



YPN RPAC PLEDGE GUIDELINES

The YPN Pledge IS:

- ❖ A Non-Binding Pledge to invest \$10,000 to RPAC over the next 10 years.
- ❖ An opportunity for younger association leaders to show their dedication to our industry.
- ❖ To lead by example. Not only for fellow YPN'ers but the industry as a whole. The investment percentages are much lower than you would expect.
- ❖ Limited to YPN Members only - YPN is not defined by age, thus there is not an age limit for inclusion
- ❖ Minimum investment to join and remain in the pledge program is \$100 a year

The YPN Pledge is NOT:

- ❖ A Pledge to be a Major Investor or Sterling R (\$1,000 investment) for 10 years (although you can if you choose to)
- ❖ Mandatory for YPN members to participate in.
- ❖ A binding contract. If for some reason you can't complete the pledge you won't receive a bill.

YPN RPAC PLEDGE RECOGNITION PLAN

- ❖ Recognition First Year of Pledge Program
 - Thank You Letter and Certificate
 - Recognition at YPN Events (Sign with Names)
 - Recognition on YPN Facebook Group
- ❖ Recognition Upon Completion of Pledge Program
 - Recognition by Announcement at YPN Event
 - Recognition on YPN Facebook Group
 - Recognition at RPAC Awards Ceremony*
 - Completion Award*
 - Photo with NAR President*

*Recognition will take place the year following completion of the Pledge Program



YPN PLEDGE SCRIPT FOR OBJECTIONS

1. What is RPAC? Why should I invest?

RPAC is the REALTORS® Political Action Committee. Simply defined, RPAC is what protects our business and private property rights. RPAC funds are used to make sure issues facing the Real Estate industry and homeowners are being heard by our elected officials. Some recent wins for RPAC are the preservation of the GSE mortgage market and mortgage interest deduction as well as make sense flood insurance policies. The REALTOR® Party has a long history of successes, however the threats are not going to stop. As the next generation of industry leaders it is our responsibility to keep the emphasis on investing in RPAC and REALTOR® Party engagement alive!

2. I am a new agent and I don't know if I will be in business 10 years from now.

In this case I would focus on the minimum investment of \$100 a year. The concern is completely understandable, but remember the YPN Pledge is non-binding. It is a good faith pledge to carry out the goal of investing \$10,000 over the next 10 years. Take a leap of faith it will empower you!

3. I have a family so I can't afford it.

We understand your concern. Real estate is a business that requires agents to invest in their businesses to be successful. We invest our dollars in leads, websites and CRM's so investing in RPAC should be thought of in the same way - it is an investment in your business. The last thing you want is to work hard to get licensed, spend money on tools and systems only to then have major changes to our industry occur and reduce your future income potential. The REALTOR® Party and RPAC are one of the most important tools you can use to invest in your current and future earning power. We aren't looking for a payment for \$1,000. You don't need to become a Major Investor today. What we are asking for is a \$100 investment this year, which gives you 9 years to finish the pledge on your own timeframe.

4. I don't believe in PACs or contributing to the (insert political party).

RPAC is nonpartisan. RPAC supports candidates based on their support of REALTOR® Party issues. Our mission is to make sure our voice is heard concerning topics that affect our business and the private property rights of property owners across the country.

5. I don't want to commit to giving \$1,000 a year.

We are not asking you to. We are asking for a minimum \$100 investment today and your commitment to sign the pledge. If you have a great year and want to write a \$9,900 check, that's great! If you want to give \$100 the first 5 years and increase your investments in years 6-10, that's great too! Additionally, if you decide to become a President's Circle member (giving directly to REALTOR® Party Champions) those investments count towards the YPN Pledge as well. The timeframe is up to you. The minimum investment to continue in the pledge program is \$100 a year. That is why we are asking you to invest today in your future.

RPAC YPN PLEDGE

I PLEDGE TO INVEST
\$10,000
OVER THE NEXT
10 YEARS.



Signature

Date

Printed Name

NRDS

Email

Initial Investment for YPN Pledge is \$100.00.

Annual Minimum Contribution is \$100.00

Contributions to RPAC are not deductible for federal income tax purposes. Contributions 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. Federal election law prohibits RPAC from soliciting contributions from persons outside the restricted class. Any contributions received from outside the restricted class will be returned.