



Association Executive Resource Guide



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NAAPAC FUND OUR FUTURE PROGRAM

The Fund our Future program allows all NAA affiliates to participate in NAAPAC fundraising.

The program works as follows:

- Each affiliate is given a voluntary goal according to the following formula:
 - \$2 a member + \$0.05 a unit, with a minimum goal of \$750 and maximum goal of \$15,000;
- Once an affiliate reaches its goal it begins to accrue “Affiliate Share” funds. Affiliates control these funds and can direct them to federal candidates for Congress;
- Affiliate Share funds are accrued according to the following formula:
 - 75 cents of each dollar raised by an affiliate above its Fund our Future goal goes to their Affiliate Share; and
 - 25 cents of each dollar raised by an affiliate above its Fund our Future goal goes to the NAAPAC general fund.

Money For Use

Money For Use is the 75% or .75 cents of every dollar an affiliate has contributed to NAAPAC above their annual Fund Our Future goal. An affiliate can determine how NAAPAC disburses these funds at the federal level.

An affiliate may direct funds to a federal candidate for whom there is an amount already designated in the NAAPAC budget and the funds will be disbursed. If there is no amount in the budget for a candidate, the request must first be approved by the NAAPAC Trustees.

NAA staff update a monthly chart on the NAA website that details affiliates progress on PAC fundraising and those affiliates who have Affiliate Share funds at their disposal.

An affiliate has two years to direct how the funds are used by NAAPAC: the year in which the funds are earned, and the full following calendar year. This means, for example, affiliate funds raised in 2020 can be directed by the affiliate until the end of 2020 and through 2021.

For more information or questions, please contact NAAPAC at pac@naahq.org.

NAAPAC Fund Our Future - 2020 Goals					
State	Supplier Count	Industry Count	Total Members	Unit Count	2020 Goal
Alabama					
Apartment Association of North Alabama	68	118	186	21,504	\$1,447.20
Greater Birmingham Apartment Association	96	323	419	44,654	\$3,070.70
Mobile Bay Area Apartment Association	60	136	196	22,648	\$1,524.40
River Region Apartment Association	29	132	161	24,158	\$1,529.90
Arkansas					
Arkansas Apartment Association	47	150	197	26,835	\$1,735.75
Northwest Arkansas Apartment Association	34	113	147	19,726	\$1,280.30
Arizona					
Arizona Multihousing Association	497	1,731	2,228	283,095	\$15,000.00
California					
Apartment Association of Greater Los Angeles	104	5,814	5,918	142,869	\$15,000.00
Apartment Association of Orange County	212	1,664	1,876	81,826	\$7,843.30
Apartment Association, California Southern Cities	53	2,077	2,130	46,162	\$6,568.10
Berkeley Property Owners Association	17	477	494	4,309	\$1,203.45
East Bay Rental Housing Association	100	1,394	1,494	29,957	\$4,485.85
Nor Cal Rental Property Association Inc.	21	532	553	31,482	\$2,680.10
North Valley Property Owners Association	60	701	761	22,998	\$2,671.90
Santa Barbara Rental Property Association, Inc.	5	904	909	21,014	\$2,868.70
Small Property Owners of San Francisco Institute	0	1,224	1,224	6,714	\$2,783.70
Southern California Rental Housing Association	224	1,994	2,218	121,288	\$10,500.40
Colorado					
Apartment Association of Metro Denver	531	1,774	2,305	233,553	\$15,000.00
Apartment Association of Southern Colorado	188	350	538	40,513	\$3,101.65
Northern Colorado Rental Housing Association	28	63	91	10,565	\$750.00
Weld County Apartment Association	6	37	43	3,255	\$750.00
Connecticut					
Connecticut Apartment Association	85	367	452	44,697	\$3,138.85
District of Columbia					
Apartment & Office Building Association (AOBA)	10	180	190	362,866	\$15,000.00
Delaware					
Delaware Apartment Association	91	236	327	28,137	\$2,060.85
Florida					
Apartment Association of Greater Orlando	307	945	1,252	192,600	\$12,134.00
Bay Area Apartment Association	258	882	1,140	186,799	\$11,619.95
Bay County Multi-Housing Association	8	27	35	5,212	\$750.00
Capital City Apartment Association	15	64	79	12,022	\$759.10
Emerald Coast Apartment Association of NW Florida	17	128	145	15,360	\$1,058.00
First Coast Apartment Association	178	495	673	85,288	\$5,610.40
North Central Florida Apartment Association	69	138	207	24,212	\$1,624.60
South East Florida Apartment Association	187	761	948	178,695	\$10,830.75
Southwest Florida Apartment Association	66	82	148	31,045	\$1,848.25
Space Coast Apartment Association	66	109	175	21,596	\$1,429.80
Georgia					
Apartment Association of Greater Augusta	52	117	169	16,213	\$1,148.65
Athens Apartment Association	30	5	35	7,845	\$750.00
Atlanta Apartment Association	1,071	362	1,433	403,298	\$15,000.00

Coastal Georgia Apartment Association	44	140	184	29,650	\$1,850.50
Greater Columbus Apartment Association	61	101	162	16,021	\$1,125.05
Mid Georgia Apartment Association	46	110	156	14,868	\$1,055.40
Iowa					
Greater Iowa Apartment Association	69	120	189	29,036	\$1,829.80
Idaho					
Idaho Apartment Association	58	348	406	24,736	\$2,048.80
Illinois					
Chicagoland Apartment Association	232	1,566	1,798	220,821	\$14,637.05
Indiana					
Indiana Apartment Association	406	1,780	2,186	239,253	\$15,000.00
Kansas					
Apartment Association of Greater Wichita	92	228	320	23,306	\$1,805.30
Apartment Association of Kansas City	249	763	1,012	93,950	\$6,721.50
Apartment Council of Topeka	21	53	74	5,098	\$750.00
Kentucky					
Greater Lexington Apartment Association	136	131	267	27,091	\$1,888.55
Louisville Apartment Association	177	105	282	60,731	\$3,600.55
Louisiana					
Acadiana Apartment Association	37	74	111	11,856	\$814.80
Apartment Association of Greater New Orleans	70	66	136	44,765	\$2,510.25
Baton Rouge Apartment Association	61	232	293	26,744	\$1,923.20
Houma-Thibodaux Apartment Association	15	24	39	4,528	\$750.00
Northeast Louisiana Apartment Association	29	46	75	5,280	\$750.00
Shreveport-Bossier Apartment Association	46	91	137	17,822	\$1,165.10
Southwest Louisiana Apartment Association	46	67	113	5,290	\$750.00
Massachusetts					
Massachusetts Apartment Association	195	1,418	1,613	164,665	\$11,459.25
Maryland					
Maryland Multi-Housing Association, Inc.	246	144	390	207,535	\$11,156.75
Maine					
Maine Apartment Association	29	26	55	6,354	\$750.00
Michigan					
Detroit Metropolitan Apartment Association	78	634	712	71,962	\$5,022.10
Property Management Association of Mid-Michigan	24	212	236	25,855	\$1,764.75
Property Management Association of West Michigan	82	424	506	62,812	\$4,152.60
Washtenaw Area Apartment Association	69	218	287	23,405	\$1,744.25
Missouri					
Columbia Apartment Association	20	46	66	3,536	\$750.00
Greater Springfield Apartment & Housing Association	30	72	102	11,365	\$772.25
Mid-Missouri Apartment Association	11	19	30	1,814	\$750.00
Saint Louis Apartment Association	201	594	795	77,510	\$5,465.50
Mississippi					
Greater Gulf Coast Apartment Association	29	64	93	10,740	\$750.00
Mississippi Apartment Association	82	195	277	30,202	\$2,064.10
North Carolina					
Apartment Association of Western North Carolina	32	103	135	12,890	\$914.50
Greater Charlotte Apartment Association	295	969	1,264	155,465	\$10,301.25
Greater Fayetteville Apartment Association	72	114	186	19,472	\$1,345.60
Greenville Area Property Managers Association	32	30	62	6,905	\$750.00

