

## **A LOCAL ASSOCIATION STAFF GUIDE TO DUES ASSESSMENTS AND RPAC**

**IAR RVoice Program (formerly the Advocacy Initiative):** A \$50 a year mandatory assessment established in 2006, the IAR RVoice Program was launched to give us the resources to take our public policy concerns beyond state and local elected officials and right to the front door of the general public. The program produces hard-hitting direct mail pieces, brochures, ad campaigns, advocacy, and other tools to make sure elected officials get the message, while giving constituents a way to fight for their property rights. Additionally, the program allows us to conduct research, polling and other analysis to strengthen our message and credibility. More information can be found at: [www.illinoisrealtor.org/advocacy](http://www.illinoisrealtor.org/advocacy)

**NAR Political Survival Initiative:** Similar to the IAR Advocacy Initiative but on a more national level, this initiative, new for 2012, is not an assessment, but rather it is built into the NAR dues, resulting in a \$40 NAR dues increase. Nonetheless, you will likely encounter questions regarding this new initiative. The PSI amplifies the REALTORS ability to combat policies detrimental to the real estate industry. Unlike RPAC, the PSI does not provide direct contributions to candidates, but rather it provides the resources to mobilize REALTORS and the general public around pressing policy issues, and to conduct independent political expenditures. The money collected will be shared with local and state associations. This initiative was adopted by member-leaders who believe that the REALTORS cannot afford not to more aggressively tackle critical policy and political issues. More information can be found at: [www.realtor.org/topics/political\\_survival\\_initiative](http://www.realtor.org/topics/political_survival_initiative)

**NAR Public Awareness Campaign:** This \$35 assessment has been around since 1998 to persuade consumers of the value REALTORS bring to the real estate transaction and of the importance to residential and commercial real estate to families, communities and the nation's economy, we earn media through media outreach; direct-to-consumer outreach channels (HouseLogic and Real Estate Today); and paid media. The national advertising NAR delivers through the Public Awareness Campaign ensures that consumers hear and see convincing, unfiltered information about REALTORS and owning, buying, or selling real estate. More information can be found at: <http://www.realtor.org/pac.nsf>

**REALTORS Political Action Committee:** Since 1969 RPAC works to elect pro-REALTOR candidates on the federal, state and local level. Seventy percent of RPAC money stays within Illinois with the other 30 percent going to NAR to support federal candidates, including our very own Illinois Congresspersons and Senators. RPAC's only political affiliation is the REALTOR Party – candidates that support private property rights, a healthy real estate climate, and the needs of our membership. Social issues are never considered as part of the candidate evaluation. The New York Times singled out RPAC as “One of the few large outside spenders that has supported candidates from both parties.” Politico newspaper profiled RPAC as “bipartisan” and “a model” for other groups to “target their spending in ways that have less to do with Democrat or Republican, and more to do with who is pro or con on their big issues.” The distribution of RPAC funds are made by members – not by REALTOR staff – who volunteer to serve on various local, state, and national REALTOR Government Affairs committees. By law, contributions must be voluntary, but NSBAR's Board of Directors recommends a contribution of \$45, however REALTORS are free to give more or less than the \$45. More information can be found at: [www.illinoisrealtor.org/rpac](http://www.illinoisrealtor.org/rpac)

**It is best to be able to speak to these programs on a basic level with ease and fluency as opposed to reading a script. I am happy to discuss these programs in greater detail so you can feel comfortable discussing their purposes with members. Of course, I am always happy to field questions from members as well – if needed, do not hesitate to send members my way.**

**Howard Handler**