

Core Standards in a Virtual World

**Friday, May 22, 2020
12:00 noon EDT**

***Stay Tuned.
We will get started soon!***



Welcome and Introduction

Janet Kane, RCE, CAE
CEO, MetroTex Association, TX



CCIM Institute
Commercial Real Estate's
Global Standard for Professional Achievement

Not Just a Designation.

We're here to help you support real estate's workforce of the future.

- Share our professional development discount as a benefit to your members
- Learn more about courses focused on critically relevant topics such as valuation, risk analysis, and more

Visit [CCIM.com/NAR20](https://www.ccim.com/NAR20)



Pro Tips

- **Attendees are muted**
- **Submit questions via the chat box**
- **Close unnecessary browsers**

2020 Suspended Core Standards

Section 2, Standard E:

Core Standard: Every association must support the REALTOR® Party's "Vote-Act-Invest" goals, and must annually conduct at least two initiatives or activities furthering or supporting each of those three goals respectively.

Section 3, All:

Every association will demonstrate engagement in at least four meaningful consumer engagement activities annually, including at least two activities demonstrating how the association is the "Voice for Real Estate" in its market, and at least two activities demonstrating the association's involvement and/or investment in the community.

Today's Speakers

*Ryan Castle, RCE
CEO, Cape Cod & Islands
Association, MA*

*Susie Helm, RCE
Vice President, State and Local Services
and Advocacy Operations, NAR*

*Michele Holen, RCE, CAE
COO, Portland
Metropolitan, OR*

*Kelli Walker Starrett
Vice President, Government
Relations, New Orleans Metro
Association, LA*

**We had a plan.
COVID-19
HAPPENED.
Now what?**

SHOULD WE STILL WORRY ABOUT RPAC?

THE ANSWER: YES!

- ✓ *Why*
- ✓ *How*
- ✓ *Ideas*

The BASICS

In a nutshell, the RPAC Core Standards Section asks associations to:

- **Tell members about RPAC**

(in dues billing, newsletters, emails, on websites, at meetings)

- **Host RPAC fundraising events**

(for Major Investors, Participation, Corporate Allies, for a candidate/REALTOR® Champion)



BRING THE EXPERIENCE HOME



**PROVIDE AN OPPORTUNITY TO
SOCIALIZE**



HAVE FUN

BRING THE EXPERIENCE HOME

- *Virtual cooking class with popular local chef*
- *Virtual craft cocktail class/wine tasting*
- *Virtual tours (stadium, zoo, historic museum, art museum, behind the scenes at theater)*
- *Drive-In movie night (rent out facility and have a private showing)*
- *Private musical performance*
- *Gift card auction (also supports local businesses)*
- *TED Talk event*
- *Virtual conversation with candidate/public official*
- *Phone Bank*

PROVIDE AN OPPORTUNITY TO SOCIALIZE

- *Paint & Sip Class*
- *Bingo Night*
- *Trivia Night*
- *Name that Tune*
- *Virtual talent show/karaoke/open mic night*
- *At-home scavenger hunt (you have two minutes to find a purple shirt) with prizes for each round*

**RPAC
FUNDRAISING
DOESN'T
HAVE TO BE
SERIOUS.**

HAVE SOME FUN

*QUICK CLASS: FIX YOUR QUARANTINE PROBLEMS IN
35 MINUTES*

- *How to care for your Quarantine Beard*
- *Useful wine cork crafts*
- *How to train the puppy you just adopted*
- *How to make sourdough bread that doesn't fail*
- *How to make a Tik Tok video*
- *Lighting tips for Zoom*
- *Easy home exercise routine*

FOR
EXAMPLE:

Get Cooking for RPAC

WITH TORO BRAVO EXECUTIVE
CHEF JOHN GORHAM

Wednesday, June 10th | 4:30pm-6pm
Virtual event

AN EXCLUSIVE EXPERIENCE AND VIRTUAL MAJOR INVESTOR
FUNDRAISER FOR THE REALTOR® POLITICAL ACTION COMMITTEE.

JOIN US FROM YOUR HOME FOR AN EVENING OF STORIES, RECIPES AND
A VIRTUAL COOKING CLASS WITH JAMES BEARD NOMINATED CHEF
JOHN GORHAM. COOK ALONG AS HE TEACHES YOU HOW TO PREPARE
THREE OF HIS MOST POPULAR DISHES. PARTICIPANTS WILL RECEIVE A
SIGNED COPY OF GORHAM'S COOKBOOK, TORO BRAVO: STORIES,
RECIPES, NO BULL IN APPRECIATION OF THEIR INVESTMENT.