Piedmont Triad Apartment Association	129	665	794	66,549	\$4,915.45
Triangle Apartment Association	280	861	1,141	145,847	\$9,574.35
Wilmington Apartment Association	79	116	195	22,151	\$1,497.55
North Dakota					
North Dakota Apartment Association	4	328	332	22,373	\$1,782.65
Nebraska					
Apartment Association of Nebraska	100	388	488	42,111	\$3,081.55
New Hampshire					
Apartment Association of New Hampshire	18	49	67	11,460	\$750.00
New Jersey					
New Jersey Apartment Association	389	262	651	215,097	\$12,056.85
New Mexico					
Apartment Association of New Mexico	113	707	820	60,429	\$4,661.45
Nevada					
Nevada State Apartment Association	164	712	876	136,069	\$8,555.45
New York					
Associated Builders and Owners of Greater New York	9	387	396	54,342	\$3,509.10
New York Capital Region Apartment Association	38	109	147	30,341	\$1,811.05
Ohio					
Columbus Apartment Association	166	170	336	123,164	\$6,830.20
Greater Cincinnati Northern Kentucky Apartment Association	258	211	469	100,698	\$5,972.90
Greater Dayton Apartment Association	132	88	220	37,062	\$2,293.10
Northern Ohio Apartment Association	250	234	484	121,263	\$7,031.15
Oklahoma					
Apartment Association of Central Oklahoma	112	100	212	66,573	\$3,752.65
Oklahoma State Apartment Association	0	50	50	3,301	\$750.00
Tulsa Apartment Association	131	422	553	50,334	\$3,622.70
Oregon					
Multifamily NW	203	2,738	2,941	230,746	\$15,000.00
Pennsylvania					
Pennsylvania Apartment Association	424	2,125	2,549	235,865	\$15,000.00
Rhode Island					
Rhode Island Apartment Association	26	35	61	16,991	\$971.55
South Carolina					
Apartment Association of Greater Columbia	93	257	350	34,439	\$2,421.95
Charleston Apartment Association	132	299	431	45,117	\$3,117.85
Lowcountry Apartment Association	9	21	30	4,200	\$750.00
Myrtle Beach Apartment Association	19	34	53	6,916	\$750.00
Upper State Apartment Association	109	318	427	44,039	\$3,055.95
South Dakota					
South Dakota Multi-Housing Association	105	184	289	32,316	\$2,193.80
Tennessee					
Apartment Association of Greater Knoxville	72	46	118	22,542	\$1,363.10
Apartment Association of Greater Memphis	107	254	361	54,872	\$3,465.60
Chattanooga Apartment Association	48	144	192	16,685	\$1,218.25
Greater Nashville Apartment Association	389	686	1,075	123,411	\$8,320.55

Tri-City Apartment Association	17	25	42	7,255	\$750.00
Texas					
Apartment Association of Central Texas	64	211	275	28,180	\$1,959.00
Apartment Association of Greater Dallas	700	1,001	1,701	581,435	\$15,000.00
Apartment Association of Southeast Texas	42	117	159	23,831	\$1,509.55
Apartment Association of Tarrant County	467	1,346	1,813	210,506	\$14,151.30
Apartment Association of the Panhandle	61	303	364	19,699	\$1,712.95
Austin Apartment Association	412	659	1,071	246,579	\$14,470.95
Big Country Apartment Association	33	123	156	10,993	\$861.65
Bryan College Station Apartment Association	74	292	366	30,995	\$2,281.75
Corpus Christi Apartment Association	86	276	362	42,634	\$2,855.70
Corsicana Apartment Association	2	42	44	1,963	\$750.00
El Paso Apartment Association	123	219	342	47,661	\$3,067.05
Galveston County Apartment Association	32	133	165	16,384	\$1,149.20
Greater Longview Apartment Association	51	147	198	11,934	\$992.70
Heart of Texas Apartment Association	58	230	288	19,652	\$1,558.60
Houston Apartment Association	851	946	1,797	632,175	\$15,000.00
Lubbock Apartment Association	132	378	510	27,645	\$2,402.25
North Texas Rental Properties Association	4	85	89	7,511	\$750.00
Permian Basin Apartment Association	40	205	245	26,213	\$1,800.65
Piney Woods Apartment Association	38	106	144	8,716	\$750.00
Rio Grande Valley Apartment Association	56	311	367	28,184	\$2,143.20
San Angelo Apartment Association Inc	22	104	126	8,961	\$750.00
San Antonio Apartment Association	366	505	871	205,855	\$12,034.75
Tyler Apartment Association	59	203	262	20,283	\$1,538.15
Victoria Apartment Association	43	74	117	6,738	\$750.00
Utah					
Utah Apartment Association	214	2,489	2,703	107,320	\$10,772.00
Virginia					
Virginia Apartment Management Association	253	1,547	1,800	230,672	\$15,000.00
Washington					
Washington Multi-Family Housing Association	257	1,608	1,865	237,054	\$15,000.00
Wisconsin					
Apartment Owners & Managers Association of Wisconsin	25	95	120	75,833	\$4,031.65
Central Wisconsin Apartment Association	0	108	108	3,255	\$750.00
West Virginia					
West Virginia Apartment Association	9	25	34	3,649	\$750.00



NAAPAC Solicitation 101

The National Apartment Association Political Action Committee (NAAPAC) follows federal election law in soliciting contributions to support multifamily industry goals in Congress.

- **What is a Political Action Committee (PAC)?** A political action committee is a fund organized to raise and contribute money to elect and/or defeat candidates for public office. PACs can represent businesses, labor, member/trade groups or ideological interests. PACs can be organized on the local, state or federal level, and each jurisdiction has its own unique set of rules and regulations.
- **What is the Federal Election Commission (FEC)?** The FEC is an independent regulatory agency whose purpose is to enforce campaign finance law in federal elections. They make the rules regarding who political action committees can accept contributions from and how they can solicit those contributions.
- **Who can contribute?** For a Federal PAC, such as NAAPAC, we are only allowed to ask for contributions from a select group of people. The FEC term for this is “restricted class.”
- **What is NAAPAC’s Restricted Class?** Federal PACs like NAAPAC can only solicit contributions from a select group of people. It includes the members and executives of NAA and its affiliates. If the actual member of an affiliate is a company, the following employees of companies are within the restricted class:
 1. For corporate members, executive and administrative personnel. This usually equates to salaried (not hourly) employees. Also, corporate members of NAA or an affiliate must give NAAPAC “Prior Approval” to solicit its executive and administrative personnel. Please see “What is Prior Approval” below.
 2. For pass throughs (partnerships, LLCs, LPs), only the non-corporate partners may be solicited.
- **How can we communicate requests for NAAPAC contributions?** Since we can only ask people within the the “restricted class” of NAA & its affiliates for NAAPAC contributions, solicitations cannot be directed to the general public. This means solicitations for NAAPAC cannot appear on a generally accessible website page, Facebook page, Tweet, etc. A members-only portion of a website or a members-only Facebook group.
- **How much can an individual contribute?** The maximum amount is \$5000 each calendar year.
- **Is a contribution tax deductible?** No. NAAPAC contributions are not tax deductible as charitable contributions for federal income tax purposes.
- **Are contributions mandatory?** All contributions to NAAPAC are **voluntary**. You may refuse to contribute without reprisal.
- **How are contributions accepted?** NAAPAC accepts cash, personal check and personal credit card. For cash contributions, we accept up to \$100. However for any contribution over \$50 we will ask for the contributor’s name, mailing address, occupation, and the name of the contributor’s employer.



- **Can NAAPAC accept corporate contributions?** No. Federal PACs cannot solicit nor accept contributions from corporations.
- **Can a corporate employee support NAAPAC?** Yes. If the corporation gives NAAPAC permission to solicit their restricted class. The FEC term for this is “prior approval.”
- **What is Prior Approval?** The FEC requires “prior approval” from corporations that are members of our affiliates before NAAPAC may solicit the employees of that corporate member.
 1. A representative of the corporation must fill-out a prior approval form giving NAAPAC permission to contact the restricted class of the company. NAA has paper prior approval forms and an online portal where they can provide the approval.
 2. This is to protect corporate employees and it does not mean those employees will be put on an email or call list and repeatedly for contributions frequently.
 3. A corporate representative can text the word “Authorize” to 703-297-4129 and follow the prompts. Paper forms are also available from pac@naahq.org
- **What about LLCs?** NAAPAC accepts contributions from a partnership/LLC/pass through or personal contributions from the **partner(s) or principal(s)**:
 1. A contribution from the LLC/partnership can be no more than \$5000.
 2. In addition, a statement is required itemizing which partner(s) the contribution is attributed against.
 - Ex: XYZ Homes LLC sends a check for \$3,000, they **MUST** send a statement saying how the \$3000 is attributed. For example, \$1000 each for partners Tom X, Mike Y, and John Z.

