

Online Fundraising Email Campaigns: Quick Facts

The National Association of REALTORS® (NAR) aims to assist state associations in online fundraising efforts for RPAC by providing the necessary resources for associations to implement a successful online fundraising campaign.

Through our email communications to Members, we strive to:

- **Educate** members on what the REALTOR®PAC is and how it is important to their business.
- **Update** members on what is being done at their local, state, and federal level through the support of RPAC investments.
- Ultimately, **engage** member participation online with their investment in RPAC.

The overall **GOAL** is to move non-contributing members into investors and low-dollar contributors into higher-level investors.

Through email, we can reach the vast majority of members with educational and solicitation messages about RPAC while still dynamically tailoring emails specific to each member.

What NAR offers to Associations:

- NAR provides the resources and experience to develop the strategies and messages for each association and we will work with staff to provide training that will allow associations to develop their online fundraising campaigns.
- In the first year NAR will do all the heavy lifting to set up the campaign and work with associations in subsequent years to grow and expand their online fundraising efforts.
- In addition to RPAC goals that are set for state and locals, we will work with staff to set short term and long term online fundraising goals.

Things to Know:

1. All online campaigns are branded at the state or local level
2. 100% funds raised go directly to the state's PAC bank account
3. Through online solicitations we have the flexibility to set up monthly payment plans for those wishing to break up a large payment as well as sustaining giving for those who wish to give a set amount every month.
4. We can target your membership on a variety of data points from location, political affiliation, past giving or other valuable information that we have access to in the PAC Management System.
5. Additionally, NAR can help associations with online donation forms to be used for newsletters, association website and other ways to promote RPAC.
6. Growth happens over time

Want More Information?

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