

How Can My Chapter Raise Money?

Chapters can raise money in a variety of ways, limited only by your own imagination! Most notably, you can “co-host” any NAIOP-PAC event with your state PAC fundraiser allowing you to raise money for your state PAC and NAIOP-PAC at the same time. Simply forward a percentage of federally eligible contributions to NAIOP-PAC!

Here are some great ideas that have proven successful in the past:

- Collect member donations for NAIOP-PAC in lieu of a registration fee at meetings, networking events or golf tournaments.
- Ask chapter members to host an “open house” or evening reception in their homes and donate ticket sales to NAIOP-PAC.
Option: Invite your Principal members for free and charge your Associate members only.
- Annual giving drive: Invite each member to donate \$25 to NAIOP-PAC per year.
- Collect the funds at a monthly event, or ask them to mail a check directly to NAIOP-PAC. We will credit your chapter with these donations.
- Host a sponsored social event — cocktail party, clambake or any other outing.
- Plan a chapter event with a political speaker from your community or state, or even invite your elected officials from the federal level. Either sponsor the event or have the chapter host and collect your usual registration fee as a donation to NAIOP-PAC.

Add-ons to your existing events:

- Sell mulligans at your chapter’s golf tournament — an easy and fun way to collect PAC funds!
- Host a silent or open outcry auction at your chapter’s annual awards event. Create excitement with unique items, weekend getaways and friendly competition.
- Raffle off a case of wine, the latest must-have tech gadget or other fun items at a chapter meeting or social event. Donate the raffle collection to NAIOP-PAC. (Check your state raffle laws before proceeding.)
- Donate and win! Sell 50/50 raffle tickets at your chapter’s social events. Send half of the money to NAIOP-PAC, and send the other half home with a lucky winner!

Make your chapter’s fundraising an annual tradition so that your members can plan their annual NAIOP-PAC donations.

Commitment and Credibility:

A Strong NAIOP-PAC is an Investment in the Future

Your support of NAIOP-PAC is essential to protecting your members’ businesses. More than ever, it is necessary for NAIOP-PAC to grow as an effective and powerful voice on Capitol Hill. NAIOP has raised the commitment to NAIOP-PAC and wants each and every chapter to help us protect the needs of commercial real estate.

A strong PAC shows Congress that NAIOP is dedicated to protecting the future of our industry. When elected officials are pressured by anti-development advocates to support measures that would unduly harm development, they must understand our industry so they can act to protect our needs. NAIOP-PAC funds can help us reach this goal.

Elected officials must understand that NAIOP is serious about its issues, and a successful PAC is the most effective way to be identified as a major force. **With your help, NAIOP can ensure that the interests of commercial real estate — and more specifically, of our members and their businesses — are well-represented and guarded on Capitol Hill.**



naiop-pac.org

NAIOP-PAC Champions
Your commitment to advancing the
commercial real estate industry’s legislative agenda



NAIOP represents commercial real estate developers, owners and investors of office, industrial, retail and mixed-use properties. It provides strong advocacy, education and business opportunities, and connects its members through a powerful North American network.

For more information, visit naiop.org.

By addressing the pressing issues impacting our industry, NAIOP Government Affairs shapes the future of commercial real estate.

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Learn how your chapter can support NAIOP-PAC!



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What are NAIOP-PAC Champions?

NAIOP-PAC Champions are individual chapters that are recognized for their support of NAIOP’s Political Action Committee, NAIOP-PAC. Launched in 2007, the **NAIOP-PAC Champions** program has been very successful in increasing chapter participation and rewarding and recognizing those chapters. The **NAIOP-PAC Champions** program brings together U.S. chapters of all sizes and enables them to develop greater awareness of NAIOP-PAC activities. All chapters who are committed to deepening their involvement in advancing NAIOP’s legislative agenda should strongly consider increasing their participation in NAIOP-PAC and the Champions program.

How Does My Chapter Become a NAIOP-PAC Champion?

U.S. chapters that contribute at least \$1,000 will be named **NAIOP-PAC Champions**.

Credit for contributions may be:

- Earned through chapter events.
- Raised by individual chapter members.
- Donated by chapter members serving on the Corporate Board of Directors.
- Counted through the chapter’s identification and implementation of a NAIOP-PAC Trustee.

Chapters that meet or exceed their level of contribution based on chapter size will be designated a **NAIOP-PAC Gold Champion**.

Small chapters	<i>fewer than 151 members</i>	\$5,000
Medium chapters	<i>151– 350 members</i>	\$10,000
Large chapters	<i>more than 350 members</i>	\$15,000

Chapter size is determined by the year-end membership total from the previous year.

What are the Benefits of Becoming a NAIOP-PAC Champion?