Solicitation 101 Flow Chart

Who is a member of the affiliate and can donate to NAAPAC?

Per the Federal Election Commission (FEC) NAAPAC may solicit from member companies only within their restricted class

A direct member
of the Affiliate

LLCs, LPs, Partnerships,
etc. (passthroughs)

Corporations

- Must have Prior Approval*

ELIGIBLE:
Direct Individual members of
affiliate

ELIGIBLE Employee(s):
Partner(s)/Member(s) Only
Passthrough may write check

ELIGIBLE Employee(s):
“Executive and Administrative Personnel:”
Must have policymaking, managerial or
professional & supervisory responsibilities

**Prior Approval - The FEC requires “prior approval” from corporations that are members of our affiliates before NAAPAC may solicit the employees of that corporate member. For more information, contact NAA staff.*

APARTMENTS: A VITAL HOUSING AND ECONOMIC RESOURCE

Apartment housing is a robust industry that helps today's **40 million apartment renters** live in a home that's right for them, **contributing \$3.4 trillion to the economy** annually. Across the country, apartments work: They create housing choice, support **17.5 million jobs** and contribute to the fabric of communities where they are located. Apartment demand has been growing at historic levels and producing enough new apartments to meet this demand requires new development approaches, more incentives and fewer restrictions.

Booming Rental Demand

Significant shifts in demographic trends are driving historic rental demand:

- Over 76 million people between 18 and 34 years old are entering the housing market, primarily as renters.
- Nearly 95 million Americans ages 55 and older have the option of downsizing. We're already seeing that. Almost 60 percent of the net increase in renter households from 2008 to 2018 came from householders 55 years and older.
- Married couples with children are now only 19 percent of households. Single-person households, single-parent households and roommates collectively account for 42 percent of all households, and these households are more likely to rent.

Growing the Economy and Creating Jobs

- Spending by the nation's 40 million apartment residents contributes \$3 trillion annually to the economy (including \$351 billion in taxes), creating 16 million jobs.
- Operating the nation's apartment homes contributes \$175 billion to the economy each year (including \$58 billion in property taxes), creating 341,000 jobs.
- Apartment construction contributes \$150.1 billion to the country's economy, creating 752,000 jobs.

- Almost 50 percent of U.S. apartments were built before 1980. Renovating and repairing these older properties to preserve more affordable housing annually contributes \$69 billion to the economy and creates 340,000 jobs.

Demand Outstrips Supply

- The U.S. needs to build an average of 328,000 new apartment units annually through 2030 to meet demand from household growth and losses to the existing stock.
- The industry has only hit that mark twice since 1989.
- Just building more is not enough, however. We need to build a wider range of housing at a various price points to meet the housing needs of Americans across all income levels.

New Housing Policies Needed

- In a perfect market, the private sector would increase production to meet housing demand.
- Rising land and construction and labor costs make it virtually impossible to deliver housing at price levels many working families can afford given stagnant incomes.
- Outdated land-use planning, zoning and other regulations, as well as neighborhood opposition to apartments, drive those costs (and rents) higher.

Ensuring all Americans have access to quality, affordable housing is a bipartisan issue. The apartment industry stands ready to work with federal, state and local governments to identify and implement the menu of options they have at their disposal to unleash the power of the private sector. Learn more about those options in Vision 2030 at www.WeAreApartments.org.

Find out how apartments are contributing to your state or metro area economy at www.WeAreApartments.org, where you can also use the Apartment Calculator to see the economic impact of a given number of apartments in your area.

Sources: weareapartments.org; Mortgage Bankers Association; U.S. Census Bureau 2018 American Community Survey, 1-year estimates; America's Rental Housing 2020, Joint Center for Housing Studies of Harvard University.



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The Housing Affordability Challenge

NAA Viewpoint

A growing number of working families are struggling to find housing they can afford. Federal, state and local governments should partner with the private sector to identify sustainable, short- and long-term actions to both produce new rental housing and preserve existing supply.

THE U.S. NEEDS TO BUILD AN AVERAGE OF 328,000 NEW APARTMENTS EVERY YEAR BY 2030. WE'VE ONLY HIT THAT MARK TWICE SINCE 1989.

Apartment homes have long provided people a flexible and inherently affordable housing option. However, as numbers of renters have reached historic highs, the surge in demand has placed significant pressure on the available apartment supply. This has made it difficult for millions of families across the income spectrum to find quality, affordable rental housing.

The housing affordability crisis is holding our economy back. Over one-third of American households paid more than 30 percent of their income on housing costs in 2017, and the problem grows worse every year as supply fails to keep up with demand. Even in communities that want and desperately need new apartment development, numerous hurdles must be overcome, including: Entitlement costs; zoning rules; environmental site assessments; impact fees; mandates such as inclusionary zoning or rent control; labor expenses; and building code requirements. NAA's U.S. Barriers to Apartment Construction Index found that complex approval systems are correlated to affordability issues – especially in complex urban markets.

At the local level, government can use several tools to meet the growing demand for rental homes. It can streamline and fast-track the entitlement and approval process; provide density bonuses and other incentives for developers to include workforce units in their properties and enable “by-right” zoning. Local Policymakers can also: Create more fully entitled parcels; defer taxes and other fees for a set period of time; contribute underutilized buildings and raw land; create incentives to encourage higher density development near job and transportation hubs; and address Not In My Backyard (NIMBY) activism that routinely obstructs new housing development.

There is also a role for the federal government to play in mitigating this crisis. Congress can take steps to incentivize more development and preservation at the local level. It can expand and enhance the Section 8 Housing Choice Voucher program to help struggling families find housing in the short-term. Federal policymakers can also mitigate the potential for eviction by supporting local emergency assistance programs to bridge the rent gap for those in danger of missing housing payments. Finally, Congress can provide regulatory relief to reduce development and operating costs while increasing funding for subsidy programs that address housing affordability, including HOME, Section 8, FHA Multifamily and CDBG.

Congress should reject failed policies like rent control and oppose ill-founded proposals like source of income protection and restrictions on evictions that do nothing to increase the supply of housing. NAA believes that when the public and private sectors act as partners to bring all their tools and assets into play, there will be a greater likelihood of finding viable solutions to meet the growing demand for apartment housing.

Barriers to Development Talking Points

BACKGROUND

Housing affordability is a complex issue driven by diverse factors including income levels, land and natural resource availability, population growth and housing supply-demand imbalance. One of the best strategies to address this issue is to improve the availability of housing through increased production of units where they are most needed. This is not easy for myriad reasons, including the significant local barriers to development of new rental housing.

KEY TALKING POINTS

- The National Apartment Association (NAA) conducted a national survey to better understand factors that affect the new supply of apartments.
- The survey measured development complexity including the impact of community involvement, construction costs, infrastructure, growth restrictions, land supply, environmental restrictions, approval process and political complexity, time to develop a new property and other considerations.
- The survey found that, in addition to the importance of land availability, input from local citizens (sometimes expressed as Not in My Backyard or “NIMBY” activism) significantly influences development.
- Additionally, rising land and labor costs are inhibiting the production of affordable housing while complex approval systems are correlated to affordability issues.

SPECIFIC REQUESTS

Ask Senators and Representatives to support the Yes In My Backyard Act or YIMBY Act - H.R. 4351 and S.1919. The YIMBY Act would:

1. Encourage localities to eliminate discriminatory land-use policies and remove barriers that prevent needed housing from being built around the country;
2. Require Community Development Block Grant recipients to report periodically on the extent to which they are removing discriminatory land-use policies and implementing inclusive and affordable housing;
3. Increase transparency and encouraging more thoughtful and inclusive development practices by requiring localities to fully examine and disclose their housing policy decisions.

Eviction Talking Points

BACKGROUND

Our nation is facing a growing housing affordability crisis impacting Americans at all income levels. Evictions are a symptom of this crisis and have garnered the attention of local, state and federal policymakers. Common adverse policy proposals include mandating legal representation for residents in eviction court and limiting access to eviction history in resident screening. These proposals reveal a misunderstanding of the true nature of the problem and ignore the myriad state and local policies that govern the eviction process. Given the complex nature of housing policies at the state and local level, Congress should not apply a one-size-fits-all approach. The appropriate federal role in evictions is leveraging federal dollars to help at-risk residents avoid eviction in the first place.

