us all to share tips and learn from each other. It's also a chance to create a fun social event while making a strong impact for the REALTOR® Party. RPAC phone banks work because they involve a skill that comes naturally to REALTORS® — the one-on-one pitch.

However, success does not flow automatically from an RPAC phone bank. The degree of success will depend on how diligently proven procedures are followed. *Local Association responsibilities are listed below.* Variations are acceptable, but a successful RPAC-A-THON will follow similar steps.

Preparation

NAR has a wide range of tips and guidelines for associations organizing a phone bank on this page: <https://realtorparty.realtor/rpac/rpac-political-fundraising/phone-a-friend-for-rpac/resources.html>

Here are several specific notes:

Education

- Be sure volunteers thoroughly understand the RPAC process and the goals.
- Potential investors may ask what will be done with their investments and what political involvement RPAC is planning.
- Remember RPAC is non-partisan.
- Training tools will be available to help phone bank volunteers answer questions, dispel myths and dissipate objections.

Planning

- Members will sign up to be a call center volunteer (either in-person or remotely) through your local association.
- The call time will run 10:00 a.m. to 1:00 p.m. Central.
- Recruit volunteers!
- Train/Practice. (*Scripts will be available.*)

Local Association Responsibilities

1. Secure HD webcam with audio, Internet and adequate lighting for clear picture. (*See link below to equipment information, and contact John Crawford at Tennessee REALTORS® with any questions.*)
2. Recruit volunteers to make calls either in person (if you establish a physical call center) or remotely throughout the day.
3. Send your list of volunteers to Jennifer Farrar. Include first name, last name, and NRDS number.
4. Have on hand (or ask volunteers to bring) laptops or tablets IF you have a physical call center. *Ask them to have two devices on hand if they make calls remotely: a computer/tablet to make calls and their mobile device/phone to call in for the live Zoom broadcast.
5. Assemble tables/room to resemble telethon atmosphere IF you have a physical call center.
6. Designate a point person to communicate with Tennessee REALTORS® during the broadcast — preferably one who is energetic / animated / charismatic!
7. Be ready to go “live” when Tennessee REALTORS® checks in with you during RPAC-A-THON. Showcase anything you would like, i.e. volunteer member spotlights, testimonials, success stories, call challenges/competitions, etc.
8. Display a dry-erase board (or similar) for your goal tally.

Tennessee REALTORS® Responsibilities

1. Provide a list to Local Associations of members who have not yet invested in RPAC.
2. Coordinate technical support and a connection test.
3. Assist with preparing and distributing call scripts.
4. Provide graphic/flyer for sharing with members via social media, etc.
5. Have a point of contact available to answer any questions.

Equipment Information

For a detailed, illustrated guide to the A/V equipment you will need for RPAC-A-THON, go to:
<https://docs.google.com/document/d/1u4qyUjpFUJGlvUDkzGCKlelu1dyGf0atOLSVs-N3-2g/edit?usp=sharing>

Top Ten Reasons to Invest in RPAC

10. RPAC works at all levels of government. Seventy percent of the money you invest is utilized at the state and local levels.

Most of the money stays in your backyard for issues like property taxes, yard-sign ordinances and disclosure requirements.

9. RPAC is truly non-partisan. We support the REALTOR® Party!

It's not about Republicans or Democrats, liberals or conservatives. The REALTOR® Party is focused only on issues that matter to you and your clients.

8. Advocacy in the REALTOR® Party is as easy as: Vote. Act. Invest.

Get engaged. Make a difference. If we don't have a seat at the table, we're on the menu.

7. RPAC supports our clients and community. It's not about us as REALTORS®.

Every home sale puts an average of \$61,000 into the local economy. RPAC helps your client's livelihood, lifestyles and personal wealth!

6. RPAC is like insurance for your business. It protects you more than you know!

You've got insurance for your home, your car and your health, right? Why not your profession?

5. Invest as little as \$25 in RPAC and save \$12,652.

Professional Privilege Tax Savings \$400, Real Estate Transfer Tax Savings \$7,700, State Sales Tax on Service Savings \$3,240, After-the-Fact Referral Fee Savings \$1,312; these are all examples of legislation passed to help you save.

4. You can invest on a monthly/quarterly basis.

Invest the amount that's right for you and your business. It's easy, affordable and makes a difference!

3. Mortgage Interest Deduction and other tax benefits are cool.

It's cool— seriously. So are the 30-year mortgage, property tax deductions, flood insurance and other benefits that make homeownership accessible and affordable.

2. Investing in RPAC saves you from having to read legislation, look over thousands of bills and go to the capitol yourself.

You have a lawyer to protect your rights, a banker to protect your money, and insurance to protect your home/property. RPAC protects your livelihood.

1. Every investor wants your support too, and we're asking you to invest.

RPAC is a team effort. Join with thousands of other investors across all levels where government officials are making decisions about how you do business.

