



Nebraska REALTORS® Embrace NAR's New Online Fundraising Program— Growing RPAC Participation and Receipts – January 2014

"I'm a political scientist, not a marketer!" laughs Kristen Anderson, Governmental Affairs Director of the 4,000-member Nebraska Association of REALTORS®, remembering the long hours she used to spend designing new envelopes for every RPAC fundraising appeal. "And I'm no graphic designer, either. My envelopes with their silly graphics and one-size-fits-all approach looked like work of a kindergartener."

Then, two years ago, she was approached by the NATIONAL ASSOCIATION OF REALTORS® Laura Camp, who told her they were looking in to developing an online RPAC fundraising program. Anderson's reply was a resounding 'Yes!' "It was a no-brainer," she explains. "Not only was the existing process time-consuming and unsophisticated, but our membership demographics were changing, too, toward a more tech-savvy, paperless way of doing business. As a one-person Governmental Affairs team, I didn't have the time or the expertise to create an on-line system of my own." She adds, gratefully, "Tamela Brookhouser, our Executive Officer, is very pro-active and forward-looking, and got behind the idea right away -- thank goodness!"

After numerous discussions with NAR, with members, and internally amongst the staff to evaluate and make certain that everyone on board shared the same goals, Nebraska signed on as one of the first of the 38 state and local associations to have embraced NAR's online RPAC fundraising system.

The Nebraska staff experienced a naturally steep learning curve as the effort got underway; a few bugs in the system were easily worked out with the team at NAR. In 2012, its first year up and running with the online fundraising system, Nebraska raised just \$750 online for RPAC. In 2013, however, they raised over \$18,500: 105 percent of their Fair Share Goal. "It may take another year or two before we're real pros at this, with all of our donations happening online, but yes, it was a very good year," Anderson admits, with modest understatement.

This dramatic progress is to be expected in the first years, explains Camp, NAR's Manager of RPAC Online Fundraising, as members become aware of the online giving option. "But what has made Nebraska's transition to online RPAC giving so successful is Kristen's responsiveness with feedback and suggestions to our messaging. Her association has made a real long-term investment in the change, and has been working as a real partner in the program. Their success is exciting, and I can only see it growing in the coming years."

In the past, Nebraska would send out one standard RPAC fundraising appeal, annually. Now, it participates in five online campaigns throughout the year, tailored to different populations and with each message building on the previous one. "We are able to target those who have never given before, with educational messages about what RPAC is and does for them," says Anderson. "Then, there are those who have given once. And those who may be ready to move up in their giving." Camp and her team at NAR take care of the messaging, the design, and the technology, allowing Anderson to



concentrate on the big picture. "I offer ideas to help tailor the messages to our Nebraska membership," adds Anderson, "showing them that RPAC efforts affect them closer to home than they might have realized."

Another benefit of the online system is the ease with which members can make RPAC donations in more palatable monthly installments. "The system that NAR has developed dovetails neatly with Aristotle," notes Anderson. "It really simplifies all the administration -- and eliminates tracking all those envelopes!" By having the system online, she concludes, "We don't have to keep bugging members; we can get on with thanking them."


To learn more about the groundbreaking success the Nebraska REALTORS® have had raising funds for RPAC electronically, contact Kristen Anderson, Government Affairs Director for the Nebraska Association of REALTORS®, at Kristen@nebraskarealtors.com or 402-323-6500, or Laura Camp, Manager of RPAC Online Fundraising at the National Association of REALTORS®, lcamp@realtors.org or 202-383-7531.

Samples of the Nebraska Association's Online Solicitations:



REALTORS® Political Action Committee


Dear Kristen,
Sales prices are up, rental prices have increased, and new construction volume is on the rise. The housing market is heating up this summer, and RPAC is dedicated to ensuring REALTORS® across the country can build on their successes this summer.



Since 1969, RPAC has been working hard to promote and protect the real estate industry. RPAC didn't become the **number one trade association PAC in the country** by falling into "the lazy days of summer". RPAC can be counted on to be working for REALTORS® every day, because we know that every day, clients and communities count on REALTORS®. But we can't do it alone.

Your investment in RPAC ensures success in legislation affecting the real estate market. **If you invest today, you will be entered into a drawing to attend the NAR Annual Convention in San Francisco, all expenses paid!** [Invest in RPAC today](#) and help ensure RPAC has the resources to invest in you.

Sincerely,



Jeff Searcy
2013 State RPAC Fundraising Chair

Invest Today



REALTORS® Political Action Committee

Dear Jose,
Despite Congressional gridlock in Washington, REALTORS® across the country are doing their jobs and in turn are bringing back the economy. Housing prices are on the rise due to low inventory, sales volume is up, and **April's pending sales hit the highest level in three years.** Congratulations!



With a steadily improving housing market, it is more critical than ever for REALTORS® to protect our industry from regulations and taxes that threaten our recovery.

The REALTORS® Political Action Committee (RPAC) is committed to protecting our industry by standing up against legislation which can negatively affect you and your clients. [But we can't do it without YOUR continued investment.](#) [Investing in RPAC](#) today will help insure that REALTORS® can continue to build on the successes made in the housing market this year. **If you invest today, you will be entered into a drawing to attend the NAR Annual Convention in San Francisco, all expenses paid!** [Invest in RPAC today](#), and help RPAC invest in you.

Sincerely,



Jeff Searcy
2013 State RPAC Fundraising Chair

Invest Today



REALTORS® Political Action Committee

Dear Jose,
 The REALTORS® Political Action Committee (RPAC) has been the leading voice of REALTORS® in Washington, D.C., and around the nation since 1969. As the number one trade association PAC in the country, you can rest assured RPAC is taking on the responsibility of protecting the values and rights REALTORS® like you hold dear.

But with Washington D.C. in turmoil, and political parties in gridlock, it is more important than ever the REALTOR® voice be heard. As an RPAC Investor, you have enabled REALTORS® to promote pro- REALTOR® candidates, and help defeat poorly designed legislation which can negatively affect the real-estate business. If REALTORS® do not speak out, get involved and help shape the discussion, someone else will. **Won't you join us by investing in RPAC?** One STRONG VOICE from RPAC benefits every REALTOR®, [invest in RPAC today](#) and strengthen our voice in Nebraska and Washington, D.C.
 Sincerely,



Invest Today



Jeff Searcy
 2013 State RPAC Fundraising Chair



REALTORS® Political Action Committee

Dear Kristen,
 We need every REALTOR® to come together. The real estate industry continues to be threatened by regulations and taxes that can hurt you and your clients, but when we stand together, we have one strong voice.
Take just one minute to watch this video and see how YOU can make a difference.



The REALTORS® Political Action Committee (RPAC), with the help from REALTORS® across the country America, promotes pro- REALTOR® candidates, and defeats poorly designed legislation which can negatively affect you and your clients. [We can't do it without you. Will you join me?](#)
 Don't be left out. RPAC and the REALTOR® Party needs YOU, so we can continue to be the leading voice of REALTORS® in Nebraska and Washington, D.C.
 Sincerely,



Jeff Searcy
 2013 State RPAC Fundraising Chair