KEY TALKING POINTS

- Housing providers have financial obligations to meet such as mortgages, utilities, payroll, insurance and taxes.
- There is no economic incentive to evict a resident. In fact, it often costs more to navigate the eviction process.
- Evictions are a troubling experience for everyone involved, but unfortunately are a necessary part of doing business.
- Eviction is the sole legal remedy to remove a resident who has breached the lease, lawfully regain possession of the owner's property and maintain the safety, peaceful enjoyment and successful operation of their communities.
- Evictions are most often for non-payment of rent. Other causes include lease violations and criminal activity. Sometimes, it is necessary to evict a resident who is putting their neighbors at risk if the individual is being disruptive, has become violent or engaging in criminal activity on the property.
- This process is particularly important for small property owners who rely on consistent, reliable rental payments to meet their financial obligations.
- In nonpayment of rent cases, property owners often seek to mitigate the risk of eviction by working with affected residents on payment plans and connecting them with social services, among other alternatives.
- Efforts to quantify the true number of evictions are fraught with challenges.
- Eviction "judgments" are not actual physical removals. Judgments often result in interventions where renters enter payment plans or otherwise fully satisfy payment obligations, allowing them to remain in their homes.
- Despite large numbers of eviction lawsuits filed every year; most are resolved without resident displacement.

SPECIFIC REQUESTS

Ask Senators and Representatives to support common sense proposals to mitigate evictions, including:

1. Emergency financial assistance to address short-term rent payment disruptions.
2. Voluntary, non-binding mediation or court-deferment programs.
3. Revitalization of and increased funding for the Section 8 Housing Choice Voucher program.
4. Removal of local development barriers to increasing the supply of housing.

Section 8 Housing Choice Voucher Revitalization Talking Points

BACKGROUND

The Section 8 Housing Choice Voucher (HCV) program has long served as America's primary method of providing rental assistance to low- and moderate-income families. Funded by the U.S. Department of Housing and Urban Development (HUD) and administered by local public housing authorities (PHAs), the program subsidizes rents for those who qualify in private rental housing, including apartments.

This public-private partnership has the potential to be one of the most effective means of addressing our nation's affordable housing needs and supporting mixed-income communities. However, the potential success of the HCV program is limited by its inefficiency, inconsistent administration and duplicative requirements, all of which discourage housing providers in the private market from accepting vouchers. Significant reforms are needed to maximize the benefit of this critical resource for those it is intended to serve.

KEY TALKING POINTS

- While many private rental housing providers across the country participate in the HCV program, many more do not because of the burdensome administrative rules, requirements and procedures. These additional regulatory obligations result in a leasing process far more complicated and onerous than a conventional transaction.
- The inefficient and duplicative requirements include a mandatory HUD tenancy addendum that supersedes the owner's lease; repetitive unit inspections; resident eligibility certifications and other regulatory paperwork.
- The HCV program is administered by thousands of local PHAs. Owners operating in multiple jurisdictions must interact with multiple PHAs, each with unique program requirements, making compliance even more challenging.
- Inconsistent disbursement of subsidy payments, unnecessary supplemental lease terms and processing delays create uncertainty in rental housing operations and undermine the ability of owners to properly manage risk.
- Congress and the Administration need to identify and test new ways to reform and streamline the administration and structure of the HCV program. Examples of these can be found in the states and localities, including programs to ensure timely payment of rent subsidies, funds to mitigate owner risk and strategies to help low- and moderate-income families secure housing in neighborhoods with better school or employment opportunities
- Because of the regulatory burdens associated with the HCV program, Congress wisely designed it to be voluntary. It should remain that way.

SPECIFIC REQUESTS

Ask Senators and Representatives to support revitalization of the HCV program, including:

1. "Landlord liaison" positions at public housing authorities that allow property owners to have a dedicated contact to answer questions and address concerns.
2. Risk mitigation funding for participating owners and operators to recover lost rent or the cost of repairs or damages caused by voucher holders.
3. Administrative fee incentives for PHAs, awarded by HUD to those who improve their efficiency and consistency.
4. Greater overall funding to ease pressure on waiting lists and allow more individuals to obtain assistance.
5. Maintaining the voluntary nature of the HCV program.

Infrastructure Talking Points

BACKGROUND

Recent research by NAA and the National Multifamily Housing Council finds that America must build at least 4.6 million new apartment homes at all price points by 2030 or risk facing a serious shortage. This undersupply of housing and the resulting affordability crisis are particularly acute in walkable, transit-served locations. Demand for these walkable, transit-oriented urban spaces has increased, but housing production has not always followed, due in large part to artificial barriers.

KEY TALKING POINTS

- Transit is critical for connecting people to economic opportunities, but the benefits of transit are not fully realized when stops are not located close to a high concentration of housing.
- Land use policies that allow an adequate supply of housing near transit-served areas will increase ridership and allow more people to access jobs and amenities.
- These transit areas are often underdeveloped and consequently do not optimize ridership potential. Moreover, they are also unable to fulfill the promise of affordability benefits, particularly to low-income households.
- One reason for the underproduction of housing near transit is the way in which federal dollars are currently allocated for transit.
- Evaluations for transit projects do not accurately reflect the physical and regulatory barriers to development. Without holistic evaluations, ineffective or inefficient projects can receive funding while projects that support better housing solutions lose out.

SPECIFIC REQUESTS

Ask Representatives to cosponsor the Build More Housing Near Transit Act – H.R. 4307. This legislation would:

1. Maximize federal investment in transit by ensuring the Federal Transit Administration (FTA) takes a holistic and quantitative approach to evaluating the potential for affordable and market-rate housing development near transit station areas.
2. Improve the capital investment funding rating criteria for transit projects like commuter rail, light rail, and bus rapid transit to better consider local housing needs.
3. Prioritize local commitments to change land use policies to accommodate market-rate and affordable housing development practices.



Solicitation Email Templates

FORMAL

Dear [xxxxxx]

We continue to face numerous legislative and regulatory issues that directly impact the multi-family industry, and one of our most responsive tools to shape the political environment is the National Apartment Association Political Action Committee (NAAPAC).

The COVID-19 pandemic and resulting recession has upended many sectors of our industry and NAAPAC is no exception. Our focus at Advocate was housing affordability and looming threats like rent control and source of income protections. Those concerns will no doubt be magnified by the economic slowdown, but now added to them are a multitude of eviction moratoria without rental assistance programs. Members of Congress will have an opportunity in the coming weeks to provide real relief to the apartment housing industry, and NAAPAC will be watching closely.

So arguably now more than ever, housing and the apartment industry are on the ballot this November, and we need your help. We need everyone in this association to be ALL IN FOR NAAPAC. I hope you will contribute whatever you can and invest in the protection of our industry.. To contribute please go to my fundraising link, [Insert affiliate RAZ link].

If you would like more information or if you have questions on NAAPAC at pac@naahq.org.

Thank you for your consideration,

INFORMAL

Hi [First Name],

I wanted to reach out to let you know that I am NAAPAC Ambassador for [insert region/affiliate]. I am working with the committee to raise funds in this critical year and I am asking for your personal commitment to donate to NAAPAC.

The COVID-19 pandemic and resulting recession has upended many sectors of our industry and NAAPAC is no exception. Our focus at Advocate was housing affordability and looming threats like rent control and source of income protections. Those concerns will no doubt be magnified by the economic slowdown, but now added to them are a multitude of eviction moratoria without rental assistance programs. Members of Congress will have an opportunity in the coming weeks to provide real relief to the apartment housing industry, and NAAPAC will be watching closely.

So arguably now more than ever, housing and the apartment industry are on the ballot this November, and we need your help. We need everyone in this association to be ALL IN FOR NAAPAC. I hope you will contribute whatever you can and invest in the protection of our industry.

To contribute and support NAAPAC please use our association link, [Insert affiliate RAZ link]. Any amount is appreciated and would make a difference. I appreciate your support and am grateful to have such supportive friends in this industry.

If you would like more information or if you have questions on NAAPAC at pac@naahq.org.

Thanks!



Scripts for Board and Peer to Peer Solicitation

The Issues/Background (please also refer the NAA Initiatives for more info)

1. Barriers to Development

Housing affordability is a complex issue driven by diverse factors including income levels, land and natural resource availability, population growth and housing supply-demand imbalance. One of the best strategies to address this issue is to improve the availability of housing through increased production of units where they are most needed. This is not easy for myriad reasons, including the significant local barriers to development of new rental housing. The Yes In My Backyard (YIMBY) Act will encourage localities to eliminate discriminatory land-use policies and remove barriers that prevent needed housing from being built around the country. The YIMBY ACT passed the U.S. House on March 2!

