

REALTOR® PARTY

CORPORATE ALLY PROGRAM

NAR VOLUNTARY INVESTMENTS:

SOFT AND HARD DOLLARS

Powerful partnership between the National Association of REALTORS® (NAR) and corporate allies aimed at **protecting, promoting, and strengthening the real estate industry.**

WHY INVEST IN CAP?

By supporting the program, you join other real estate stakeholders to **protect mutual business interests and help shape and define our industry.**

Your support increases NAR's ability to impact policy and raise funds as a critical revenue source for advocacy efforts at every level of government. **Your contribution will help us fight for political results that favor our industry and its 1.5 million REALTORS®.**

SOFT DOLLARS

Sources (corporations, associations, and individuals) can make investments in unlimited amounts with fewer restrictions. Most any corporate entity CAN contribute, but those with a stake in the real estate industry are HIGHLY encouraged.

If you are a part of Multiple Listing Services (MLSs); MLS and NAR vendors, Institutes, Societies and Councils (ISCs); National and Regional Real Estate franchisors; Real Estate Brokerages; State and Local Associations; State and Local Affiliates and Businesses; and local corporate investors; you can invest soft dollars!

TWO types of soft dollar voluntary investments fall under the Corporate Ally Program:

ISSUES

- » Funds federal advocacy campaigns and measures to support or defeat state and local REALTOR® Party issues
- » **50/50**—50% for national initiatives and 50% for state/local initiatives

POLITICAL ADVOCACY FUND (PAF)

- » Supports NAR's Opportunity Race Program at the federal level, and meet and greets with Congressional candidates on the state and local level
- » **30/70**—30% for national initiatives and 70% for state/local initiatives

- » Most organizations contribute to the Issues



REALTORS® POLITICAL ACTION COMMITTEE (RPAC)

Network of affiliated PACs raising voluntary investments used to make direct contributions to national, state, and local candidates.



WHY INVEST IN RPAC?

Being the only political group in the country organized for REALTORS® and run by REALTORS®, RPAC exists solely to support issues important to REALTORS® regardless of political party affiliation.

RPAC looks to **build the future** by investing dollars to **help advance the interests of REALTORS®**.

HARD DOLLARS

Contributions from **Individual REALTOR® members** – not corporations – and **qualifying Association Staff and Affiliate members**.

- » Funds REALTOR® Champions running for national, state and local offices.
- » **30/70**—30% goes to federal candidates and 70% to state and local candidates.



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Disclaimer: Corporate Ally Program (CAP) investments are not deductible for federal income tax purposes. CAP investments classified as “issues” will assist NAR’s issue related advocacy (50% federal issue advocacy, 50% state or local issue advocacy). CAP investments classified as “Political Advocacy Fund” will fund federal (70%), state/local (30%) advocacy activities.

RPAC contributions are not deductible for federal income tax purposes. Contributions to RPAC 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® and its state and local associations will not favor or disadvantage any member because of the amount contributed or a decision not to contribute. You may refuse to contribute without reprisal. Your contribution is split between National RPAC and the State PAC in your state. Contact your State Association or PAC for information about the percentages of your contribution provided to National RPAC and to the State PAC. The National RPAC portion is used to support federal candidates and is charged against your limits under 52 U.S.C. 30116.

REALTOR® PARTY

CORPORATE ALLY PROGRAM

HI THERE!
I'M RICKI WITH NAR!



FAQS DOCUMENT



WHAT IS THE CORPORATE ALLY PROGRAM?

Launched in 2015, the Corporate Ally Program (CAP) is a powerful partnership between NAR and corporate allies aimed at **protecting, promoting, and strengthening** the real estate industry. With soft dollar contributions from these industry partners, CAP supports federal, state, and local advocacy campaigns and public policy priorities.



HOW DOES RECOGNITION WORK?