MINIMUM *\$1000 INVESTMENT IN RPAC OR JOIN PRESIDENT'S CIRCLE.



REGISTER HERE OR RSVP TO TAYLOR AT
TSHANAMAN@OREGONREALTORS.ORG
*MUST BE PAID IN FULL AT REGISTRATION

REGISTER HERE



Contributions to RPAC are voluntary and are used for political purposes. You may refuse to contribute without reprisal and the National, Oregon, or local associations of REALTORS® will not favor or disfavor any member because of the amount contributed. 70% of each contribution is used by Oregon REALTOR® PAC to support state and local political candidates. Until Oregon REALTOR® PAC reaches its RPAC goal, 30% is sent to National RPAC to support federal candidates and is charged against your limits under 2 U.S.C. 441a; after the Oregon REALTOR® PAC reaches its RPAC goal, your entire contribution will be used to support state and local candidates. Contributions are not deductible for income tax purposes. ORS 316.102 provides for a credit against state taxes of up to \$50 per individual or \$100 per joint return for contributions to political committees.



Credit to:
Taylor Shanaman, GAD
Oregon Assoc of REALTORS®

GOOD LUCK!

**Invest. Be safe. Be
healthy.**

**Questions? Contact me at
mholen@pmar.org**

METROTEX & GENESIS PARTNER TO
HELP FAMILIES IN NEED

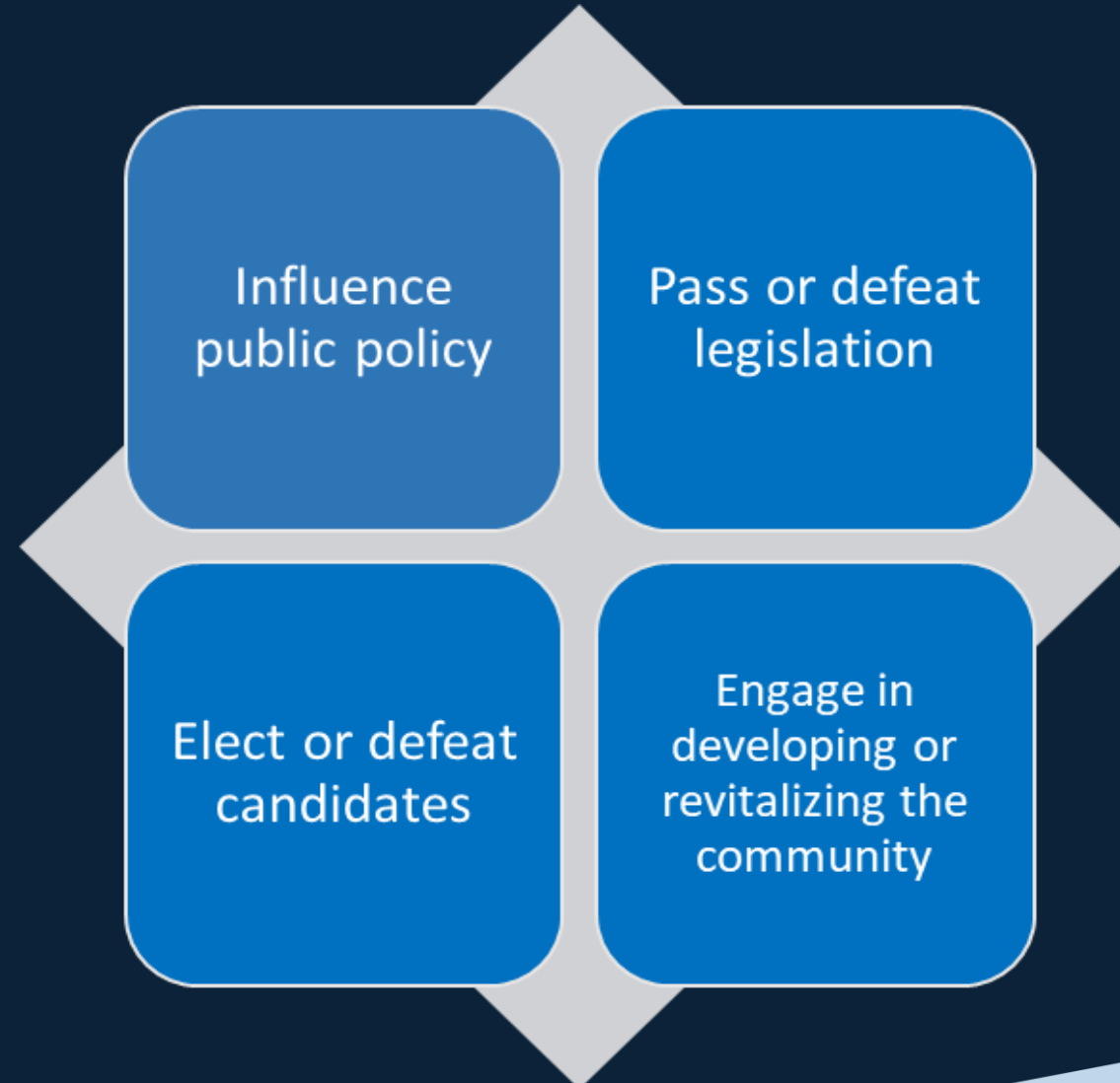
/ SHOP THE GENESIS DONATION WISH LIST TODAY /