2. Section 8 reform

The Section 8 Housing Choice Voucher (HCV) program has long served as America's primary method of providing rental assistance to low- and moderate-income families. This public-private partnership has the potential to be one of the most effective means of addressing our nation's affordable housing needs and supporting mixed-income communities. However, the potential success of the HCV program is limited by its inefficiency, inconsistent administration and duplicative requirements, all of which discourage housing providers in the private market from accepting vouchers

3. Eviction

Our nation is facing a growing housing affordability crisis impacting Americans at all income levels. Evictions are a symptom of this crisis and have garnered the attention of local, state and federal policymakers. Common adverse policy proposals include mandating legal representation for residents in eviction court and limiting access to eviction history in resident screening. These proposals reveal a misunderstanding of the true nature of the problem and ignore the myriad state and local policies that govern the eviction process. Given the complex nature of housing policies at the state and local level, Congress should not apply a one-size-fits-all approach. The appropriate federal role in evictions is leveraging federal dollars to help at-risk residents avoid eviction in the first place.

AFFILIATE BOARD SCRIPT

Introduction. I'd like to start with a thought we might not like to hear, but I think is true nonetheless. If you are in housing, you are in politics. Think of all the ways in which our day to day business is wrapped up in regulations or policy. Sometimes it undoubtedly frustrating, but I think, it is also clarifying. If we are in fact involved in politics, we had better actively engage in it. Today I am here to talk you about your personal investment in our industry's political involvement through our political action committees.

The ASK:



1. Affirm the importance of local and state PACs. At the state and local level, [fill in blank with state /local PAC names] help us deal with rent control, zoning, etc. [fill in specific issues that apply to your state/local]
2. Those local PACs play an incredibly important role in advocacy on behalf of our industry [if your state/local has had an important victory recently, highlight it].

On the federal level, we know that this is an important year for the apartment housing industry, and only if NAAPAC is fully funded can we make progress on these critical issues.

3. Then request for NAAPAC participation by the Board
 - Goal is 100% participation
 - Even a minimum contribution is greatly appreciated: we want to show a breadth of participation across the industry.

PEER TO PEER SCRIPT

The ASK:

[Basic structure to follow. Some of the specific issues and examples are going to depend upon your audience and what best appeals to them. That may take some thought and planning.]

1. Greeting - Say hello. Introduce yourself. Establish some good will.
2. Make small talk - You are going to be asking them to GIVE YOU MONEY FOR POLITICS, (which on the face of it, is crazy!) so the idea here is to generate some good will. Maybe you have kids at the same school, you both worked at the same company, or know the same people.
3. Create some identification - Let them see you as “one of them”. Talk a little about what you do in the industry. Ask them what they do. What do they struggle with or find challenging? Can you then use that to pivot to PAC & politics? YES!
4. Make the Pitch - This means a couple of things in practice. **Create Urgency. Potential Donors need to feel like the contribution needs to be made now**, and that it matters. There are a few ways to do this:
 - A. Loss framing - This is where you show people what bad things will happen if we don't achieve our goal or don't have the PAC at full strength:

EXAMPLE: “If tax reform eliminates the business interest deduction, the cash flow we need to invest and operate communities will dry up. Help NAAPAC make our voice heard in DC!” “If Congress just does a corporate tax cut, the value of the LIHTC will continue to evaporate. Help NAAPAC make our voice heard in DC!” Ask NAAPAC staff for help if you'd like, but you'd be surprised at how good you are at telling these stories.
 - B. Problem-Cause Solution - This is not too different from loss framing. Start with a problem/cause and the solution is to support the PAC.

EXAMPLE: “Did you know that there are plaintiffs who use Google Earth to find one parking lot stripe that is off and then sue the owner for ADA violations? Yeah, because the ADA doesn't allow owners to fix problems, only to settle lawsuits. Well, we



have a solution in Congress, but NAA and NAAPAC need your help.”

- C. Anticipate Objections - People think politics is dirty and corrupt. People think President so-and-so or Senator So-and-so is an idiot! What are you going to say? People are cynical, so what will you say? People do want real answers and positive solutions.

EXAMPLE: “NAAPAC takes a bipartisan approach, we are looking for concrete ways to make policies work better for the industry.”

5. Make the Sale! – This is what you are waiting for!

- A. Ask for the money. You’d be surprised how many people forget this having gotten through the pitch. Or they go into the fetal position on the floor. This is like any other sales pitch you make. You have to look them in the eye and ask them for the contribution and then be quiet. Let them be the first to talk.
- B. Be specific. Not everyone has been a political donor before, so they don’t know what is appropriate or effective. \$50? \$100? \$500? \$5? Depends on who you are asking, but it should be meaningful. Have an amount in mind for that person before you ask them.
- C. Tell them how to do it. Send them your RAZ link or the affiliate’s RAZ link or give them a form.
 - **MUST** be personal (not corporate) money, they have to be a US citizen or green card holder, etc.

IRO/SMALLER COMPANY SCRIPT

Include a tangible win in the pitch. You can talk about the YIMBY ACT it is a concrete issue that will help get more units built. Also mention that we are pushing hard to tell our side of the story on evictions and prevent onerous restrictions. Finally, remind them that there are federal rent control proposals out there.

Contact Jim Wilson, jwilson@naahq.org to walk through specifics.



Donor Thank You Letter

Hello [First Name],

Thank you for your support of NAAPAC from [Association Name]! You made my day when I saw your generous donation. Support from our members means so much, not only to me, but to this industry. Your personal donation is greatly appreciated and brings us that much closer to meeting our [ex. 2020] affiliate fair share fundraising goal of [insert amount].

Our industry benefits from multifamily leaders becoming informed about the public policy issues. If it was not for passionate supporters like you, NAAPAC would not be able to advocate for the apartment industry in front of Congress. Please feel free to contact me at [PHONE] or [EMAIL] if you have any questions.

[Insert Donor First Name], thank you once again for your donation because NAAPAC is a vital tool for the apartment industry in Washington in the political process. It means the world to me that you support our efforts.

With gratitude,

[AE Name]

[Title]

NAA Affiliate Association Name

Prior Approval 101

**PRIOR
APPROVAL
REQUIRED**

WHAT IS PRIOR APPROVAL?

The Federal Election Commission (FEC) requires “**prior approval**” from corporations that are members of our affiliates. This is required to ensure that NAAPAC cannot ask for a contribution from an employee of a member corporation without the company’s approval.

HOW TO GET AUTHORIZATION?

A representative of the corporation must fill-out a prior approval form giving NAAPAC permission to contact the **restricted class** (see below) of the company. NAA has paper prior approval forms and an online portal in the RAZ Mobile App where they can provide the approval.

This is to protect corporate employees and it does not mean those employees will be put on an email or call list and repeatedly contacted for contributions.

WHAT IS THE RESTRICTED CLASS?

NAAPAC can solicit contributions from the restricted class of NAA's members. The restricted class of the affiliate/and or company includes:

1. Executive or Administrative personnel **and**;
2. **MUST** be paid by salary (no hourly workers) **and**;
3. Job responsibilities **MUST** include policymaking, managerial, professional or supervisory duties.

WHAT ABOUT LLCs?

The requirement for prior approval does not apply to partnerships, LLCs, or other pass-through members of the apartment industry. NAAPAC accepts contributions from a partnership/LLC/pass through, personal contributions from the partner(s) or principal(s):

1. A contribution from the LLC/partnership can be no more than \$5000.
2. In addition, a statement is needed affirming which partner(s) the contribution is attributed against. Example: XYZ Homes LLC sends a check for \$3,000, they **MUST** send a statement saying how the \$3000 is attributed. Such as \$1000 each for partners Tom X, Mike Y, and John Z.

CAN A CORPORATION DONATE DIRECTLY TO NAAPAC?

No! Federal PACs cannot solicit nor accept contributions from corporations. (See Better Government Fund). Federal election law prohibits corporations from making contributions related to federal elections.



CAN A CORPORATE EMPLOYEE SUPPORT NAAPAC?

Yes! If the corporation gives NAAPAC permission to solicit their restricted class. The FEC term for this is “prior approval.”

