

2021 Advocacy Guide Book



A WORD FROM THE PRESIDENT

“What good shall I do this day?” — Benjamin Franklin

It is my joy to welcome you to this Advocacy Guide and to what it represents: a road map for our association’s engagement in the REALTORS® Political Action Committee (RPAC) and the REALTOR® Party as we move through 2021 together.

The quote above from Ben Franklin hangs on a wall in my home and over the door to my office. It reminds me to keep first things first as my day unfolds. As a broker, a volunteer, a husband, a dad, a friend, an advocate for our industry, it is always wise to ask: What good shall I do this day? Together, we have done so much good to strengthen real estate and stand strong for the rights of private-property owners across the state. And we have so much more good awaiting us in the coming year and beyond.

I would like to say thank you to all of you who are faithful investors in RPAC. You share an interest in, and commitment to, championing advocacy on behalf of our residential and commercial members in ways that advance our industry and improve our communities. I would also like to invite members who have not yet invested in RPAC to make 2021 the year you step up and get in on the fun. You won’t regret it!

Advocacy is an essential part of who we are as REALTORS®. As we engage and get involved, we are able to support candidates who stand with us on issues that matter to consumers and to our industry. We are able to connect and build relationships with elected officials, from the cities to the suburbs to the rural areas (where I live in West Tennessee).

As COVID-19 began to affect Tennessee early in 2020, the power of RPAC and the REALTOR® Party become especially important. Funds invested in RPAC helped us to advocate and lobby to ensure that real estate remained an “essential service” in Tennessee. Those dollars also made it possible for us to be a strong voice in Washington, D.C., as legislation passed and was signed making relief, assistance and loan forgiveness available to small businesses and entrepreneurs, including REALTORS®.

At the local, state and national levels, we will continue to speak up on important issues ranging from fair housing and taxes to flood insurance and opportunity zones, and so many more.

I hope you will plan to join us for Tennessee REALTOR® Virtual Day on the Hill (VDOTH). In light of COVID-19 and limitations on in-person visits to the Capitol in Nashville, we will hold our 2021 VDOTH meetings online. Even with this necessary pivot, we will still have great interactions with our state legislators as we discuss key issues and bills that will be considered by the 2021 General Assembly. Please stay tuned for more details.

Thank you again for your dedication, service and commitment to Tennessee REALTORS®, and to RPAC. Together, we will keep the momentum going and continue looking for the good that we shall do each day.

Sincerely,



A stylized, handwritten signature in black ink, consisting of several loops and a long horizontal stroke extending to the right.

Alexander J. Bynum
2021 President

TABLE OF CONTENTS

Page 3	A Word from the President
Page 5	Tennessee Team
Page 8	RPAC Hall of Fame
Page 9	RPAC Basics
Page 17	Auctions
Page 20	RPAC Major Investor Details
Page 22	Major Investor Events Guidelines and Best Practices
Page 22	RPAC -A-THON
Page 23	2020 State-Legislative Highlights
Page 24	Your Advocates on Capitol Hill
Page 25	Rules for Campaign Contributions
Page 27	Find Your Legislators
Page 28	The Candidate Interview Process
Page 30	Resources and Contacts
Page 35	Awards, Pins, Recognition
Page 37	RPAC Fundraising Legal Tips
Page 38	Day on the Hill/ Legislator Meetings
Page 39	Mobile Alerts, CFA, IE, Issues Mobilization
Page 40	Grants
Page 42	RPAC Special-Event Ideas
Page 44	Glossary of Acronyms & Terms
Page 46	How an Idea Becomes a Law
Page 48	Notes

TENNESSEE TEAM

2021 NAR COMMITTEE MEMBERS

State President

Alexander Bynum

State RPAC Trustees Chair

Carol Lott

State Association Executive

Angela Shields

State Governmental Affairs Chair

Sue Stinson-Turner

**State and Local Issues
Policy Committee**

Kyle Shults

**State and Local Issues
Mobilization Support Committee**

Brian Copeland

Commercial Committee

Bob Turner

**Commercial Federal Policy
Committee**

Ken Scroggs

Bob Turner

Fair Housing Policy Committee

Glenn Moore

Housing Opportunity Committee

Laura Edmondson

Lauren Harkins Wiuff

**Land Use Property Rights
and Environment Committee**

Scott Troxel

Doyle Webb

**Public Policy Coordinating
Committee**

Bob Turner

**Risk Management Issues
Committee**

Jewell McKinney

**REALTOR® Party Member
Involvement Committee**

Sally Sparks

RPAC Major Investor Council

Travis Close

RPAC Participation Council

Kevin Wilson

**RPAC Trustees Federal
Disbursement Committee**

Mike Gaughan

TENNESSEE TEAM

2021 TENNESSEE RPAC TRUSTEES

Carol Lott, Chair
Memphis Area

Leon Dickson, Sr.
Memphis Area

Lynn Pfund
Memphis Area

Kathy Tucker
Greater Chattanooga

Alexander Bynum *Ex Officio*
Central West Tennessee

Mike Gaughan
Sumner

Karen Randolph
Northeast Tennessee

Kevin Wilson
Greater Nashville

Travis Close *Ex Officio*
Greater Chattanooga

Carol Lott
Memphis Area

Kyle Shults
Williamson County

Brian Copeland
Greater Nashville

Robert Morris
Middle Tennessee

Ann Skiera
Williamson County

Penny Cowell
Great Smoky Mountains

Linda Meese
Knoxville Area

Cheri Spinazzola
Knoxville Area

Tennessee REALTORS®...

- Care about our communities and get involved in many ways
- Make it a priority to advocate for the protection of private-property rights
 - Have one of the most powerful PACs in Tennessee
- Participate in local, state, and national races for elective office
- Have access to provide district information including voters, polling, and taxation
 - Utilize independent-expenditure money
- Seek issues-mobilization funds to support campaigns & strengthen communities
 - Make a difference by volunteering, securing grants for improvement, and more



The Voice for Real Estate in Tennessee

(615) 321-1477 | www.tnrealtors.com

TENNESSEE TEAM

2021 GOVERNMENTAL AFFAIRS COMMITTEE

Sue Stinson-Turner, Chair
Memphis Area

Ron Tucker, Vice Chair
Greater Chattanooga

Sally Sparks, Immediate Past Chair
Knoxville Area

Kim Bass
Greater Chattanooga

Jay Cash
Middle Tennessee

Kathy Dunn
Upper Cumberland

Larry Evans
Clarksville

Brian Foster
Tennessee Valley

Debbie Guthery-Owen
Northeast Tennessee

Gabrielle Hanson
Williamson County

Vickie Johnson
Sumner

Lorie Layman
Williamson County

Melinda Kelly-Major
Clarksville

Kim Keith
Northeast Tennessee

Lois Killbrew
Greater Chattanooga

Jewell McKinney
Northeast Tennessee

Lee McWaters
Memphis Area

Greg Myers
Middle Tennessee

Mike Pappas
Knoxville Area

George Rowe
Greater Nashville

Marva Wilson
Memphis Area



TENNESSEE'S RPAC HALL OF FAME MEMBERS

Congratulations to Tennessee's inductees into the NAR RPAC Hall of Fame!

These generous investors are recognized each May during the NAR REALTORS® Legislative Meetings & Trade Expo in Washington, D.C.

Each year, our inductees join an esteemed fraternity of Tennessee RPAC Hall of Fame members that includes:

2005 Bobbi Gillis	2017 \$50,000 Jewell McKinney
2009 Lois Killebrew Jewell McKinney Rob Wigton	\$25,000 Pat Beech Janice Carlton Gerald Daves Nick French Mike Gaughan Price Lechleiter Brianna Morant Mike Pappas Sher Powers Randall Thomas
2010 Martin Edwards Fontaine Taylor	2018 Marcia Franks Thomas King Mike Pappas Ann Skiera
2011 Rosemarie Fair	2019 \$50,000 Hagan Stone
2013 Steven D. Harding	\$25,000 Erin Krueger Geoff Ramsey Cindy Stanton Doyle Webb
2014 John Brittle Jr. Brian Copeland Hagan Stone	
2015 Margaret Dixon	
2016 Rich Levenson	

RPAC BASICS

WHAT IS RPAC?

NATIONAL RPAC

A federal political action committee established and operated by NAR that maintains a separate bank account from NAR, and is required to register and report with the Federal Election Commission (FEC). All fundraising at local, state and national levels is subject to federal law wherein a portion of contributions are sent to National RPAC.

STATE PACS

In Tennessee, state PACs are regulated by the Bureau of Ethics and Campaign Finance. Fundraising is subject to state law where a portion of the contributions are provided to your state PAC. Also, all local associations are allocated 25 percent out of the state PAC until they reach their RPAC fundraising goal, after which they receive 35 percent of everything they have contributed for the year.

HARD MONEY VS. SOFT MONEY

Hard Money = Voluntary investments from individual REALTORS® for direct contributions to REALTOR® Champions running for national, state and local offices. such as: personal dollars, family members' dollars, affiliates' dollars.

Only hard dollars can be contributed to federal candidates and National PAC.

Soft Money = Indirect contributions, such as portions of NAR dues that fund the REALTOR® Party; investments from corporate allies (MLSs, technology partners and advisors, political vendors, institutes, societies, councils, franchisors, brokerages) that support federal, state and local

independent expenditures for REALTOR® Champions running for public office, issue campaigns OR both; and corporate investments by state and local associations and their affiliates, used for federal political activities permitted by law, such as opportunity races, legislative receptions, and meet-and-greet events.

Corporate dollars may be accepted by NAR's Political Advocacy Fund (PAF) for use in communications to members about federal candidates. Tennessee is among the states that permit corporate contributions to state and local candidates. Corporate dollars cannot be given to federal candidates or the National PAC.

WHO CAN BE SOLICITED

- REALTORS®
- REALTOR-ASSOCIATES®
- Affiliate members of REALTOR® associations who are individuals
- NAR, State, and Local Association executive and administrative staff
- Immediate family members (of the above who are over the age of 18)

WHAT IS A SOLICITATION?

A communication that encourages readers to support RPAC activities (by making a contribution) or facilitates making a contribution (such as providing an address where contributions may be made).

WHAT IS NOT A SOLICITATION?

Informational notices (e.g. amounts contributed, number of contributors, candidates contributed to).

Practical Point: To be on the safe side recognize that almost everything that references RPAC is a solicitation.

RPAC BASICS

METHODS OF SOLICITATION

- In person or in writing
- Email
- Social Media
- Payroll deduction
- Dues statements
- Fundraising events

SOLICITATION AND SOCIAL MEDIA**

Many REALTOR® associations are embracing social media tools such as Facebook, Twitter, Instagram and YouTube, and integrating these tools into their day-to-day activities. In some cases, this includes using those tools in connection with RPAC activities.

It is important to keep in mind that RPAC-related pages on social media are subject to both federal and state election laws, and may require the association to regulate access to certain portions of the site.

If a post contains a solicitation, limit it to the solicitable class.

Do not post/tweet information about investing in RPAC on a publicly available website. For example, do not provide a business address where an investment can be sent or a link to your association website that permits an RPAC investment.

You may, on a publicly available website, encourage individuals to check the association website for upcoming RPAC events, but any event information on the association website must be firewalled. You may also make general statements about the value of RPAC or general information about the amounts contributed. (“RPAC supports REALTOR®-friendly candidates”; “\$15,000 raised for RPAC”.)

***Your solicitations on social media must be limited to a closed group, accessible only by members of the solicitable class, and otherwise must comply with all other solicitation requirements.*

CAN MY LOCAL ASSOCIATION USE SOCIAL MEDIA SITES FOR RPAC?

Subject to the restrictions noted in the previous section, yes. The association may make certain RPAC informational pages available to the public, such as posting meeting times and basic information about RPAC. However, because RPAC investments may only be solicited from the solicitable class, encouraging support for RPAC or asking for a RPAC investment can occur only behind a password-protected website.