There are five investor recognition levels within the Corporate Ally Program:

STERLING R: \$1,000 – \$2,499 annually

CRYSTAL R: \$2,500 – \$4,999 annually

GOLDEN R: \$5,000 – \$9,999 annually

PLATINUM R: \$10,000 – \$24,999 annually

PLATINUM DIAMOND R: \$25,000+ annually

Once you are recognized as a CAP investor, you will receive an email outlining your benefits at your investor level, an e-pin to add to your email signature/website, and you'll also receive a CAP lapel pin in the mail.



WHO CAN INVEST IN CAP?

Mostly any corporate entity may invest in the Corporate Ally Program. Typically, CAP investors are **REALTOR® industry stakeholders**, including Multiple Listing Services (MLSs), real estate technology vendors, real estate service businesses, business affiliates, vendors, Institutes, Societies and Councils, real estate brokerages, title companies, state and local REALTOR® associations and state and local association business affiliates.

DO NOT NEED A M1 MEMBER ID TO INVEST.

HOW WILL MY INVESTMENT BE USED?

When you contribute to the Corporate Ally Program, you can choose to support either Issues Advocacy or the Political Advocacy Fund. Regardless of which you opt for, your investment is put to work at all three levels of government.



If you invest in **Issues Advocacy**, **50%** of your investment helps fund federal issues advocacy campaigns and **50%** stays at home to support or defeat state and local REALTOR® Party issues. If you choose the **Political Advocacy Fund**, **30%** of your investment helps fund NAR's Opportunity Race Program at the federal level and **70%** is used at the state and local levels to host meet and greets with Congressional candidates in their home districts.



**NATIONAL
ASSOCIATION OF
REALTORS®**



CORPORATE ALLY PROGRAM



FAQS

DOCUMENT

CAN I INVEST BOTH HARD DOLLARS (RPAC) AND SOFT DOLLARS (CAP)? YES. However, only an individual may contribute hard dollars. Soft dollars can be contributed by an individual or an organization.

WHY WOULD AN INDIVIDUAL INVEST IN RPAC AND THEIR ORGANIZATION IN CAP? The funds are used to support different objectives. An organization or corporation may want to support REALTOR® issues, but not align with a specific candidate or race.

HOW DO OUR ASSOCIATION'S SOFT DOLLAR INVESTMENTS APPLY TOWARD OUR NAR RPAC FUNDRAISING GOALS? In 2019, all soft dollar political contributions, including those in Issues Advocacy and the Political Advocacy Fund, were "rolled up" into the Corporate Ally Program. Now, all investments of \$1,000 or more can be applied toward your state's overall fundraising receipts and Major Investor goals.

WHAT IS THE MAXIMUM THAT CAN BE CONTRIBUTED TO CAP?

Campaigns and CAP contributions are used to fund Issue Advocacy campaigns and are considered soft money, *there is no upper limit to the amount that can be invested.* CAP investments are not subject to federal or state campaign contribution limits.

ARE CONTRIBUTIONS TO CAP TAX DEDUCTIBLE?

NO. Contributions used for political purposes are not tax deductible on your federal income tax return.

ARE THERE SUSTAINING INVESTMENT RATES FOR CAP INVESTORS LIKE THERE ARE FOR RPAC MAJOR INVESTOR LEVELS?

NO. In order to sustain your Corporate Ally Program status, you should invest annually at an amount within the range of the investment level for which you choose to be recognized.

WHAT IS THE DIFFERENCE BETWEEN SOFT AND HARD MONEY?

Soft money is raised from corporations, associations, and individuals. There are no limits on the amount of soft money a corporation or individual can contribute, however, political candidates cannot accept soft dollars directly. Contributions to the Corporate Ally Program are considered soft money and NAR may use these funds to support issues advocacy.

Hard money has many restrictions on how it is raised and spent, and must be fully reported to the Federal Election Commission. It is raised from individuals, who can contribute up to \$5,000 to a Political Action Committee, like the REALTORS® Political Action Committee (RPAC), per year. RPAC may contribute \$5,000 to a federal candidate, per election.

TO MAKE AN INVESTMENT, VISIT:

realtorparty.realtor/corporateally

LEARN MORE ABOUT THE CORPORATE ALLY PROGRAM

VISIT: realtorparty.realtor/corporateally

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