PRIOR AUTHORIZATION

For any questions please contact NAAPAC at pac@naahq.org



NAAPAC is an essential part of advocacy for the apartment industry. It allows NAA to support candidates who understand our issues. NAA itself cannot use its funds to make contributions to candidates, so the NAAPAC is funded through voluntary contributions from employees at our member companies. But, before we can solicit any employee of a member corporation for a contribution to NAAPAC, federal law requires us to obtain the company's permission to solicit those individuals. **Please note that this permission is ONLY required from member corporations: LLCs, partnerships, etc., are not required to provide this permission.**



May we have your official permission to help the industry?

By signing below I grant NAAPAC to solicit my company's restricted class (please see side note below) for the years indicated. I certify that my company is currently a member of NAA or an NAA affiliate and that for the years indicated, my company cannot authorize another trade association to solicit political contributions for federal candidates from my company's restricted class. Approval to solicit does not obligate me or my employees to contribute to NAAPAC.

Please print clearly or attach a business card.

Name: _____ Title: _____
 Company: _____
 Street: _____ Suite: _____
 City: _____ State: _____ ZIP: _____
 Telephone: (____) _____ Ext: _____ email: _____

My business is incorporated. I authorize the NAAPAC to solicit myself and my employees for contributions for the years designated below.

Sign beside each calendar year for which approval is given:

2020 _____
2021 _____
2022 _____
2023 _____
2024 _____

My company will handle the solicitation, please send me the materials

Please attach a list of employees for whom you are granting NAAPAC to permission to solicit, including name, title, telephone number and email address.

Your company's restricted class includes "executive and administrative personnel" and shareholders. Executive and administrative personnel **MUST** be salaried employees with decision-making authority. Does not include salaried foremen. Should you have any questions about the restricted class, please contact NAAPAC.

Please send this form and all attachments as follows: EMAIL to pac@naapac.org, or MAIL to NAAPAC, 4300 Wilson Blvd., Suite 800, Arlington, VA 22203

RAZ Mobile 101



WHAT IS RAZ Mobile?

RAZ Mobile is a mobile platform used by the National Apartment Association PAC (NAAPAC), to raise funds through a distinct affiliate page for their members to contribute to NAAPAC.

HOW DOES IT WORK?

The easiest explanation is that it works as if the donor were shopping online. The donor only needs to follow the prompts to donate.

When the link is used it requires no record keeping and/or paperwork from the affiliate. In other words, you will not need to send in contribution forms or excel sheets.

CAN I EDIT THE LINK FOR MY FUNDRAISER?

Yes! All messaging and amounts can be changed as requested to change donation amounts or to customize it to an upcoming NAAPAC fundraising event.

When used it requires no record keeping and/or paperwork from the affiliate. In other words, you will not need to send in contribution forms or excel sheets. Just include the link in your event communication/promotion and watch the donations roll in.

A report can be sent to you of all donations as needed. Please contact NAAPAC at pac@naahq.org for any requests.

WILL THE DONATION GO TO OUR AFFILIATE SHARE?

YES! When a donation is made through the link, it goes through an internal review and it is credited towards the affiliate share goal.

WHAT SHOULD I KNOW?

The link works best from a personal device, it can be blocked on a business device due to company firewalls.

DOES MY ASSOCIATION HAVE A RAZ LINK?

Since 2018 all NAA Affiliates have a specific link made for their association, please contact us for your association's link.

Example: <http://raz.mobi/C1283.GreaterMemphis2018>

Please contact NAAPAC at pac@naahq.org if you have any questions.





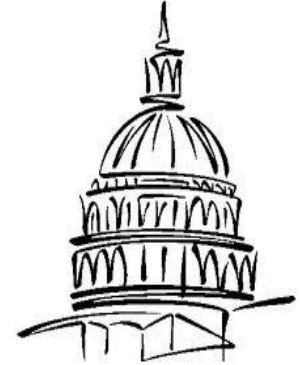
PRIOR APPROVAL LINK

The Federal Election Commission (FEC) requires “**prior approval**” from corporations that are members of our affiliates. This is required to ensure that NAAPAC cannot ask for a contribution from an employee of a member corporation without the company’s approval.

A representative of the corporation must fill-out a prior approval form giving NAAPAC permission to contact the **restricted class** (see below) of the company. NAA has paper prior approval forms and an online portal in the RAZ Mobile App where they can provide the approval.

This is to protect corporate employees and it *does not* mean those employees will be put on an email or call list.

<http://raz.mobi/c29fb/auth>



AND:

Direct members can text: **Authorize** to **703-297-4129**

RAZ Mobile will send you a link to submit prior authorization.



PRIOR AUTHORIZATION

If you have any questions, please contact NAAPAC at pac@naahq.org



NAAPAC FUNDRAISER IDEAS

Reverse Trade Show

This is a highly effective association business networking event. In contrast to a booth at a traditional trade show, reverse trade shows put suppliers directly in front of owners and managers to have a meaningful conversation about products, services, needs and potential relationships. Suppliers contribute a specific amount to the PAC for attendance and they have scheduled times to meet with each group to discuss their offerings. The enormous benefit to vendors is that they meet with real decision makers one-on-one throughout the course of the event. This is association speed-dating at its best!

Evening of Wine Tasting

Wine Tasting is a very popular social event! Why not use it as an opportunity to support NAAPAC? Attendees donate a determined amount to attend and all proceeds are donated to PAC. Who doesn't enjoy tasting wine?! This means finding supporters/attendees for the event is relatively easy and profitable!

Champagne and Diamonds

Who doesn't love Champagne and Diamonds! Guests are invited to purchase glasses of champagne. Each glass contains a pair of stud earrings, but three lucky glasses will hold real diamonds, rubies or sapphires! Each glass could cost \$100.

Chili-Cook Off

Start an Annual Chili Cook Off! This gives members a chance to show off family recipes and test their skills. Have more than one category, such as: Red Chili/Green Chili/White Bean Chili/Meat only Chili/Vegetarian Chili/Vegan Chili. Chili Makers/Members will pay a fee to enter, and you can suggest to additional attendees a nominal fee of \$5 to taste along with the judges. The winner of each category receives a prize, not to mention bragging rights!

Basket of Cheer Drawing

Have a drawing for a prize! A Basket of Cheer is an easy and popular choice! You will need unique gift baskets for prizes. Each basket will be filled with various alcoholic beverages. Categories can be very helpful to draw interest (Red Wine/White Wine/Exotic Imported Beer/Whiskey/Vodka, etc.). Each raffle ticket will be a specific amount, and the winner has a great basket to enjoy! This is a fun way to get everyone involved and can be held anytime throughout the year, even the holidays! Note: Executive board members can donate a favorite vintage!

****Please note** that many states' gaming laws restrict or prohibit the use of raffles for PAC fundraising. Please consult with your legal counsel to see if this is permissible in your state.

Joint Fundraising

NAAPAC and several affiliates engage in joint fundraising activity. In those cases, an individual member can write one check at a local event, with the affiliate and NAAPAC will receive a predetermined split of the proceeds.

NAA Resources Available: If an affiliate raises money for NAAPAC, NAA can reimburse them up to 1/3 of the total amount raised, not to exceed actual expenses. To find out more or if you have an event in mind please contact at NAAPAC at pac@naahq.org.

WHAT IS THE BETTER GOVERNMENT FUND?

The Better Government Fund (aka “the BGF”) is an administrative account that supports NAA affiliate member fundraising activities for NAAPAC.

NAAPAC is the federal NAA Political Action Committee, which allows NAA to support federal candidates for political office. NAAPAC contributions must come only from an individual’s personal funds (via personal check, credit card, cash, or even partnership, LLC, or pass-through funds). As these dollars are disbursed directly to federal candidates, NAAPAC donations are closely monitored by the Federal Election Commission (FEC), and NAAPAC must file monthly disclosure reports of its contributors.

Contributions to the BGF, on the other hand, are unrestricted, and the NAA does not have to file any reports on its activity. The BGF can receive donations from personal and corporate entities in any amount.

The NAA uses the BGF to reimburse affiliates for NAAPAC fundraising activity they undertake. NAA will reimburse up to 1/3 of the money raised, but no greater than actual expenses. For example, if an affiliate event raises \$300 for NAAPAC, the affiliate can receive up to \$100 in reimbursement. Please submit an invoice to NAA (via pac@naahq.org) for reimbursement and see the Better Government Fund (BGF) invoice form.