WHAT RPAC INFORMATION CAN BE PLACED ON A LOCAL ASSOCIATION'S SOCIAL MEDIA PUBLIC PAGES?

- General information about RPAC, such as staff contact information
- General information about RPAC activities, such as a calendar of RPAC events
- RPAC financial information, such as how much had been contributed or the number of contributors to RPAC in a given period
- Copies of the campaign finance reports filed with regulators like the Federal Election Commission or its state counterpart, setting forth the contributions received or disbursements made by RPAC
- Information about RPAC's legislative priorities and accomplishments
Associations must carefully monitor the content of their site if it includes RPAC information that goes beyond simply providing factual information and constitutes a solicitation for RPAC investments.

RPAC BASICS

WHAT INFORMATION NEEDS TO BE BEHIND MEMBER-ACCESS PASSWORD PROTECTION?

All communications that constitute a “solicitation” need to be password-protected.

WHAT OTHER ISSUES SHOULD LOCAL ASSOCIATIONS CONSIDER WHEN USING THEIR SOCIAL MEDIA SITES FOR RPAC?

Your local association must ensure that there is a member-only, password-protected feature on the sections of the social media site that may include a RPAC solicitation. The site administrator also must devise and implement a process to terminate a member’s access once that person is no longer a member of Tennessee REALTORS®. The association must decide whether to allow others to post messages in the public area of its social media site, and if so, must ensure that messages from others do not contain solicitations for RPAC investments. If an association allows such postings, it should include a disclaimer on the public page reminding members that any RPAC-related messages may only contain general information, and may not solicit RPAC investments or provide information about making or encouraging contributions.

SOLICITATION DISCLOSURE

- Disclaimer Requirements (written)
- Tax non-deductibility
- Political purpose of RPAC
- Contributions are voluntary
- Right to refuse to contribute
- Guidelines = Suggestion
- Breakdown of federal and state contribution percentages
- Federal portion applies to limits

[Sample disclaimer notice](#)

REQUIRED CONTRIBUTOR INFORMATION

- Full name
- Mailing address
- Occupation
- Employer
- Amount
- Date of contribution
- NRDS number (supplied by local association)

CONTRIBUTION TIME LIMITS

- Contributions of \$50 or less must be forwarded to the State PAC within 30 days of receipt
- Contributions of more than \$50 must be forwarded within 10 days of receipt
- Clock starts ticking on the date of receipt



RPAC BASICS

THE ONE-THIRD RULE

When applicable: Applies to RPAC events where a portion of the contributions are provided to National RPAC and the association provides prizes or entertainment for the event.

Purpose: To prevent “exchange” of corporate dollars for contributed hard dollars.

How to comply: National RPAC must reimburse the association for that portion of the fair market value of the prizes and entertainment that exceeds one-third of the amount raised in contributions. Fair Market Value (FMV) applies to both purchased and donated items. The rule does not apply to food and drink costs.

When applying for a grant from NAR, the one-third rule applies.

TENNESSEE RPAC

RPAC shall be organized and operated exclusively for the purposes of supporting the nomination or election of candidates for public office in the state of Tennessee who share the ideals and principles of REALTORS®, providing funds to the national REALTORS® Political Action Committee, and otherwise doing any and all things necessary to support the public policy agenda of Tennessee REALTORS®, in accordance with federal and state laws.

MINIMUM INVESTMENT: \$15

Tennessee recognizes the \$15 amount as the minimum investment to constitute a member’s participation.

TENNESSEE RPAC TRUSTEES

Tennessee RPAC Trustees are appointed annually by the Association President. Fifteen Trustees serve annually. If any member is interested in becoming an RPAC Trustee, the application deadline is in the late summer each year. For 2021, it is August 31.

TENNESSEE TRUSTEES DUTIES

- Meet with other Trustees to establish goals, set policy, and administer funds of the REALTORS® Political Action Committee.
- Raise the necessary dollars to fund the operation of RPAC and meet the goals established from time to time.
- Meet with local Associations and assist in planning, development and implementation of the local RPAC campaign.
- Meet at least once annually with assigned Associations to educate membership on RPAC’s purpose and function.
- RPAC Trustees are encouraged, but not required, to be at least a Sterling R Member (\$1,000 Annual Contribution) each year.
- Attend meetings regularly and timely (two absences automatically vacates this seat pursuant to the Bylaws).
- Assist in the delivery of RPAC disbursements to candidates.
- Be politically active and astute on current political events and issues.
- Be able to analyze political issues and situations with the interest of REALTORS® in mind, rather than pursuing one’s own political interests.

RPAC BASICS

PROHIBITED CONTRIBUTIONS

Contributions Made in the Name of Another

Because federal and state laws prohibit contributions made “in the name of another,” Tennessee RPAC will not solicit or accept contributions identifying another person as the contributor.

CASH CONTRIBUTIONS

Tennessee RPAC does not accept cash contributions.

CONTRIBUTIONS FROM FEDERAL CONTRACTORS

Because federal law prohibits contributions from federal contractors, Tennessee RPAC will not solicit or accept contributions from members providing goods and services under contract to the federal government, including the leasing or selling of land or other real property, or interests in real property, during the negotiation phase and term of the contract. However, contributions will be accepted from individual employees, officers, and directors of an incorporated real estate firm that is a federal contractor.

CONTRIBUTIONS FROM FOREIGN NATIONALS

Because federal law prohibits contributions from foreign nationals, Tennessee RPAC will not solicit or accept contributions from any person who is not a U.S. citizen or a national of the United States (as defined by INS rules) and who is not lawfully admitted for permanent residence. Non-citizens who have been granted permanent residence status are not foreign nationals.

LOCAL TENNESSEE DUES BILLING

In accordance with NAR Core Standards, each association shall include in their dues billing a voluntary contribution for the PAC or the Political Advocacy Fund (PAF) in an amount adequate to meet any NAR established RPAC fundraising goals. Further, local associations are encouraged to incorporate the use of voluntary RPAC contributions from dues billing in their fundraising plans, to solicit contributions at an amount higher than the Fair Share Goal amount adopted by the National RPAC Board of Trustees, and to incorporate the solicitation “above the line,” meaning it should be included in the total amount due.

All written solicitation materials, including dues billing statements, are required to include the statement below.

Failure to include this statement is a violation of federal law:

Contributions to RPAC are not deductible for federal income-tax purposes. Contributions are voluntary and are 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® will not favor or disadvantage any member because of the amount contributed or the decision not to contribute. You may refuse to contribute without reprisal. Your contribution is charged against your limits under 52 U.S.C. 30116.

In Tennessee, 70% of each contribution supports state and local political candidates. Until the state reaches its RPAC goal, 30% is sent to National PAC to support federal candidates and is charged against your limits under 2 U.S.C. 441a. After the state PAC reaches its RPAC goal, it may elect to retain your entire contribution for use in supporting state and local candidates.

RPAC BASICS

TENNESSEE RPAC STATE ALLOCATIONS

Contributions to Tennessee RPAC shall be allocated as follows:

NATIONAL RPAC

Thirty percent (30%) of contributions to Tennessee RPAC shall be forwarded to National RPAC for use in federal elections and other political activities. The Tennessee RPAC Board of Trustees may elect to retain all or a portion of this allocation from contributions received after Tennessee RPAC has remitted its annual NAR Federal Disbursement Allocation to the National RPAC, as allowed under the National RPAC Policies and the cooperative agreement. The amount retained shall be allocated for use in state elections and other state political activities.

TENNESSEE RPAC, FOR USE IN LOCAL ELECTIONS AND POLITICAL ACTIVITIES

Twenty-five percent (25%) of contributions to Tennessee RPAC shall be allocated for use in local elections. Local allocations shall be earmarked for use by the local association that transmits the contribution.

Once a local association has met its annual “Fair Share” goal, this allocation shall increase to thirty-five percent (35%), going back to the first dollar contributed that year. The amount allocated for use in state elections and other state political activities shall be adjusted accordingly.

Beginning January 1, 2018, funds allocated in this manner that are not disbursed within two past years and the current year, for a total of three years, shall be re-allocated for use in state elections and other state political activities.

The main purpose of locally allocated funds is direct candidate contributions. Local associations may also use their local association funds for local political party activities.

Funds may also be available to help local associations fundraising efforts. Tennessee’s RPAC Board of Trustees strongly encourages local associations to judiciously utilize NAR’s RPAC Fundraising Grants for local associations, up to the full \$5,000 annual allotment, before coming to Tennessee RPAC for additional fundraising resources.

Once efforts to utilize NAR funds have been fully explored, the RPAC Board of Trustees may consider requests of up to 25 percent of a local association’s fund balance (as maintained by Tennessee RPAC) for fundraising activities by the local association in an effort to assist local association in making fundraising goals.

Local associations will need to fill out a [Fundraising Assistance Request Form](#).

TENNESSEE RPAC, FOR USE IN STATE ELECTIONS AND POLITICAL ACTIVITIES

Thirty-five to forty-five percent (35-45%) of contributions to Tennessee RPAC shall be allocated for use in state elections and other state political activities. This amount may be adjusted as needed in accordance with previous section.

TENNESSEE RPAC REQUESTS FOR DISBURSEMENTS

Requesting Disbursements

Requests for disbursements to state or local candidates or for other state or local political activities shall be submitted in writing to the Board of Trustees on a [form](#) as prescribed by the Board of Trustees.

RPAC BASICS

MEMBERSHIP NOT A CONSIDERATION AS TO CANDIDATES

RPAC strongly urges members to actively participate in the political process at all levels, including the pursuit of political office. RPAC also acknowledges that candidates for public office should be considered for support, endorsement or contributions on the basis of individual merit in the context of the office sought. Accordingly, neither contributions to RPAC nor membership in Tennessee REALTORS® or any other association, past or present, direct or indirect, entitles a candidate to receive support, an endorsement, or contributions from Tennessee RPAC.

TENNESSEE RPAC APPROVAL FOR DISBURSEMENTS

Approval for all disbursements shall require a majority vote of the Board of Trustees at an annual or special meeting of the Board, except as provided below:

(1) Disbursements in the amount of \$500.00 or less from funds allocated for use in state elections or other state political activities may be authorized by two of the three general officers of the Board (the Chair, Vice Chair, and Secretary-Treasurer) without the approval of the Board of Trustees. A form evidencing such approval shall be submitted to the Chief Executive Officer of Tennessee REALTORS®, who shall prepare the RPAC checks in accordance with such form. A copy of this form shall be transmitted to the general officers of the Board. The maximum aggregate amount of state RPAC funds that may be disbursed in this manner is \$20,000.00 in the course of one fiscal year. All disbursements authorized in this manner shall be reported to the Board of Trustees at their next meeting following the disbursements.

(2) Disbursements in the amount of \$1,000.00 or more from funds allocated for use in local elections or other local political activities may be authorized by any of the three general officers of the Board without the approval of the Board of Trustees. A form evidencing such approval shall be submitted to the Chief Executive Officer of Tennessee REALTORS®, who shall prepare the RPAC checks in accordance with such form. A copy of this form shall be transmitted to the general officers of the Board. All disbursements authorized in this manner shall be reported to the Board of Trustees at their next meeting following the disbursements.

(3) Disbursements in the amount of \$1,000.00 or less for administrative purposes may be authorized by two of the three general officers of the Board without the approval of the Board of Trustees. A form evidencing such approval shall be submitted to the Chief Executive Officer of the Tennessee Association of REALTORS® who shall prepare the RPAC checks in accordance with such form. A copy of this form shall be transmitted to the general officers of the Board. All disbursements authorized in this manner shall be reported to the Board of Trustees at their next meeting following the disbursements.