Now more than ever, we want survivors of domestic violence to know that we're here to help. When you **donate now through June 2nd**, your gift helps us keep Genesis' doors open and lights on for women and children who have experienced abuse.



CORE STANDARDS: ADVOCACY ACTIVITIES



CORE STANDARDS: *VOTE*

- Voter Registration Drive
- Candidate Independent Expenditure campaign
- Issues Campaign (Issues Mobilization)
- Legislative/advocacy outreach
- Candidate/issue polling
- Candidate interviews for RPAC; endorsement
- Get Out the Vote program



CORE STANDARDS: ACT

- **Broker Involvement Program**
- **Housing Opportunity Program**
- **Land Use Initiative**
- **Smart Growth Grant**
- **Fair Housing**
- **Placemaking Grants**
- **Have a Government Day - visit public officials**
- **Submit testimony on proposed real estate related legislation/regulation**
- **Consumer Advocacy Outreach**



CORE STANDARDS: *INVEST*

- Host an RPAC fundraising event of any kind
- Host an RPAC Phone Bank
- Host an RPAC Major Investor Event
- Host a REALTOR® Champion fundraiser
- Conduct an political on-line fundraising campaign



REALTOR® PARTY RESOURCES

NATIONAL ASSOCIATION of REALTORS®

Home | Pay Dues | Sign In

Real Estate Topics | Membership | Research & Statistics | **Political Advocacy** | Education | Events | About NAR | Browse

Political Advocacy

f t in +

Federal Advocacy
The National Association of REALTORS® advocates every day on behalf of the nation's 1.3 million REALTORS® and 75 million property owners. NAR is widely considered one of the most effective advocacy organizations in the country.

State & Local Advocacy
We work for you by advocating for federal, state, and local policy initiatives that strengthen the ability of Americans to own, buy, and sell real property. We also work with you, by providing a wide variety of resources to foster and harness the grassroots strength of the REALTOR® Party.

REALTORS® Political Action Committee (RPAC)
Get involved

REALTOR® Content Resource
powered by RealLogic
FREE consumer content ready to use for your SOCIAL MEDIA, WEBSITE, NEWSLETTER or other materials.
HasLogix.com/members **GO!**

Advertisement

Top Federal Issues We're Watching

2020

REALTOR® Party Resource Guide

Resources, tools and funding information to help state and local REALTOR® Associations create, implement and sustain successful advocacy and community outreach programs.

NATIONAL ASSOCIATION of REALTORS® | **REALTOR PARTY**

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VOTE | **ACT** | **INVEST**

The REALTOR® Party is a powerful alliance of REALTOR® and REALTOR® Associations working to advance public policies and candidates that build strong communities, protect property interests and promote a vibrant business environment.

Latest News

- REALTOR® Party - 2020 News**
- THE REALTOR® PARTY**
- MEMBERS OF THE REALTOR® PARTY**

Events & Deadlines

- 22** REALTOR® Party Fall CAD and RE Orientation
- 01** 2020 President's Circle Conference
- 06** REALTOR® Broker Summit

SEE REAL CALENDAR OF EVENTS



Core Standards for State and Local Associations

Best Practices and Examples

Visit:

<https://www.nar.realtor/ae/manage-your-association/core-standards-for-state-and-local-associations>

Q&A





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**Mark your calendars
for our next live event on**

*What Will It Look Like? Tips to Help You
Reopen Your Association*

Friday, May 29, 2020

11:00 a.m. CST

12:00 noon EST

THANK YOU.



NARdotRealtor



nar.realtor