<u>Additional Guidelines</u>	NAAPAC	BGF
Accepts an individual’s personal money from a personal check, credit card, or cash (max accepted \$100) or LLC.	Yes	Yes
Accepts partnership funds	Yes	Yes
Accepts corporate funds	No	Yes
Contributes to political candidates	Yes	No
Reports contributions and expenditures	Yes	No
Required to designate a treasurer	Yes	No
Pays for communications to NAA members, including event invitations	No	Yes
Pays for events to raise money for NAAPAC	No	Yes
Pays for prizes and raffles	No	Yes

Better Government Fund Invoice Form

The National Apartment Association reimburses affiliates for NAAPAC fundraising events up to 1/3 of the money raised per event as determined by the Federal Election Commission (FEC). The funds used for reimbursement are Better Government Fund (BGF) funds.

Date Submitted: _____

Name: _____

NAA Affiliate: _____

Date of Event: _____

Event Description: _____

Amount Raised for NAAPAC: _____

Reimbursement check payable to: _____

Address: _____

Please attach all related receipts.

2020 NAAPAC Board of Trustees

The NAAPAC Board of Trustees is appointed by NAA Regional Vice-Presidents with final approval from the NAA Chairman of the Board.

The Board of Trustees consist of 21 voting members and must be a be either an owner/ manager member. Regional Representatives serve on the Board of Trustees for a two- year term.

Note: Association Executives are not eligible for appointment.

Region	First	Last	Committee Position
	Curt	Knabe	Chairman
	Gunti	Weissenberger	NAAPAC Past Chairman
	Rick	Graf	NAA Chairman Elect
	Chris	Burns	Legislative Chair
	Dennis	Watts	NAAPAC Ambassador Chair
	Susan	Stroud	NSC Liaison
1	Dan	Berger	Committee Member
1	Brian	Chase	Committee Member
9	Jimmy	Chestnut	Committee Member
6	Hugh	Cobb	Committee Member
4	Victoria	Cowart	Committee Member
7	Chris	Evans	Committee Member
3	Mike	Gorman	Committee Member
8	Matt	Ledingham	Committee Member
2	David	Legow	Committee Member
6	Jay	Parmelee	Committee Member
4	Susan	Passmore	Committee Member
9	Jordan	Petras	Committee Member
3	Steve	Rappin	Committee Member
6	Marc	Ross	Committee Member
10	Richard	Snyder	Committee Member
4	Jerry	Wilkinson	Committee Member
5	Gary	Wilson	Committee Member

2020 NAAPAC Ambassador Roster

The NAAPAC Ambassadors are appointed by NAA Regional Vice Presidents based on the number of voting RVPs. The Chairman of the Board may make additional appointments to the committee and gives final approval.

NAAPAC Ambassadors consist of 24 members and serve for a one-year term.

Note: Association Executives are eligible for appointment.

Region	Name	Employer
5	Dennis Watts - Chair	Yarco Companies
6	Char McCurdy – Vice Chair	Summit Properties/Sentinel Peak Capital Partners
1	Dan Berger	Berger Rental Communities
1	Raven Cerny	Catalyst Property Solutions
3	Patrick O’Hearn	Rent Manager
2	Judd Feinman	Finewill Companies
3	Ann Padgett	ePremium Insurance
4	JD Carey	Louisville Apartment Association
4	Kara Bonzheim	FSI Construction Services
4	Michelle Lorick	Plantation Oaks
4	Marysa Raymond	Greystar
4	Joye Davis	Upper State Apartment Association
5	Gary Wilson	A.R. Wilson Realtors
5	Kelly Clark	NorthPoint Development
6	Ginny Williams	Milestone Management
6	Kristin McLaughlin	Mohawk Industries
6	Mindy Price	J Turner Research LLP
6	Theresa Ebner	LDG Development
6	Scott Hines	PEM Real Estate Group
6	Bobby Griffith	JL Gray Company Inc
8	Matthew Ledingham	Ledingham Properties
9	Angi Pusateri-Downey	RentDebt Automated Collections
9	Margaret Farmer	Laurel Parc
9	Lisa LaVigne	Real Floors
10	Alan Pentico	Southern CA Rental Housing Association

:

[XXX Apartment Association]



Date

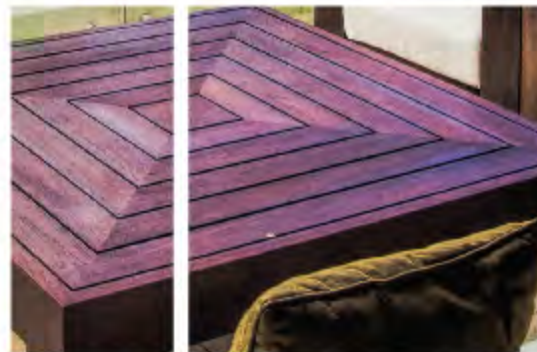
NAAPAC Update



Name

Title

Affiliate



Why Do You Need a PAC?

“There is nothing inherently wrong with PACs. They enable groups – whether advocates for cancer treatment or baby care, or business or unions affected by prospective energy legislation or construction programs – to make their voices heard.”

- The Washington Times, Editorial
April 6, 2009

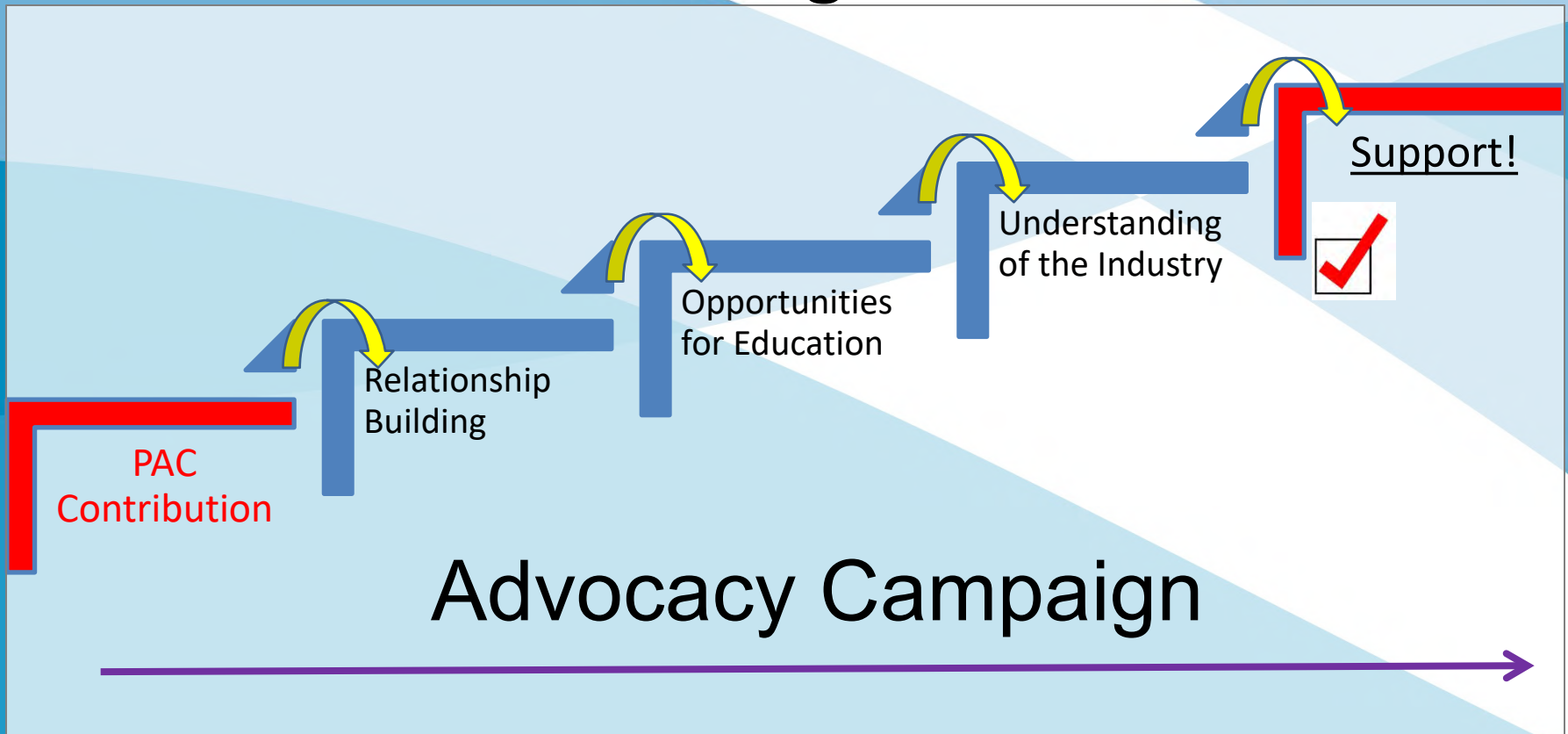


What Is a PAC?