RPAC BASICS

TENNESSEE RPAC DELIVERY OF DISBURSEMENTS

REALTOR® participation in the delivery of RPAC disbursements is essential to the proper function of RPAC. All checks approved by the Board of Trustees shall be delivered by an RPAC Trustee or their designee. All disbursement checks should be delivered within fifteen (15) days of issuance. If for any reason a disbursement check cannot be delivered within this time frame, the member responsible for delivery shall notify the Governmental Affairs Director immediately. In certain circumstances, with approval of the chair, checks may be delivered by the Governmental Affairs Director or a staff designee, and/or Tennessee REALTORS® lobbyists.

RPAC may disburse funds to political parties and other political action committees. Tennessee RPAC may not reimburse any multi-candidate political action committee for specific contributions made to a campaign or candidate.



AUCTIONS

FUNDRAISING SPECIAL EVENTS

Some state associations, state PACs, local boards or their RPAC committees include in their fundraising activities special events such as raffles, auctions, and dinners or other like events. Some also sell merchandise to benefit RPAC. The costs of conducting such fundraising events are generally considered an administrative expense that may be borne by the sponsor—the board or state association. In some cases, however, where the event involves distribution of prizes, merchandise or entertainment, some of the costs may be subject to the “one-third rule.” This rule is explained below, followed by a brief discussion of other issues relevant to various specific popular events.

The One-Third Rule

Q. What is the “one-third rule” and when does it apply?

A. The so-called “one-third” rule set forth in the Federal Election Commission Regulations applies to corporate sponsored fundraising events held to raise voluntary contributions to Federal political action committees where the event involves providing prizes, merchandise, or entertainment to contributors. The rule applies to RPAC fundraising events sponsored by NAR or state or local associations because 30% of each RPAC contribution is forwarded to National RPAC to support Federal candidates.

Q. What is the reason for the one-third rule?

A. The one-third rule is intended to prevent a corporation from giving contributors prizes, merchandise or entertainment at events like raffles, dinner-dances, auctions and the like “in exchange” for voluntary individual political contributions. Since an incorporated Board of REALTORS® may use corporate monies to pay the costs of conducting an RPAC fundraising event, such an “exchange” might appear to occur if the prizes or entertainment provided to contributors had approximately the same value as the total contributions made by those individuals in attendance. Thus, the rule prevents the sponsor from providing to contributors prizes or entertainment in exchange for personal PAC contributions where the total amount contributed does not significantly exceed the value of the prizes or entertainment. The rule accomplishes this by establishing a “threshold” relationship between costs incurred in connection with the event and total contributions made by those in attendance.

Q. How does the one-third rule work?

A. In order to prohibit “exchanges” of corporate money or merchandise for personal PAC contributions, the rule provides that the value of the prizes, merchandise, or entertainment distributed (exclusive of food, beverage and facility expenses, but including professional entertainment expenses) to contributors at a fundraising event, like a raffle or an auction, may not exceed one-third of the total contributions made by contributors at the event. Stated conversely, the event must result in total contributions not less than three times the costs of prizes and entertainment. If that amount of contributions is not achieved, the sponsor must be reimbursed by the PAC in an amount necessary to reduce the net “expenditure” (for merchandise and entertainment) to one-third of the contributions collected.

Source: REALTORS® Almanac, updated 2013

AUCTIONS

Q. Can you provide an example?

A. Assume, for example, a Board spent \$400 for items to be raffled off at a fundraising event and collected \$1200 or more in contributions at the event. No reimbursement would be necessary because one-third of the fundraising proceeds (one-third of \$1,200, or \$400) is equal to the Board's costs. But if the Board collected only \$900 in contributions, it would have to be reimbursed for the amount by which the expenses (\$400) exceeded one-third of the contributions collected ($\$900 \div 3 = \300), or \$100. [This calculation is complicated by the fact that this formula only applies to the National RPAC portion of the contributions, and any reimbursement must be made by National RPAC. In this example, National RPAC's portion of the total contributions is 30% of \$900, or \$270, and one-third of that amount is \$90. Similarly, National RPAC's allocable portion of the "expenditures" allocable to raising Federal PAC funds is 30% of \$400, or \$120. Thus, this example would require reimbursement by National RPAC of \$30, which is the difference between \$120 and one-third of \$270 (\$90).]

It is important to recognize two points in making these computations: (1) Each prize need not satisfy the one-third standard individually as long as the costs of all items and contributions received for them do so collectively. (2) In computing the Board's costs of the prizes distributed via the event, items donated to the Board must be valued at their fair market value, since even though such items may have been acquired by the Board without cost they have a market value and thus constitute as an asset of the Board with that fair market value.

Auctions

Some RPAC fundraisers involve auctions of donated items or services to the highest bidder via either live or "silent" proceedings. Conducting an RPAC auction also prompts several legal considerations.

Purchase of Auction Item is a Contribution to RPAC

As with the purchase of raffle tickets, the purchase of an item at an RPAC auction is considered an RPAC contribution equal to the entire purchase price, even if a portion of that price is paid by the association conducting the auction to the artist or other consignor who provided the item. Accordingly, persons outside the restricted class who are not permitted to be solicited to contribute to RPAC may not be invited to attend or allowed to purchase any auction items.

Publicizing an RPAC Auction Constitutes a Solicitation

Publicizing an RPAC auction constitutes a solicitation of contributions. Therefore, such publicity must include the necessary information regarding the appropriate distribution of the contribution between National RPAC and the state RPAC, and the fact that the federal portion is charged against the contributor's limits under 2 U.S.C. 441a. Moreover, as noted above, the distribution of publicity about the auction must be limited to persons within the restricted class.

Source: REALTORS® Almanac, updated 2013

AUCTIONS (CONT.)

SOLICITATION CLASS FOR ITEMS

Who Can Contribute Merchandise or Services

As with raffles, items of value may be donated to the board for sale at an RPAC auction only by bona fide members. Such members include affiliate members (and even affiliate corporate members, though such corporate members may not make direct contributions to RPAC.) Local businesses who are not members of the board or state association may not contribute cash, merchandise or services to be auctioned off to raise funds for RPAC. Also as in the case of raffles, the fair market value of donated items must be used in calculating expenses for purposes of the “one-third rule.” State associations and local boards may also purchase and/or obtain from members within the restricted class donated items for an RPAC auction, subject to satisfaction of the “one-third rule” discussed previously. The association may also purchase items for auction for other sources so long as the purchase price is the usual and normal charge for such items.

Handling Consigned Items

In some auctions, items such as artwork are received for auction on a consigned basis at a floor price. If the bidding exceeds the consigned price, the item is sold to the highest bidder, and the agreed upon consigned price paid to the artist or other consignor. If the bidding does not reach the consigned price, the item is not sold but is returned to the consignor. In either case, no contribution is made by the consignor. The entire price paid by the purchaser is, as noted above, treated as a contribution, while the compensation paid to the artist is treated as an expense of conducting the event.

Purchase of Auction Item is a Contribution to RPAC

Fundraising events such as auctions may also be subject to state and local election laws, as well as other applicable legal restrictions. Some jurisdictions, for example, restrict auctions to sealed bids only, or require the hiring of a licensed auctioneer. Other state or local laws relating to fundraising or other auction events may also apply, and legal counsel is advised before conducting an RPAC auction.

From whom may the local Board solicit and accept donations or merchandise to be sold/auctioned or otherwise used to defray the costs of a local Board RPAC fundraising event?

The only persons or entities that may contribute to or otherwise donate money or items to be used in an RPAC fundraising event are members (REALTORS® or affiliates) of the local Board. Thus, local car dealers, insurance agencies, banks, or printers that are not affiliate members of the local Board may not donate items to be auctioned or raffled off, nor may they provide money to be used to offset the costs of an RPAC fundraising event.

Source: REALTORS® Almanac, updated 2013

RPAC MAJOR INVESTOR DETAILS

The following contributor membership groups are recognized by National RPAC:

PLATINUM R

The membership requirement for Platinum R is a \$10,000.00 initial contribution and sustaining contributions of \$5,000.00 annually to Tennessee RPAC. Tennessee RPAC shall forward thirty percent (30%) of all Platinum R contributions to National RPAC. Platinum R benefits are at the discretion of the National RPAC Board of Trustees and shall be conveyed to the contributor upon receipt of the contribution allocation by National RPAC.

GOLDEN R

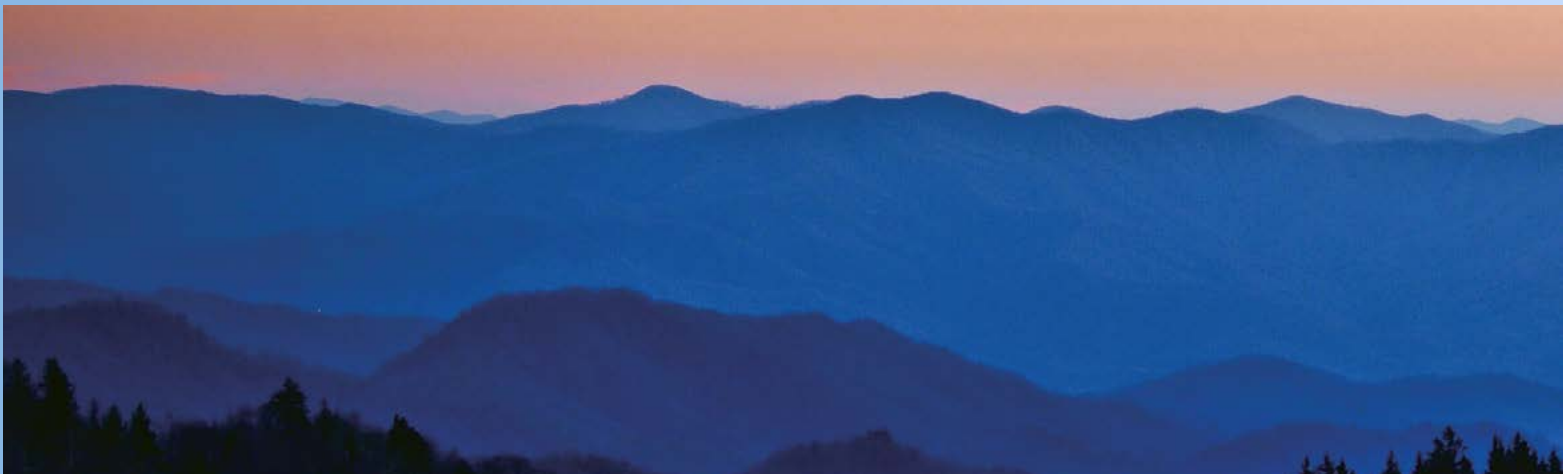
The membership requirement for Golden R is a \$5,000.00 initial contribution and sustaining contributions of \$2,000.00 annually to Tennessee RPAC. The sustaining contribution amount for Golden R members whose initial contribution was made prior to 2002 is \$1,000.00. Tennessee RPAC shall forward thirty percent (30%) of all Golden R contributions to National RPAC. Golden R benefits are at the discretion of the National RPAC Board of Trustees and shall be conveyed to the contributor upon receipt of the contribution allocation by National RPAC.

CRYSTAL R

The membership requirement for Crystal R is a \$2,500.00 initial contribution and sustaining contributions of \$1,500.00 annually to Tennessee RPAC. Tennessee RPAC shall forward thirty percent (30%) of all Crystal R contributions to National RPAC. Crystal R benefits are at the discretion of the National RPAC Board of Trustees and shall be conveyed to the contributor upon receipt of the contribution allocation by National RPAC.

STERLING R

The membership requirement for Sterling R is a \$1,000.00 contribution to Tennessee RPAC annually. Tennessee RPAC shall forward thirty percent (30%) of all Sterling R contributions to National RPAC. Sterling R benefits are at the discretion of the National RPAC Board of Trustees and shall be conveyed to the contributor upon receipt of the contribution allocation by National RPAC.