Top Ten Objections to Investing in RPAC

10. I'm not really worried, and it won't make a difference.

Someday an issue will get you worried, and you'll find out that's just the tip of the iceberg. RPAC stops hundreds of pieces of legislation each year that would make it harder and more expensive for you to make a living as a REALTOR®.

9. I once gave a contribution, and nothing changed.

I went to the gym one time, and I still haven't gotten in shape. An investment doesn't guarantee we win, but doing nothing guarantees we lose.

8. I don't agree with some of the candidates that RPAC has supported.

But don't you agree with the issues? By focusing on the issues most critical for your business and clients, RPAC supports elected officials who help us most. We are non-partisan. We are the REALTOR® Party!

7. I already contribute to political candidates on my own.

Awesome! But RPAC gives you a unified voice with your fellow REALTORS®.

6. I don't have the money...my kids are in college...I have some big expenses...

How often do you go to Starbucks? Seriously...you can't afford not to invest because your business in real estate pays the bills, and RPAC protects your business. A \$2.74 daily coffee adds up to \$1,000 a year. What is your business worth?

5. I already paid my REALTOR® dues, isn't that enough?

Your REALTOR® dues pay for the "car." RPAC is the "gas" that puts you on the road. None of your investment in RPAC goes to overhead; 100% goes to issues that matter most to you and your clients.

4. Ask someone else who is better off than I am.

We have. We will. Everyone needs to invest in RPAC because we all share in the results. And we take pledges and offer payment plans.

3. I don't believe in contributing to candidates. I think you're buying votes.

If only it were that easy. We don't (and can't) "buy" votes. But RPAC ensures we are at the table instead of being on the menu.

2. No one has ever asked me to invest in RPAC.

Well I'm asking right now! Everyone has to start somewhere. Each person, and every gift, truly makes a difference!

1. What is RPAC?

Like the insurance on your house or your car, the REALTORS® Political Action Committee is there to protect your business. Investing in RPAC ensures someone is fighting on your behalf at all levels of government. It gives the REALTORS® a powerful voice when they need to be heard. It's the best investment you can make in real estate!

Tips for Writing a Call Script

A call script is your callers' guide to an effective recruitment conversation. It should succinctly convey all the basic information needed to compel people to say YES, with essential notes and cues to help the caller get the most out of every conversation.

Here is a guide:

- **Intro:** Greet person, emphasize who you are and what group your calling on behalf of.
- **Pitch:** Identify why you're calling, specific and compelling. There is a problem that we need their help with (e.g., "I know you're concerned about the future of this industry and your business...") and that he/she can provide the solution with an RPAC investment.
- **Ask:** Make the ask with specific responses for people who say yes, no or maybe.
- **Close:** Thank them for their time and commitment to RPAC and the REALTOR® Party.

Sample Call Script

Hello, this is <Name>.

As a fellow REALTOR and member of the <Local Association Name>, I know your time is valuable and I'd like to take a moment to share the importance of investing in the Realtors Political Action Committee, or RPAC. *[expect possible response here]*

RPAC supports elected officials and candidates for public office at the local, state and national levels who support and protect the commercial and residential real-estate industry, and private property rights. RPAC helps us as REALTORS to elect leaders who understand and share our point of view.

I'm an investor in RPAC, and I hope you will join me. By investing in RPAC, we are more powerful and can speak with one, united voice. And when REALTORS speak, our elected officials listen.

Can we count on you to show the country that REALTORS CAN make a difference by investing in the future of your business with a simple \$25 RPAC investment?

(If YES) That's great! We can take your credit card information over the phone, drop it off at the association office, or send someone to pick up a check.

(If NO) I can understand, but collectively, our RPAC dollars go a long way to advance our public policy initiatives at the local, state and national levels. How about \$15?

(If NO again) Would like to be contacted via email with information regarding RPAC & how to invest?

(closing) Thank you for your time today.

RPAC-A-THON Checklist

- ___ Phone Bank Location with Telethon Atmosphere Set-Up
- ___ Power Strip(s) for Phone Chargers and laptops
- ___ Laptops/tablets (either yours, or encourage volunteers to bring theirs)
- ___ Call Lists (provided by Tennessee REALTORS®)
- ___ Pledge Forms
- ___ Phone Bank Script/RPAC Talking Points (Tennessee REALTORS® will assist)
- ___ Food/Drinks *(If NAR notified you that you are eligible for a grant, be sure to submit your receipts to NAR within 30 days of RPAC-A-THON.)*
- ___ Dry Erase (or other type) Board for Tally
- ___ Webcam for Streaming (HD model is best)
- ___ Audio Capabilities for Streaming (most webcams include it)
- ___ Volunteer Schedule List *(provide to Jennifer by Friday, May 31)*

Questions? Contact:

- Jennifer Farrar, Govt. Affairs Director, jennifer.farrar@tnrealtors.com
- John Crawford, I.T. Director, john.crawford@tnrealtors.com