NAIOP-PAC Champions and NAIOP-PAC Gold Champions will be recognized for their support at various NAIOP events and functions, in NAIOP publications and on NAIOP-PAC’s website. **NAIOP-PAC Trustees** are individuals who have pledged to contribute \$5,000 per year. Trustees guide the agenda of the PAC and approve financial support allocated to elected officials and candidates.

What are the Rules for Hosting a NAIOP-PAC Event?

Member-Only Contributions Can Be Accepted

Only the members of an association and their spouses are eligible by law to contribute to an association’s political action committee (PAC). In addition, the Federal Election Commission (FEC) has guidelines that restrict the communications made to individuals who are not members of an association.

Therefore:

- Only NAIOP members and their spouses may contribute to NAIOP-PAC.
- Only NAIOP members and their spouses may be invited to attend, and may attend, a NAIOP-PAC fundraising event.
- Only NAIOP members and their spouses may receive materials soliciting their support for NAIOP-PAC.

NAIOP will screen contributions to ensure compliance with federal requirements regarding acceptable contributions.

Contribution Limits, Disclosures and Payment Methods

All contributions received may be deposited into a chapter’s operating account, and a check may be issued by the chapter payable to NAIOP-PAC.

The check must also be accompanied by a letter providing the required disclosures:

- The number of contributions, and their dollar amount, if such contributions are less than \$50.
- The name of any contributor and the amount of their contribution, if that amount exceeds \$50.
- All contributions more than \$200 must have contributor names, employer and occupation. A similar notation should be made in the chapter’s records.

A NAIOP member and his/her spouse may contribute up to \$5,000 per year to NAIOP-PAC. The following rules apply:

Cash

NAIOP-PAC can accept cash contributions as follows:

- **\$1–\$50** can be anonymous cash contributions from members, but the chapter must include a letter itemizing the number of contributions and the dollar amount.
- **\$51–100** can be cash, but contributor names and amounts contributed by each must be recorded and reported to NAIOP-PAC.

Contributions exceeding \$100 must be made by credit card, check, money order or other written method.

Checks

All checks must be made payable to NAIOP-PAC. No corporate checks can be accepted. Only the following types of checks may be accepted:

- Personal.
- Partnership.
- Limited Liability Partnerships (LLPs).
- Limited Liability Companies* (LLCs).

* Provided the LLC has elected to be taxed as a partnership; most real estate LLCs qualify. If not certain, however, a contributor should consult with a tax professional.

Credit Card

NAIOP-PAC may accept contributions from personal (not corporate) credit cards. Forms are available on **naiop-pac.org**.

In-Kind Contributions

In-kind contributions are gifts of goods and services that can be assigned a monetary value. When holding a fundraising event for NAIOP-PAC, the dollar value of any in-kind contributions must be reported to NAIOP to be counted as an in-kind contribution to NAIOP-PAC.

Contributions Must be Received Within 30 Days

NAIOP-PAC must receive contributions within 30 days of an event. Additional NAIOP-PAC information and forms, as well as fundraising rules, may be found online at **naiop-pac.org**.

Reporting Requirements

Federal law requires that when soliciting support, a PAC must use its best efforts to obtain the disclosure information required for each contributor. Except for contributions less than \$50, chapters should obtain the following information from contributors:

- Name.
- Member Number.
- Address.
- Occupation.
- Employer.

To show that a PAC has used its best efforts to comply with federal law, any solicitation must specifically request the required information and inform contributors that the PAC is required by law to report it.

Forms used at NAIOP-PAC fundraising events must request the contributor’s NAIOP membership identification number.

Fundraising Expenses and the “One-Third Rule”

In general, expenses incurred in hosting a fundraiser for NAIOP-PAC must be taken into account when determining the amount of contributions that can be made to NAIOP-PAC from the fundraiser. A notable exception: The costs of food and beverage are not counted as a contribution, unless the food and beverage have also been donated (making them an “in-kind” contribution).

As a general guideline, the Federal Elections Commission has determined that when raising funds for a PAC, the costs of the fundraiser and items purchased in connection with the fundraiser (excluding food and beverage) should not exceed one-third of the total amount raised at the event. Otherwise, the PAC must make reimbursement to those raising the funds. (As an example: If in connection with a fundraising auction for NAIOP-PAC, your chapter offers an item worth \$200, then the funds raised must be at least \$600. But if the sale of the item raised only \$300, then NAIOP-PAC would have to reimburse your chapter \$100, so that the total cost to the chapter is one-third the amount raised.) **In either case, the full amount of contributions received would need to be submitted to NAIOP-PAC.**

NAIOP’s Corporate staff is available to answer any questions regarding your event.



Do you have questions on how your chapter can support NAIOP-PAC?
Are you seeking guidance on an event or do you have fundraising questions?

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