RPAC MAJOR INVESTOR DETAILS

TENNESSEE RPAC INVESTOR LEVELS NOT RECOGNIZED BY NAR

Please note: If NAR grant money is used for any fundraising event, these levels cannot be advertised.

BRONZE R

The membership requirement for Bronze R is a \$500.00 contribution to Tennessee RPAC annually. Bronze R benefits shall be at the discretion of the Tennessee RPAC Board of Trustees and shall be conveyed to the contributor upon receipt of the contribution by Tennessee RPAC.

CAPITOL CLUB

The membership requirement for the Capitol Club is a \$250.00 contribution to Tennessee RPAC annually. Capitol Club benefits shall be at the discretion of the Tennessee RPAC Board of Trustees and shall be conveyed to the contributor upon receipt of the contribution by Tennessee RPAC.

99ER CLUB

The membership requirement for the 99er Club is a \$99.00 contribution to Tennessee RPAC annually. 99er Club benefits shall be at the discretion of the Tennessee RPAC Board of Trustees and shall be conveyed to the contributor upon receipt of the contribution by Tennessee RPAC.

OTHER RPAC LEVELS

PRESIDENT'S CIRCLE

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 Member of Congress. 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.

HALL OF FAME

The Hall of Fame recognizes dedicated members who have made a significant commitment to RPAC over the years by investing an aggregate lifetime amount of at least \$25,000. Hall of Fame members are installed at the May REALTORS® Legislative Meetings & Trade Expo the following year. President's Circle investments may be counted towards Hall of Fame status.



MAJOR INVESTOR EVENTS GUIDELINES AND BEST PRACTICES

- **SET A GOAL** per attendee at a minimum of \$500 in new dollars.
- **SCHEDULE AN EVENT** by applying through the RPAC section on the REALTOR® Action Center. Provide two or three potential dates. Six to eight weeks is required for approval from the National Association of REALTORS®.
- **TARGET YOUR ATTENDEES** by assessing your Association's top producers, current major investors, and prospective major investors.
- **CREATE A COMMITTEE** of major investors.
- **INVITE AND ENROLL** your attendee targets.

CREATE AN AGENDA

- **CREATE A CASUAL RECEPTION** format as guests arrive.
- **WELCOME AND INTRODUCTION** by the events hosts.
- **BRIEF LEGISLATIVE** update from the Government Affairs staff from the local or state association. Local leadership is also encouraged to speak to why they invest in RPAC.
- **THE ASK**, made by the NAR Representative, is a required component for reimbursement. He/She will challenge the room to invest as major investors and/or President's Circle members.

SUPPORT TEAM

- If you would like to host a local Major Investor event, please contact Travis Close (travis@travisclosehomes.com).

Join us Mon., August 9 for our 2021 RPAC-A-THON!

Theme: TBD

What is it?

RPAC-A-THON is a volunteer phone-bank program that serves as a critical tool to ensure that every member knows about the REALTOR® Party and RPAC.

When is it?

Our 2021 state RPAC-A-THON will be from 11 a.m. to 3 p.m. Central on Monday, August 9 hosted by Tennessee REALTORS® in Nashville, with live video feeds to local associations throughout Tennessee.

Why is it important?

RPAC-A-THON leverages the power of member-to-member outreach to contact non-investing members, educate him or her about RPAC, and ask directly for an investment in RPAC. The phone bank allows us to increase investor participation through a format proven to work well to secure RPAC investments.

Working together as a team during RPAC-A-THON affords us the opportunity to share tips and learn from each other. It's also a chance to create a fun social event while helping make a strong impact for the REALTOR® Party. RPAC phone banks work because they involve a skill that comes naturally to REALTORS® — an effective use of a one-on-one pitch.

How will it work?

Volunteers gather and call potential investors, or targets, asking for an RPAC investment. Logging into a unique website that contains a customized call queue built by association staff, volunteers can take credit card investments, email the investment link to those who wish to invest later and send thank-you notes.

How do I learn more?

Stay tuned for communications from Tennessee REALTORS® leading up to RPAC-A-THON. If you have specific questions, please contact GAD Jennifer Farrar at jennifer.farrar@tnrealtors.com.



2020 STATE-LEGISLATIVE HIGHLIGHTS

■ *The General Assembly adjourned in early June, having returned after a mid-March recess to adjust/pass a \$39.5B budget that cut \$1B from Gov. Bill Lee's earlier proposal.*

■ *The budget does not fund new programs and initiatives, including previously planned pay raises for teachers, most state employees and legislators.*

■ *It completes the elimination of the Hall income tax, includes \$200M in grants for cities and counties to respond to COVID-19, and adds \$15M for the two tax-free weekends.*

■ *Gov. Lee's proposed budget would have enabled raiding funds from regulatory boards as well as real estate education and recovery education fund/claims fund. Tennessee REALTORS® worked with the legislature to remove access to these funds.*

■ *Gov. Lee did not move forward with the rest of his legislative package, including a constitutional carry bill, a 50% deduction in the professional privilege tax for professions remaining, and a literacy bill.*

■ *His fetal heartbeat bill passed. It bans abortions after a fetal heartbeat can be detected, if the doctor knows the woman is seeking an abortion because of the child's sex or race or diagnosis of Down syndrome, and for juveniles in custody of DCS (including removing the current option to petition a judge for permission).*

■ *The House failed to adopt a conference committee report re: liability protection for certain entities related to COVID-19 (the Safe Harbor Act). Gov. Lee may call a special session for this.*

Legislation important to us that passed included bills that:

■ *Require marketplaces to collect and remit local tax on short-term rentals to the Department of Revenue.*

■ *State that if a landowner knowingly landlocks their property, the Court does not have to grant them an easement from a neighboring parcel.*

■ *Allow the housing authority to assist developing projects that promote affordable rental housing.*

■ *Reduce required notice for termination of residential tenancy to three days for unauthorized subtenants/occupants.*

Unsuccessful bills that we opposed included legislation that would have:

■ *Authorized a person to perform, without license or certification, work for which that is normally required, including real estate.*

■ *Required real estate disclosure to state whether residential real estate is located in a county identified by the EPA as having a high potential for radon.*

■ *Required a landlord to give tenant 60 days' notice prior to termination of residential lease.*

■ *Prohibited a landlord from refusing to lease/rent property, expel a person, or discriminate based solely on income.*

YOUR ADVOCATES ON CAPITOL HILL

RAMSEY, FARRAR & BATES

<http://rfbgovrelations.com>

Ramsey, Farrar & Bates has more than a century of collective experience dealing with the Tennessee General Assembly, Tennessee state government and the legislative process. They understand how government works, and they have built strong and lasting relationships with state leaders and lawmakers.



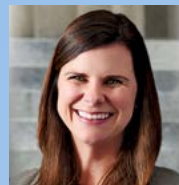
RON RAMSEY served as Tennessee's senate speaker and lieutenant governor from 2007 to 2017. He was a member of the Tennessee General Assembly for 24 years, serving two terms as a state representative from the 1st District and four terms as a state senator from the 4th District. During his legislative career, Ron spearheaded landmark education reforms leading to Tennessee's status as the most-improved state in the nation in K-12 education. He also led the way on several pro-business initiatives, including tort reform, workers' compensation reform, and reform of the state's unemployment insurance system. Ron is the founder of Ron Ramsey & Associates, a real estate and auction company licensed in Tennessee and Virginia. He is a current member and former president of the Bristol Tennessee/Virginia Association of REALTORS®, and is a member of the Farm Credit Association Advisory Board.



J. RUSSELL (RUSS) FARRAR has more than three decades of lobbying and governmental relations experience. As a co-founder and senior partner of

Nashville-based law firm Farrar & Bates, he has successfully tried numerous civil rights and governmental tort liability cases. Since 2002, he has been rated AV Preeminent® by Martindale-Hubbell® Peer Review Ratings™, the only nationally recognized attorney rating service. AV Preeminent® is the highest rating an attorney can obtain. Russ currently serves as general counsel and senior lobbyist for the 26,000-member Tennessee REALTORS®, and general counsel for the TML Risk Management Pool, which

insures 90 percent of Tennessee's local governments. He also serves as chairman of the Tennessee Department of Labor and Workforce Development TOSHA Review Commission. Russ previously served as assistant commissioner and chief legal counsel for the Tennessee Department of Labor and as director of the Department of Labor's Division of Employment Codes. He is a frequent guest lecturer for the Tennessee Municipal Attorneys Association, the Tennessee Public Risk Management Association, the Tennessee Association of Chiefs of Police, and numerous REALTOR® groups.



ADDISON RUSSELL is an attorney and government relations specialist. She serves as assistant general counsel to Tennessee REALTORS®, and lobbies the Tennessee

General Assembly on behalf of Tennessee REALTORS®, local government entities and additional business groups. Prior to her role with Farrar & Bates, Addison was legislative director for the Tennessee Department of Commerce and Insurance. She also previously served as a research analyst for the Tennessee General Assembly's Senate State and Local Government Committee.



MATT RUSSELL is an experienced lobbyist, seasoned political strategist and government relations professional who has represented clients at the local,

state and federal levels. Prior to joining Ramsey, Farrar & Bates, Matt directed several campaigns across the state of Tennessee. In 2016, he managed Republican Sen. Steve Dickerson to a 13-point victory over his Democratic opponent in a district that voted Democratic on the federal level. Matt served in multiple roles with the Tennessee State Senate, including as research analyst to the Transportation and Safety Committee.



ROSS SMITH is an attorney and government relations specialist. Ross currently litigates on behalf of the TML Risk Management Pool and multiple local governments in

Tennessee. He also lobbies the Tennessee General Assembly on behalf of Tennessee REALTORS®, local government entities, and private business groups. Prior to joining Ramsey, Farrar & Bates, Ross clerked for the Honorable Jimmy L. Croom in the U.S. Bankruptcy Court for the Western District of Tennessee. Ross earned his Bachelor of Arts degree from the University of Tennessee and his Juris Doctorate from the University of Memphis Cecil C. Humphreys School of Law.

Ramsey, Farrar & Bates, LLC is an affiliate of Farrar & Bates, LLP, a comprehensive law firm concentrating on trial and appellate practice in state and federal courts; administrative, arbitration and mediation proceedings; and lobbying and government relations since 1992.

RULES FOR CAMPAIGN CONTRIBUTIONS

FROM THE TENNESSEE BUREAU OF ETHICS
AND CAMPAIGN FINANCE

- **CASH CONTRIBUTIONS.** PACs may not make cash contributions to candidates.
- Additionally, from the convening of the General Assembly in organizational session through the earlier of June 1 or the last day of regular session in odd numbered years, and from the convening of regular legislative session to the earlier of May 15 or the conclusion of annual session in even numbered years, and from the convening of an extraordinary session through the conclusion of extraordinary session, a political party PAC is prohibited from conducting a fundraiser, soliciting or accepting campaign contributions for the benefit of a legislative candidate, gubernatorial candidate, a caucus or any caucus member.
T.C.A. § 2-10-310(b)
- An employer of a lobbyist or a PAC controlled by an employer of a lobbyist is prohibited from making a campaign contribution to a gubernatorial or legislative candidate during regular or extraordinary legislative session (this restriction is found in the lobbying statutes).
T.C.A. § 3-6-304
- During the nine (9) day period prior to any election day, a PAC is prohibited from making a campaign contribution to a candidate for state or local public office, unless the committee is a political party PAC. *T.C.A. § 2-10-117*
- Corporate contributions are allowed to be made to candidates and PACs in Tennessee. Corporations making campaign contributions totaling over \$1,000 in the aggregate to candidates in a calendar year must register as a PAC and file campaign financial disclosure reports (enacted June 2011).

