

Embedding a Call for Action on Your Website with an Iframe

What is an iframe?

An iframe (short for inline frame) is a simple way to embed content from another site directly onto your association's website. When you embed a Call for Action (CFA) using an iframe, members can see and complete the form without ever leaving your site.

Why Use an Iframe?

Embedding a CFA using an iframe has major advantages:

- Improves visibility: Members see the action on your homepage or advocacy page, not a separate link.
- Boosts engagement: Members are more likely to take action when the form is right in front of them.
- Seamless experience: Keeps your website as the central hub for advocacy, reducing clicks and confusion.
- No hosting required: The content stays up to date automatically — you're just displaying it.

How to Embed the CFA

Once your Call for Action is approved, you'll receive an iframe embed code that looks like this (sample code):

```
<iframe  
src="https://realtoradvocacy.realtor/cfa/sample-  
campaign" width="100%" height="600"  
frameborder="0"></iframe>
```

Instructions:

- Copy the iframe code provided by NAR or the Advocacy Everywhere team.
- Paste the code into the HTML of the page where you want the CFA to appear.
- Adjust the width or height if needed (default works for most layouts).
- Save and publish the page.

 **Tip: Work with your webmaster or IT team if you're unsure where to place the code.**