CAMPAIGN CONTRIBUTION LIMITS

Pursuant to the Campaign Contribution Limits Act of 1995, *T.C.A. 2-10-301*, et seq., there are limits on how much monies a person or a PAC may contribute to a candidate's campaign per election, and how much monies a candidate may accept for an election from a person or PAC. Those dollar limitations are based on the office sought by the candidate and are as follows:

OFFICE SOUGHT	PERSON	PAC	TOTAL CONTRIBUTIONS FROM PACS (EXCLUDES POLITICAL PARTY PACS) ¹	TOTAL CONTRIBUTIONS FROM POLITICAL PARTY PACS ¹
Statewide Office (Governor)	\$4,200	\$12,300	50% of total contributions	\$409,700
State Senate	\$1,600	\$12,300	\$122,900	\$65,500
State Rep / All Other State ² and Local Offices	\$1,600	\$8,100	\$122,900	\$32,900

¹ Political Party PACs include committees controlled by a political party on the national, state or local level, and caucuses of a political party established by members of either house of the General Assembly. *T.C.A. § 2-10-306*

² Other State Offices includes Criminal Court Judges, Circuit Court Judges, Chancellors, Probate Court Judges, District Attorney Generals and Public Defenders. *T.C.A. § 2-10-102(13)*

For purposes of dollar limitations, a primary election, general election, run-off election or special election are each considered a separate election with separate contribution limits.

For example, a candidate for state senate in the August primary election could accept \$1,500 from John Doe, and if the candidate also runs in the general election, he/she could accept another \$1,500 from John Doe for the general election.

FIND YOUR LEGISLATORS

TENNESSEE GENERAL ASSEMBLY

[Overview](#)

[State Senate Members](#)

[State House Members](#)

[Locate a Bill](#)

[U.S. Congress Overview](#)

U.S. SENATORS

Sen. Marsha Blackburn

Sen. Bill Hagerty

U.S. HOUSE MEMBERS

Rep. Diana Harshbarger (Dist. 1)

Rep. Tim Burchett (Dist. 2)

Rep. Chuck Fleischmann (Dist. 3)

Rep. Scott DesJarlais (Dist. 4)

Rep. Jim Cooper (Dist. 5)

Rep. John Rose (Dist. 6)

Rep. Mark Green (Dist. 7)

Rep. David Kustoff (Dist. 8)

Rep. Steve Cohen (Dist. 9)



THE CANDIDATE INTERVIEW PROCESS

This program is initiated when there are two or more candidates **running for the same office on a local, state, and federal level.**

Prior to each primary or general election, Tennessee REALTORS® Governmental Affairs department will provide associations with a candidate interview packet that will include a candidate questionnaire, relevant issues, interview timelines, and ways to ensure a successful candidate interview(s).

TIPS ON HOW TO PREPARE FOR AN INTERVIEW

Selecting Panel Members

- 6-10 REALTORS® are recommended for the candidate interview panel. It is highly recommended that some members of the panel be REALTOR® members who have served in positions of leadership roles in the Legislative, Political Affairs, and/or PAC Committees.

Panel members should be articulate and informed of issues relating to the real estate industry. It is also very important that panel members remain objective, remain nonpartisan and have not conflict of interest with candidates being interviewed.

Planning a Candidate Interview

The panel members will meet and decide on questions that they will be asking the candidates. Its important questions focus on the real estate industry. For federal candidate, NAR will provide the questions for federal candidates.

HOW TO START THE INTERVIEW PROCESS

Scheduling Interviews

Scheduling interviews before both primary and general election with funding deadlines of both state and national trustees is crucial. It is counterproductive to schedule interviews past funding deadlines and after trustees have concluded funding sessions.

Local associations will receive interview timelines when they receive candidate interview packet from the Tennessee REALTORS® Governmental Affairs department.

Inviting the Candidates

- Be sure to include in the invitation REALTOR® position on issues of importance; on local, state, and federal levels.
- If a candidate is serious about the associations support, they will be well study and diligently prepared for the interview; signaling how much they value your support.
- NEVER PROMISE FUNDING! You can, however, inform the candidates that upon final recommendation, they are eligible to receive funds.
- Keep candidate interviews timely. Give candidates an allotted time (under 30 minutes) and stick to that time whether the interview is concluded or not. It is important each candidate is treated the same.

THE CANDIDATE INTERVIEW PROCESS

CANDIDATE INTERVIEW

In preparation to interviews, ensure to appoint a moderator should also be appointed in order for the interview to stay on course, on schedule, and control maintained.

Interviewing Incumbents and Their Opponents

- When interviewing an incumbent, their voting record and relationship with Tennessee REALTORS® may be considered. It is important to remember that when interviewing candidates who are not incumbents that the panel prepare the interview differently since there is no voting record or history of a relationship with Tennessee REALTORS®
- When interviewing a challenger of a “friendly” incumbent (receptive) it is permissible to explain the incumbent’s philosophy and that of Tennessee REALTORS®
- Of course, never interview the incumbent and their opponent at the same time

Campaign Structure

It is important for the interview panel to consider the strength of a candidate’s campaign and whether they are able to raise funds that will greatly improve their chances at winning an election.

Funding Needs

Each candidate should be asked about funding needs. What level of funding do they believe they need in order to effectively campaign and how much have they already raised? Another question that should be asked is whether the candidate would be willing to accept PAC funds if made available to them. By asking about funding, it will provide the panel with a good indication of the candidate’s likelihood of success.

Vote for Candidate Recommendation

At the conclusion of each interview batch for each race, panel members should discuss candidates for each race and upon voting, in order to avoid conflict, it is recommended that panel members vote via secret ballot.

POST-CANDIDATE INTERVIEW

Receiving PAC Approval

All interview panel recommendations will be forwarded to local board of directors for further support. Upon approval of local board of directors, a letter for support should be sent the Tennessee REALTORS® Governmental Affairs department. Letter should include the candidates name, address, position, and funds requested.

NOTE: Funds requested should be based on how much funds local associations have allocated. For state and federal candidates: upon approval of local board of directors, send a copy of the candidate questionnaires with the letter of support, these will then be sent to the state and national trustees for consideration.



HOW TO REGISTER TO VOTE IN TENNESSEE

Register to vote online:

<https://ovr.govote.tn.gov/>

Find instructions for registering in other ways:

<https://sos.tn.gov/products/elections/register-vote>

You may pick up a registration application in person at your County Election Commission Office, County Clerk’s Office, Public Library, or Register of Deeds Office.

It’s also possible to register during any transaction with the Tennessee Depts. Of Health, Human Services, Intellectual and Developmental Disabilities, Mental Health, Safety, or Veteran’s Affairs.



RESOURCES & CONTACTS

REALTOR PARTY NEW GAD AE ORIENTATION

Newly hired Association Executives (AEs) and GADs are invited to attend a day-and-a-half orientation at the NAR offices in Washington, D.C. The orientation will offer an in-depth opportunity to discover how NAR'S Government Affairs Division works with state and local associations to promote our federal agenda; what resources are available through the REALTOR® Party to enable state and local associations to champion their advocacy, outreach and community issues; and how RPAC helps local associations increase their investments. This training will be offered three times a year and is free of charge, including attendee's travel and lodging, to participating AEs and GADs.

[Learn More](#)

BEST PRACTICES FOR CHOOSING REALTOR® PARTY CHAMPIONS COURSE

This three-hour training session, developed by NAR, that is intended to provide best practices for RPAC Trustees, Government Affairs Committees or other committee members that disburse money to candidates at their state or local associations. This training provides hands-on assistance, from NAR trainers, and time-tested templates for state and local associations that want to identify and support political candidates who are best qualified to represent the issues important to REALTORS® and real estate.

[Learn More](#)

SMART GROWTH GRANT PROGRAM

Smart Growth Action Grants support a wide range of land-use and transportation-related activities. These activities must support REALTOR® engagement in land-use and/or transportation-related community issues with the primary goal of affecting public policies that support development that meets one or more of the 10 Smart Growth Principles. The project should also raise the profile of REALTORS® as community leaders and enhance REALTOR® relationships with local elected officials. There are no program prerequisites to applying for or being awarded a Smart Growth Action Grant.

[Learn More](#)

Contact: Holly Moskerintz at 202-383-1157 / hmoskerintz@nar.realtor

YOUNG PROFESSIONALS NETWORK (YPN)

The Young Professionals Network (YPN) was designed to help the younger generation of REALTORS® build a stronger link with the real estate industry and expand networking and business opportunities. The YPN Pledge taps into the enthusiasm and political engagement of this a large and diverse group of REALTORS®. This pledge promotes a culture of investing in RPAC while increasing participation in the Major Investor program. [Learn More](#)

Contact: Rob Reuter at 312-329-8433 / rreuter@realtors.org

RPAC AND POLITICAL FUNDRAISING

The REALTORS® Political Action Committee (RPAC) is your best investment in real estate. Take advantage of these grants, promotional materials and fundraising tools to boost your RPAC receipts and create a culture of RPAC and other political fundraising in your REALTOR® Association. [Learn More](#)

Contact: Lauren Facemire at 202-383-1080 / lfacemire@realtors.org

RESOURCES & CONTACTS

RPAC POLITICAL ADVOCACY FUND

The RPAC Political Advocacy Fund consists of State and Local Association, State and Local Affiliate, and Society and Council investors who partner with NAR to strengthen our industry. Members who invest in the RPAC Political Advocacy Fund are eligible to participate in the Soft Dollar Recognition Program, with specific benefits that acknowledge their support of RPAC.

[Learn More](#)

Contact: Lauren Facemire at 202-383-1080 / lfacemire@realtors.org

REALTOR® PARTY CORPORATE ALLY PROGRAM

The Corporate Ally Program creates an advocacy partnership to provide our extended real estate family with the flexibility of investing their corporate dollars to support the REALTOR® Party issues campaigns. Funds are invested in issue campaigns at the local, state and federal levels in order to promote an environment conducive to buying, selling and owning real estate.

[Learn More](#)

Contact: Allyson Nelson at 202-383-1156 / anelson@realtors.org

REALTOR® ASSOCIATION MOBILE PROCESSOR RAMP

NAR makes it easy for associations to process credit card investments from members at RPAC fundraising events using card readers. The card reader connects directly to a phone or tablet and investment information flows directly to the REALTOR® PAC management system for compliance and fundraising purposes.

[Learn More](#)

Contact: Peter Kelly at 202-383-7599 / pkelly@realtors.org

ONLINE FUNDRAISING

NAR aims to assist state and locals associations in RPAC online fundraising efforts by providing the necessary tools and resources to implement a successful online fundraising campaign. The RPAC Online Fundraising Program includes several tools, namely: Email Campaigns, Phone Banks, Webforms, Events, and REALTORS® Association Mobile Processor (RAMP).

[Learn More](#)

Contact: Peter Kelly at 202-383-7599 / pkelly@realtors.org

CUSTOMIZED RPAC MARKETING MATERIALS

Order RPAC marketing brochures to educate your members and increase investments. NAR will customize the brochures with your logo and local issues, and pay for the design, printing and delivery to your office. This program is limited to states with election laws that do not ban use of corporate political contributions in fundraising.

[Learn More](#)

Contact: Jackie Zaporowski at 202-383-1029 / jzaporowski@nar.realtor

RPAC COMMERCIAL BROCHURES

RPAC residential and commercial brochures are a great way to educate your members on the value of RPAC and increase investments. NAR can customize the brochures with your logo and local issues. This includes paying for the design, printing and delivery to your office.

[Learn More](#)

Contact: Jackie Zaporowski at 202-383-1029 / jzaporowski@nar.realtor

RESOURCES & CONTACTS

RPAC FUNDRAISING WEBINARS

Throughout the year, NAR hosts a series of RPAC fundraising and training webinars designed to help state and local association staff and volunteer leaders acquire practical RPAC fundraising skills and/or use the PAC Management System to implement a successful online fundraising campaign—all without leaving the office. The webinars are often hosted by RPAC staff and consultants and are designed for a large audience. [Learn More](#)

Contact: Liz Demorest at 202-383-1061 / ldemorest@realtors.org

CORPORATE ALLY RECOGNITION PIN

The Corporate Ally Program creates an advocacy partnership to provide our extended real estate family with the flexibility of investing their corporate dollars to support the REALTOR® Party issues campaigns. Funds are invested in issue campaigns at the local, state and federal levels in order to promote an environment conducive to buying, selling and owning real estate.

[Learn More](#)

Contact: Allyson Nelson at 202-383-1157 / anelson@realtors.org

RPAC MAJOR INVESTOR RECOGNITION PINS

RPAC's Major Investors are elite and passionate group of REALTOR® who investments shape the political future of the real estate industry. Major Investors are eligible to participate in the RPAC Recognition Program, with specific benefits and accolades that acknowledge their support of RPAC. [Learn More](#)

Contact: Jackie Zaporowski at 202-383-1029 / jzaporowski@realtors.org

RPAC HALL OF FAME

[Learn More](#)

Contact: Jackie Zaporowski at 202-383-1029 / rpacmaterials@realtors.org

PRESIDENT'S CIRCLE

[Learn More](#)

Contact: Avery Walker at 202-383-1268 / awalker@realtors.org



RESOURCES & CONTACTS

RPAC SOCIAL MEDIA GUIDELINES

The posting of RPAC information on websites and social media is subject to both federal and state election laws. These laws may require that associations regulate access to certain portions of their sites. [Learn More](#)

Contact: Liz Demorest at 202-383-1061 / ldemorest@realtors.org

RPAC MAJOR INVESTOR EVENT FUNDRAISING PROGRAM

Collaborate with NAR's fundraising staff to recruit Major Investors through NAR-sponsored fundraising events. [Learn More](#)

Contact: Jackie Zaporowski at 202-383-1029 / jzaporowski@realtors.org

RPAC FUNDRAISING GRANTS FOR STATE AND LOCAL ASSOCIATIONS

RPAC Fundraising Event Grants help state and local associations fund special fundraising events and activities designed to increase their RPAC fundraising receipts and RPAC participation. This program is limited to states with election laws that do not ban the use of corporate political contributions for use in fundraising. Your participation in the program is subject to state law. [Learn More](#)

Contact: Liz Best-Bradford at 202-383-7582 / lbtestbradford@realtors.org

REALTOR® PAC MANAGEMENT SYSTEM FOR STATE AND LOCAL ASSOCIATIONS

Use NAR's online REALTOR® PAC Management System, Aristotle to streamline processing, provide comprehensive accounting and compliance reporting and increase your association's RPAC investments. [Learn More](#)

Contact: Peter Kelly at 202-383-7599 / pkelly@realtors.org

BUILDING REALTOR PARTY STRENGTH AND MEMBER INVOLVEMENT

Build on your association's grassroots power with these tools and resources. Increase your membership's involvement in the political process.

BROKER INVOLVEMENT PROGRAM

Broker-owners can use this turnkey program to rally agents to bring REALTOR® Party issues to the attention of state legislatures and Congress. Enrolled broker owners/managers are able to automatically send company-branded NAR and state association calls for action directly to their agents. This increases participation rates, while emphasizing the broker-owner's leadership role as a key provider of important information to their agents. [Learn More](#)

Contact: Penelope Evans at 312-329-8267 / pevans@nar.realtor

NEW! COMMERCIAL INNOVATION GRANT PROGRAM

Local associations on average have approximately 30% of their members engaging in commercial real estate, however, less than 20% of associations are providing specific services to commercial members. The Commercial Innovation Grant Program provides "kickstarter" funds to help associations create new commercial services or programs.

[Learn More](#)

Contact: CommercialInnovationGrant@nar.realtor



RESOURCES & CONTACTS

BROKER INVOLVEMENT GRANT

The Broker Involvement grant allows local and state associations to create broker activities that recruit, retain, educate and engage brokers and their agents participating in NAR's Broker Involvement Program. The grant activities will help solidify a culture of REALTOR® engagement and advocacy throughout the REALTOR® Association. [Learn More](#)

Contact: Jim MacGregor at 202-383-1189 / jmacgregor@realtors.org

GAD SERVICES AND RESOURCES

NAR offers numerous legislative, community and consumer outreach and advocacy programs, tools and services for new Government Affairs Director (GADs) or association executives without GADs to assist state and local government affairs departments with a coordinated approach to political, advocacy and community issues facing REALTOR® members. [Learn More](#)

Contact: Christina Garavaglia at 202-383-1175 / cgaravaglia@nar.realtor

GAD INSTITUTE

The Government Affairs Directors' Institute is an annual professional development conference for state and local real estate association professionals who provide guidance to and work for associations in the areas of government affairs, political affairs, legislative or regulatory affairs, lobbying, advocacy, RPAC fundraising, campaigns, community outreach and all other REALTOR® Party initiatives. [Learn More](#)



**Are you interested in
serving your fellow
REALTORS® across
the state?**



**TENNESSEE
POLITICAL
COORDINATOR
(TNPC)
PROGRAM**

**Apply to be a Tennessee
Political Coordinator (TNPC)!**

**You'll be at the forefront of
advocacy making sure our
REALTOR® voice is heard on
important issues.**

**Apply at
[tnrealtors.com/tennessee-
political-coordinator](https://tnrealtors.com/tennessee-political-coordinator)**



AWARDS, PINS, RECOGNITION

LOCAL TRIPLE CROWN GOAL CRITERIA

1. Meets or exceeds local's share of the Tennessee, National RPAC Fundraising Goal
2. Meets or exceeds local's Participation criteria
3. A local must minimally achieve the NAR national CFA response rate goal of 20%

LOCAL PRESIDENT'S CUP CRITERIA

1. Must be on and reporting through the NAR PAC management system
2. Must meet or exceed local's share of their state's National RPAC Fundraising Goal
3. Meet or exceed 37% RPAC participation
4. A local must minimally achieve the NAR national CFA response rate goal of 20%

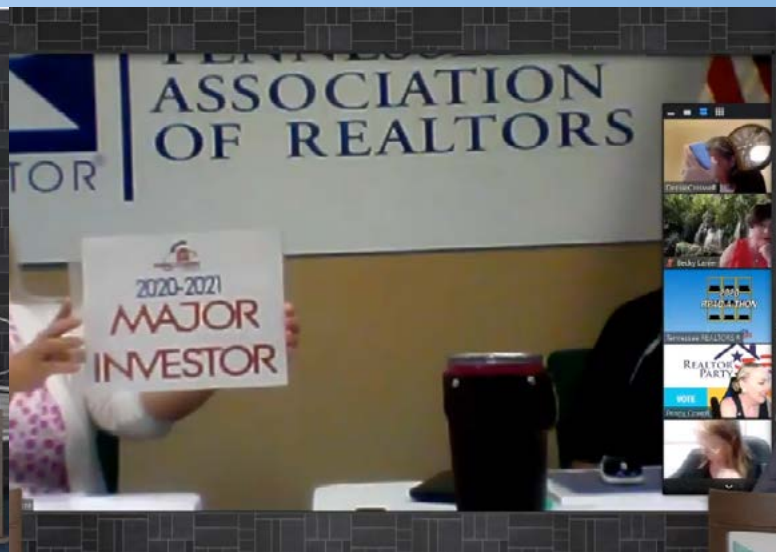
MAJOR INVESTOR PINS

Q. What is the process for receiving my major investor pin?

A. When you make your RPAC major investment to your local association, it is then sent to the Tennessee REALTORS® for processing and the national portion, 30% of the investment, is transmitted to NAR. Generally, it takes three to four weeks to receive your pin. It is mailed directly from NAR to your home or office, based on the mailing address associated with your NRDS number. If your pin does not arrive within one month of investment, please have your local association AE or GAD contact the Tennessee REALTORS® office.

Q. How do I get a replacement major investor pin?

A. If you lose your major investor pin, NAR will replace your pin at no charge, one time. Any subsequent replacement pins will cost \$20. If you lose your pin, please contact **Jackie Zaporowski** at NAR at jzaporowski@realtors.org.



AWARDS, PINS, RECOGNITION

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. 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.

STATE PRESIDENT'S CUP GOALS

The following Advocacy and RPAC Goals must be met by December 1, 2019, for a state association to qualify for the President's Cup:

Call for Action Participation

A state must minimally achieve an average response rate of 20 percent on NAR Calls for Action. See your state's Call for Action response rates.

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.

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 2019 National RPAC Fundraising Goal at an amount lower than what they raised in voluntary hard and soft dollars in 2018 do not meet this criteria.*

RPAC FUNDRAISING LEGAL TIPS

1. Only target the solicitable class
 - Tennessee REALTORS® Members
 - Certain salaried executive / administrative personnel of the association
 - Family of both groups (limited to the spouse, adult children, parents, and siblings who live in the same household as the member or personnel)
2. Know what counts as solicitation
 - The Definition of solicitations is very broad
 - i. A straightforward request for investments and
 - ii. Any communication that encourages support of RPAC or provides information on how to contribute to RPAC
 - All social media communications that constitute a “solicitation” need to be in a closed group
 - Make sure any RPAC publication / article or presentation is only being made to solicitable
3. Use the disclaimer (see inside back cover)
 - Always include the RPAC disclaimer when a communication might constitute a solicitation.
 - For example, on fundraising event invitations, requests for donated items, and on either on display or provided at fundraising events
 - Include RPAC Disclaimer
4. Report contributions on time
 - Turn over all RPAC contributions and completed corporate reimbursement forms (which includes all information on donated items) within 10 days after fundraising event for any monies \$50 or more, within 30 days for any monies less than \$50
 - Must include NRDS ID #, full name, association, & pledge level
5. Don't accept what you can't accept
 - Contributions in the name of another
 - A cash contribution
 - Anonymous contributions
 - Contributions from minors, federal contractors, or foreign nationals
6. Remember the one-third rule
 - Need to raise 3x the total cost of auction items, merchandise, prizes, and entertainment provided by the local associations or by a Tennessee REALTOR®
7. Don't host raffle events.
 - It is illegal for RPAC to use a fundraising a scheme that involves payment of consideration for a chance to win a prize (Consideration is typically present due to the event's focus on raising money.)
 - Either eliminate chance (e. g., skill contest) or eliminate prizes
 - The three elements of a raffle are prize, consideration, and chance; all three elements cannot be present or it is a raffle

DAY ON THE HILL / LEGISLATOR MEETINGS

DO

Before the meeting...

- Check out your lawmakers' website, social media sites
- Read recent news articles about the lawmaker and big issues at the Capitol
- Learn their committee assignments, specialties, and areas of interest
- Arrive early, start on time (call if you're running late)
- Be polite and well-dressed
NO JEANS / T-shirts!
- Decide who will lead the meeting (if you're splitting the meeting, decide who will speak about what issue)
- Use real examples to communicate your point.

During the meeting...

- Be conscientious of everyone's time
- Present your business card up front, sign their guest book
- Stick to REALTOR® issues and positions
- ALWAYS tell the truth
- Find a local angle
- Ask the representative's or senator's position and why
- Show knowledge of counterarguments and respond to them cordially.

End of the meeting

- Thank member/staffer for meeting with "the REALTORS®" during such a busy time
- Get the name and business card of any staff person who sits in on the meeting in case you need to follow up after the meeting
- Leave Tennessee REALTORS® provided handouts.

After the meeting

- Complete your reporting form (for FPCs or TNPCs in our new Tennessee Political Coordinators program as of 1/1/19).
- Write a Thank You email or handwritten note to the legislator/staff you met; offer to be a resource on any real estate issues
- Follow through on any promises to lawmaker or staff.
- Complete your reporting form (if you are an FPC or TNPC)

DON'T

- Don't discount legislative staff. Many staffers look (and may be) young, but they carry tremendous influence and power.
- Don't bring too many issues—pick three or four only
- Don't be argumentative—the last thing you want is a confrontational meeting
- Don't be too wordy
- Don't expect legislators to be experts on everything. Most lawmakers and staffers are generalists (that's the nature of the job)
- Don't lose control of the meeting...if the discussion veers off course, bring it back to the issue(s) at hand
- Don't make promises you can't deliver
- Don't discuss RPAC or any past contributions
- Don't avoid lawmakers with "the opposite view." Disagreements happen all the time... It's never personal
- Don't be afraid to say, "I don't know." Offer to follow-up with them and let staff know the question(s) you have been asked
- Don't be offended if you are asked to meet in a hallway or tight space. Where you meet does not matter; what you say and how you handle yourself does matter.



MOBILE ALERTS, CFA, IE, ISSUES MOBILIZATION

REALTOR® PARTY MOBILE ALERTS (RPMA)

Our texting platform offers REALTORS® a way to stay connected directly from their cell phone or tablet. When a legislative call for action is launched, subscribers get a short text message with ways to take action. REALTORS® can sign up for REALTOR® Party Mobile Alerts by texting the word REALTORS to 30644. [Learn More](#)

Contact: Text 'Help' to 30644 for help, or email comments@realtoractioncenter.com

INDEPENDENT EXPENDITURES (IE)

In its 2010 Citizens United decision, the U.S. Supreme Court ruled that corporations may expend unlimited resources on political speech, as long as that speech isn't in coordination with a candidate or a candidate's campaign. Since that decision, independent expenditures have become an increasingly visible part of the modern political landscape.

ISSUES MOBILIZATION (IM)

The Issues Mobilization Program is designed to help local REALTOR® associations identify and act on local issues that affect Tennessee REALTORS® or private-property owners.

Issues Mobilization refers to a fund dedicated to political battles in favor of or against proposed local ordinances, policies, or other issues. The term may also refer to the committee that administers the fund.

What does Issues Mobilization do?

The Issues Mobilization Committee provides some combination of political expertise, strategic guidance, multimedia marketing collateral, and funding.

What doesn't Issue Mobilization do?

Issues Mobilization will not fund or support a campaign that puts one local association at an advantage over another. The committee also does not provide monetary support for bond issues—there are simply too many entities with bonding authority.

- *No job is too small. The point is to tackle small problems before they get big.*



GRANTS

COMMUNITY OUTREACH GRANTS

[Housing Opportunity FAQs](#)

Placemaking Programs and Grants

Placemaking is a way to make your community a better place to live by transforming unused sites and “eyesores” into welcoming destinations accessible to everyone in a community. Who better to do this than a REALTOR® Association, and its members, as REALTORS® are already engaged in their communities and know the neighborhoods and the properties and are likely to know where to focus efforts to enhance a place. Check out “Greater Nashville REALTORS® Put Placement Grant to Work for Pedestrian Plaza”: <https://realtorparty.realtor/about-us/greater-nashville-realtors-put-placemaking-grant-to-work-for-pedestrian-plaza>

[Learn More](#)

Contact: Holly Moskerintz at 202-383-1157 / hmoskerintz@nar.realtor

Smart Growth Program and Grant

Smart growth is an approach to development that encourages a mix of building types and uses, diverse housing and transportation options, development within existing neighborhoods, and community engagement. The Smart Growth Program offers state and local REALTOR® Associations to way to engage with government officials, community partners and the general public in planning and designing community’s future. [Learn More](#)

Contact: Holly Moskerintz at 202-383-1157 / hmoskerintz@nar.realtor

Housing Opportunity Program and Grant

Housing Opportunity Grants support state and local REALTOR® Associations’ affordable housing activities. The goal of the program is to position REALTORS® as leaders in improving their communities by creating affordable housing opportunities. [Learn More](#)

Contact: Wendy Penn at 202-383-7504 / HousingOpportunityGrants@realtors.org

Broker Involvement Program and Grant

Broker-owners can use this turnkey program to rally agents to bring REALTOR® Party issues to the attention of state legislatures and Congress. Enrolled broker owners/managers are able to automatically send company-branded national and state Calls for Action directly to their agents. This increases participation rates, while emphasizing the broker-owner’s leadership role as a key provider of important information to their agents. [Learn More](#)

Contact: Penelope Evans at 312-329-8267 / pevans@nar.realtor

Diversity Initiative Grants

The Diversity Initiative Grant Program provides funding to state and local REALTOR® Associations that seek to enhance the diversity of its membership and leadership as well as to ensure that members have a robust understanding of Fair Housing issues. The Diversity Grant Program has several key target areas. See below for details. [Learn More](#)

Contact: Fred Underwood at 202-383-1132 / funderwood@nar.realtor

GRANTS

RPAC FUNDRAISING GRANTS

RPAC Fundraising Event Grants help state and local associations fund special fundraising events and activities designed to increase their RPAC fundraising receipts and RPAC participation. This program is limited to states with election laws that do not ban the use of corporate political contributions for use in fundraising. Your participation in the program is subject to state law. [Learn More](#)

Contact: Liz Best-Bradford at 202-383-7582 / rpacpartnership@realtors.org

PHONE-A-FRIEND FOR RPAC PROGRAM AND GRANT

Phone-a-Friend for RPAC leverages the power of member-to-member outreach to contact non-investing members, educate them about RPAC and ask for an investment. Phone banks are one-day events hosted by state and local associations to help meet RPAC fundraising and participation goals. [Learn More](#)

Contact: Peter Kelly at 202-383-7599 / pkelly@realtors.org

ISSUES MOBILIZATION GRANT

The Issues Mobilization Grant provides financial assistance to state and local REALTOR® Associations to support effective advocacy campaigns on public policy issues. Issues Mobilization Grants may not be applied for, nor may any portion of an awarded grant be used for, any activities related directly or indirectly to candidate elections* or legal action, or for any campaign activities that have been completed.

[Learn More](#)

Contact: Joe Maheady at 202-383-1006 / jmaheady@realtors.org



SPECIAL-EVENT IDEAS

Some associations include special events in their fundraising activities. Auctions, dinners, chili cook-offs, etc. can be fun and successful events. Some associations may sell merchandise to benefit RPAC at these events.

GOLF TOURNAMENTS

Putting together a golf tournament to raise RPAC dollars can be a lot of fun and also a lot of work. The money raised and participant response is usually quite good, but there are a few items to keep in mind. (See that section below.)

DINNERS OR OTHER FOOD EVENTS

To many members, fundraising dinners are perhaps the most familiar method of raising money. Most of us have been invited to dinners to raise funds for a candidate or political party, charity, community cause, church, etc.

BOWLING EVENT

Something about slip-sliding down the alley and winging a 12-pound projectile toward a set of pins brings out the fun, camaraderie and generosity in people. Organize a bowling event with teams, strike up some fundraising goals, and hope for a few turkeys to light up the scoreboard.

CHILI/BBQ COOK-OFF

Speaking of friendly competition, a chance to boil up secret family recipes among friends tends to get the juices flowing and could attract lots of interest among REALTOR® members.

KARAOKE NIGHT

See who can drop the mic when the lights go up and the karaoke music gets loud. An event like this is often a crowd-pleaser that brings out the greatest showman/woman in even the more reserved among us.

JAIL AND BAIL

Admit it: you can think of at least one person who needs to be thrown in the slammer (for a good cause). Organize a jail-and-bail event with fair fundraising targets to ensure that no one actually has to spend a night in the tank.

AUCTION/SILENT AUCTION

Five, let me hear five, five, do I hear 10, now gimme 10? Auctions—whether verbal or silent—can be a fun, efficient way to inspire creative gifts and giving.

HOUSE PARTY

Some of your leaders and members love to be hospitable. An RPAC party in the home can be a grand celebration of fellowship, friendship-building and giving to support the REALTOR® Party.



SPECIAL-EVENT IDEAS

MAJOR INVESTOR EVENTS

A Major Investor Event-Based Fundraising Program is designed to help educate REALTORS® about the importance of investing in RPAC and to recruit new Major Investors. In collaboration with NAR, local associations can host personalized events designed to explain the connection between legislative successes and RPAC. During these NAR-sponsored events, attendees get a special legislative briefing from RPAC leadership, NAR staff, GADs, and key REALTOR® volunteers, and receive a comprehensive explanation of RPAC Major Investor benefits. The majority of events are 100% NAR sponsored.

How are these events structured? The most successful events are small and personal with 15 to 20 attendees. Invited guests should include top producers or REALTORS® close to a Major Investor award level. The event is held at a local venue that is convenient for attendees. Dinner events normally last about two hours and are held at establishments that are bound to attract potential new Major Investors.



THINGS TO KEEP IN MIND WHILE PLANNING

A. Preparation

- Set a timetable for actions
- Planning for most events should be started at least 45 to 60 days before the event
- Form a committee
- Have written guidelines for all committee members
- Determine what you can spend for overhead costs
- Who will you invite for your special guests: State senators, state representatives, members of Congress, local officials?

B. Advertisers

- What is the cost to be an advertiser for this event?
- Do you want multilevel advertisers (Golden, Crystal, Sterling)?
- Set a goal for the RPAC committee. Example: We need 20 advertisers, and we have 10 committee members, so each member needs to recruit two advertisers each.

C. Invite notifications

- Send a notification to potential advertisers -- must be in the solicitable class
- Send a notification to your special guests inviting them to attend
- Determine what type of invitation you will need for your event
- All advertiser names should be listed on the invitations
- Invitations should be sent out two weeks prior to the event.

D. Attendees

- What are you going to charge individuals to attend the reception?

GLOSSARY OF ADVOCACY TERMS

AE – Association Executive or CEO; an association’s top staff member

AFFILIATE – A membership class for those in related industries (i.e. lenders, title attorneys, etc.)

BOD – Board of Directors. A group of individuals elected to act as representatives of the general membership to establish management and related policies and to make decisions on major company issues

CCIM – Certified Commercial Investment Member; a designation awarded by the CCIM Institute

CFA – Call for Action; an NAR/Tennessee REALTORS® program for sending pre-written messages to lawmakers on critical real estate issues

CRYSTAL R – RPAC investor at \$2,500 level (which may include lower amount in recurring year)

DELEGATE – Representative on NAR’s Delegate Body. Casts votes by number of board members to change NAR constitution

DVP – Division Vice President (Tennessee has six of these)

EXECUTIVE COMMITTEE – The 10-member leadership team of Tennessee officers that includes the current year’s President, President-Elect, Secretary-Treasurer, Immediate Past President, and two Division Vice Presidents from each of the state’s three grand divisions (Western-1, Middle-2, and Eastern-3). The six Division VPs serve two-year terms, while the other four officers serve one-year terms.

FPC – Federal political coordinator; a liaison to a member of the U.S. Congress for NAR

GAD – Governmental Affairs Director. State/Local association staff member who provides guidance in the areas of government affairs, political affairs, legislative or regulatory affairs, lobbying, advocacy, PAC fundraising, community outreach and/or REALTOR® party initiatives

GOLDEN R – RPAC investor at \$5,000 level (may include lower amounts in recurring years)

HOF – Hall of Fame; RPAC lifetime investors of \$25,000 or more

IE – Independent Expenditure. Advocating for a candidate without their knowledge. The program provides each state with funds that can be used to support candidates for political office who support REALTORS® and the real estate industry.

IMF – Issues Mobilization Funds; grants supports adIssues Mobilization Fund. The Issues Mobilization Fund provides financial assistance to state and local REALTOR® Associations to support effective advocacy campaigns on public policy issues

LOCAL ASSOCIATION – One of 21 REALTOR® associations throughout Tennessee, led by a board of directors and staff team

MI – Major Investor. A PAC investor of at least \$1,000 annually

MIC – Major Investor Council; NAR committee tasked with increasing REALTOR® participation in all levels of the RPAC Major Investor Program

NRDS – National REALTORS® Database System. A centralized membership clearinghouse

PAC – Political Action Committee

GLOSSARY OF ADVOCACY TERMS (CONT.)

PAF – Political Advocacy Fund (soft dollars). Consists of state and local association, affiliate and institute, society and council (ISC) investors who partner with NAR to strengthen the real estate industry and support brokers and agents' ability to conduct business effectively. Members who invest in the PAF are eligible to participate in the Soft Dollar Recognition Program, with specific benefits and accolades that acknowledge their support of RPAC

PC – President's Circle

PLATINUM R – RPAC Investor at \$10,000 level (each year separate)

RPAC – REALTORS® Political Action Committee

RPMA – REALTOR® Party Mobile Alerts. NAR's text program for REALTORS® to receive advocacy messages. Enroll simply by texting "REALTORS" to 30644

STERLING R – RPAC Investor at \$1,000 level (each year separate)

TREC – Tennessee Real Estate Commission, our state licensing and regulatory agency

YPN – Young Professionals Network





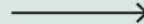
INTRODUCTION

Legislator introduces bill to body by filing with appropriate clerk



NUMBERED BY CHIEF CLERK

1. Chief Clerk (House or Senate) checks to see if it conforms to legislative rules
2. Bill is given a number then distributed per rules
3. TN Constitution requires that to become law, bill must be considered and passed on three different days in each house



PASSED ON FIRST CONSIDERATION

Introduced - No objection, bill is passed



BILL IS ENROLLED

Upon passage in both the House and Senate, bill is then "enrolled" (retyped) on heavy-weight paper by Chief Engrossing Clerk in house of bill origin

Bill is then in suitable format for approval by the two Speakers and by the Governor



BILL IS ENGROSSED

Engrossed is being reproduced with all amendments added
Bill is retyped and then transmitted to the other body



SIGNED BY SPEAKERS

Speakers sign the bill and the bill is sent to the Governor for signature



SIGNED BY GOVERNOR

Governor has 10 days to sign; if 10 days expires with no action, bill becomes law without Governor's signature

Governor signs or vetoes bill:

Upon Governor's action, bill is then sent to the house of origin IF legislature is in session

After General Assembly, bill is sent to the Office of Secretary of State

If bill is vetoed or reduced or reduced appropriations within the bill, the veto can be overridden by a majority vote of members in each body under the Constitution



PLACED ON CALENDAR

For consideration for third reading



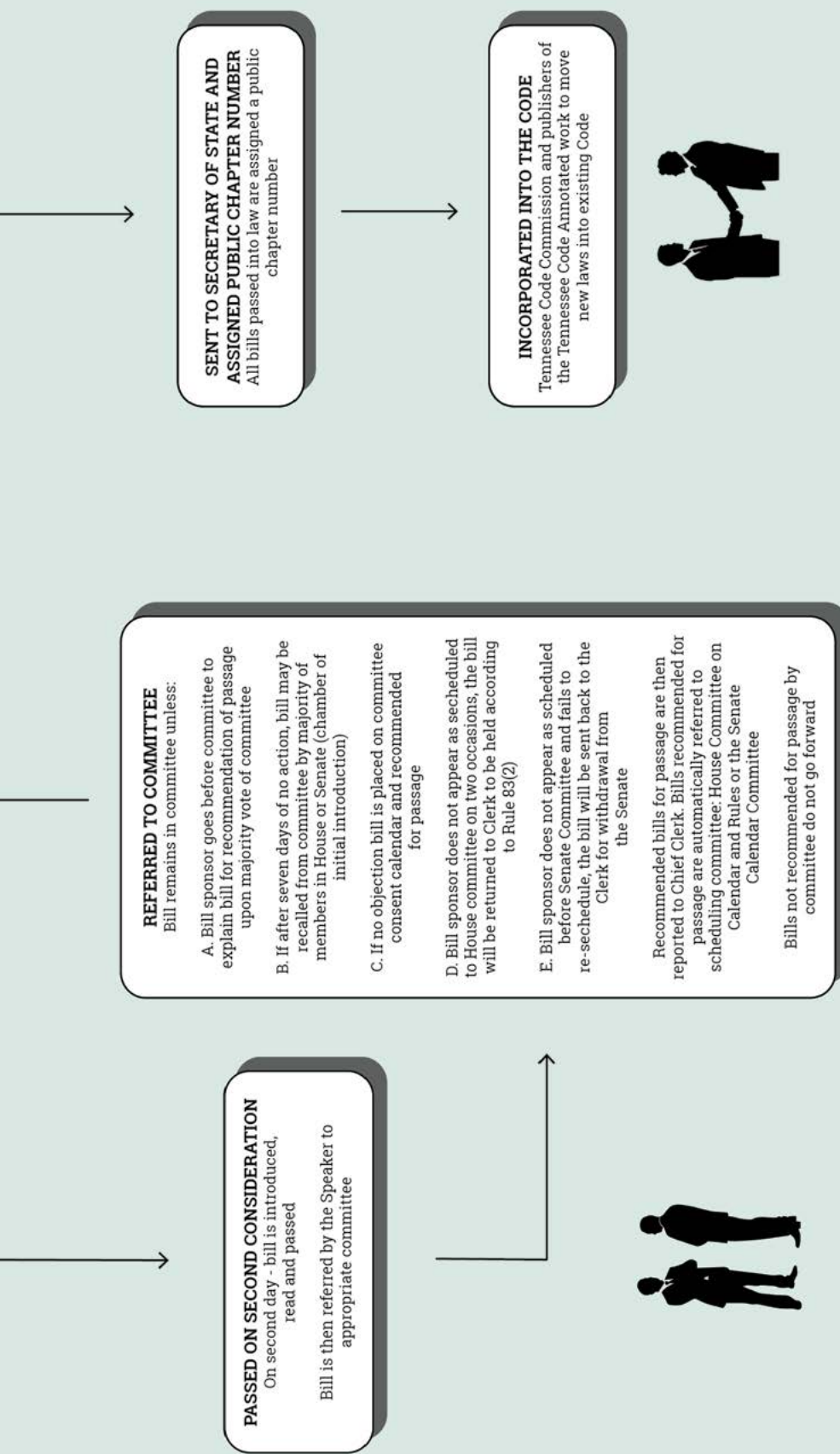
PASSED ON THIRD CONSIDERATION

Called up for passage and debated

May or may not be passed with or without amendments by majority of members (50 or more in the House; 17 or more in the Senate)

If bill is passed it is automatically sent to the Chief Engrossing Clerk





HOW AN IDEA BECOMES A LAW



SENATE AND HOUSE COMMITTEES*

SENATE COMMERCE AND LABOR



Paul Bailey, Chair
District S15



Frank Niceley
District S8



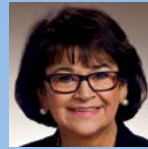
Art Swann, 1st Vice-Chair
District S2



Jack Johnson
District S23



Jon Lundberg, 2nd Vice-Chair
District S4



Dolores Gresham
District S26



Steve Southerland
District S1



Raumesh Akbari
District S29

SENATE GOVERNMENT OPERATIONS



Kerry Roberts, Chair
District S25



Mark Pody
District S17



Ed Jackson, 1st Vice-Chair
District S27



Bill Powers
District S22



Janice Bowling, 2nd Vice-Chair
District S16



Sara Kyle
District S30



Rusty Crowe
District S3



Paul Rose
District S32



Mike Bell
District S9

SENATE AND HOUSE COMMITTEES*

SENATE STATE AND LOCAL GOVERNMENT



Steven Dickerson, Chair
District S20



Shane Reeves
District S14



Richard Briggs, 1st Vice-Chair
District S7



Jeff Yarbrow
District S21



Todd Gardenhire, 2nd Vice-Chair
District S10



Ed Jackson
District S27



Ken Yager
District S12



Brian Kelsey
District S31



Dawn White
District S13

HOUSE COMMERCE



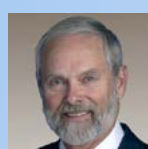
Timothy Hill, Chair
District H3



Rick Staples
District H15



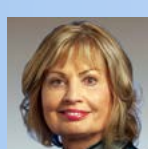
Clay Doggett, Vice-Chair
District H70



Dave Wright
District H19



John Holsclaw, Jr.
District H4



Patsy Hazlewood
District H27



Jerome Moon
District H8



Yusuf Hakeem
District H28

SENATE AND HOUSE COMMITTEES*

HOUSE COMMERCE (CONT.)



Ron Travis
District H3



Jason Powell
District H53



Chris Hurt
District H82



Kent Calfee
District H32



Darren Jernigan
District H60



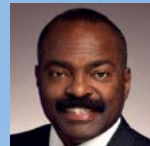
Jesse Chism
District H85



Dennis Powers
District H36



Pat Marsh
District H62



G.A. Hardaway
District H93



Clark Boyd
District H46



Curtis Jackson
District H68



Rush Bricken
District H47



Kirk Haston
District H72

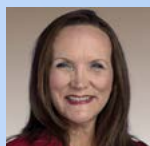
HOUSE GOVERNMENT OPERATIONS



Martin Daniel, Chair
District H18



Bill Dunn
District H16



Iris Rudder, Vice-Chair
District H39



Dan Howell
District H22



Jeremy Faison
District H11



Kent Calfee
District H32



Gloria Johnson
District H13



John Ragan
District H33

SENATE AND HOUSE COMMITTEES*

HOUSE GOVERNMENT OPERATIONS (CONT.)



William Lamberth
District H44



Curtis Halford
District H79



Mike Stewart
District H52



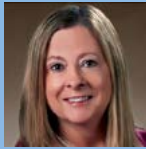
Karen Camper
District H87



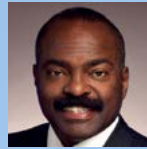
Jay Reedy
District H74



Justin Lafferty
District H89



Mary Littleton
District H78



G.A. Hardaway
District H93

HOUSE LOCAL



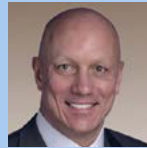
John Crawford, Chair
District H1



Bob Ramsey
District H20



Dave Wright, Vice-Chair
District H19



Mark Hall
District H24



Jerome Moon
District H8



Yusuf Hakeem
District H28



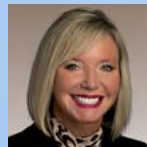
Dale Carr
District H12



Mike Carter
District H29



Gloria Johnson
District H13



Esther Helton
District H30

SENATE AND HOUSE COMMITTEES*

HOUSE LOCAL (CONT.)



Ron Travis
District H31



Jesse Chism
District H85



Kent Calfee
District H32



London Lamar
District H91



Tim Rudd
District H34



Rick Tillis
District H92



Glen Casada
District H63

HOUSE STATE



Kelly Keisling, Chair
District H38



Rick Staples
District H15



Rick Eldridge, Vice-Chair
District H10



Andrew Farmer
District H17



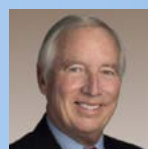
Bud Hulsey
District H2



Bob Ramsey
District H20



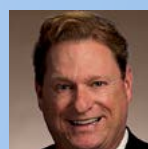
Jerome Moon
District H8



Rush Bricken
District H47



Gary Hicks
District H9



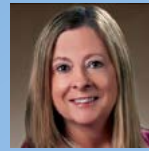
Bill Beck
District H51

SENATE AND HOUSE COMMITTEES*

HOUSE STATE (CONT.)



Jason Powell
District H53



Mary Littleton
District H78



Harold Love, Jr.
District H58



Curtis Halford
District H79



Pat Marsh
District H62



Johnny Shaw
District H80



Glen Casada
District H63



Justin Lafferty
District H89



Chris Todd
District H73



Rick Tillis
District H92



Jay Reedy
District H74

*We have listed House and Senate committees whose activities are especially relevant to REALTOR® issues and advocacy. A directory of all General Assembly committees is available at <http://www.capitol.tn.gov/committees/>.