- Like-minded individuals
- Connected by issues, beliefs, employment
- Raises funds from individuals to support Members of Congress who understand the needs and concerns of the rental housing industry and to ensure that our voice is heard.

The Political Processes

PACs and Political Giving



NAAPAC

Goal: Raise funds to support candidates for Congress who understand concerns of the apartment industry. Educate Congress on our issues.

How: Support of NAA affiliates/members.

- ✓ Appointed Board of Trustees Approves Distribution of Funds
- ✓ Volunteer Ambassadors Promote NAAPAC/Support Fundraising
- ✓ Annual fundraising goals set by formula (“Fund our Future”)
- ✓ Split of funds with NAA for local/regional distribution



What Will NAAPAC Do For You?

- Become part of the political process
 - Allows NAA to compete effectively with other industries
- Benefits the individual and the company
- Tool to educate legislators



2019 NAAPAC Year-End



Total Contributions:

\$880,000



Individual
Donors:

4139



Average
Contribution:

\$212.61

a/o December 31, 2019



2020 NAAPAC Financials



Total Contributions:

\$168,237



Individual
Donors:

457

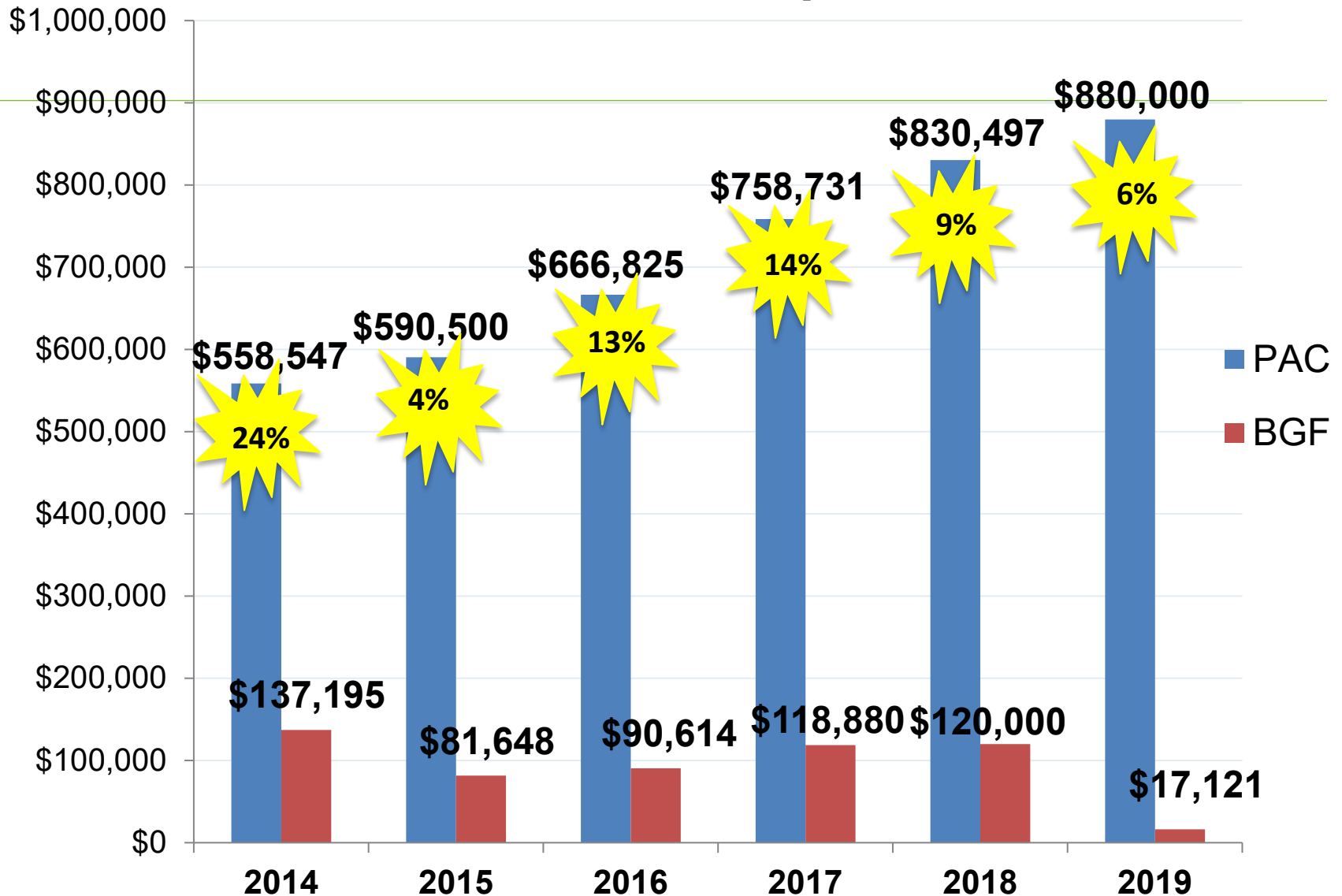


Average
Contribution:

\$368.13

a/o March 4, 2020

NAAPAC & BGF Receipts (a/o December 31, 2019)





Fund Our Future

- Suggested affiliate fundraising goal based upon number of members and units within each Affiliate. Formula: \$2/member + 5¢/unit.
- NAAPAC's approach to getting everyone involved.

Fund Our Future

[XXX AA] 2020 Goal

Units

Members

***Fund Our Future**

xxx,xxx

xxx

\$xxx.xx



Sharing the Future!

Once an Affiliate Funds Our Future:

- 75% goes back to the affiliate to build relationships with Congress
- 25% is credited to NAAPAC

NAAPAC Mobile Platform

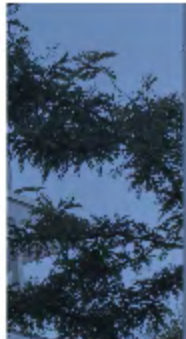
NAAPAC



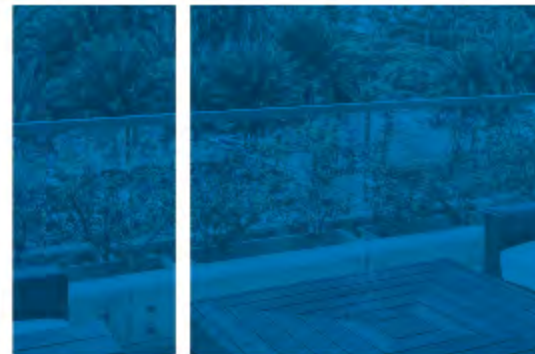
<https://raz.mobi/C1629.PACAmbassadors2020>

[or personal ambassador Link]





Questions?



Glossary of Terms

A

AAF – Affiliate Assistance Fund

A NAA fund to support nongovernment affairs-related projects of significant importance to NAA affiliates. (Please contact your NAA Resource Director for details)

Affiliate Share/Fair Share Goal

An annual NAAPAC fundraising goal assigned to each NAA affiliate based on their member and unit count.

B

BGF – Better Government Fund

NAA fund used to support NAAPAC fundraising activities of their affiliates by reimbursing up to one third of event costs.

F

Fair Share Goal

An annual NAAPAC fundraising goal assigned to each NAA affiliate based on their member and unit count.

FEC – Federal Election Commission

An independent regulatory agency whose purpose is to enforce campaign finance law in United States federal elections.

Federal PAC – Federal Political Action Committee

A fund that raises personal contributions from individuals within an industry to promote relationships with congressional lawmakers by supporting like-minded candidates and campaigns.

Fund Our Future Program

A program designed for all NAA affiliate organizations to participate in NAAPAC fundraising by receiving an annual fair share goal based on their member and unit count.

I

IMF – Industry Mobilization Fund

A NAA fund to support advocacy efforts that attempt to address issues of major significance to NAA members, affiliates and the apartment industry overall. (Please contact your NAA Resource Director for details)



J

Joint Fundraising

An affiliate fundraising event that splits the proceeds of a fundraiser by percentage to both the affiliate's State PAC and to NAAPAC. (see Joint Fundraising Tab)

M

Money For Use

The 75% or .75 cents of every dollar an affiliate has contributed to NAAPAC after they have met their annual Fair Share goal. These funds are for the affiliate to manage and or direct usage to NAA Staff. (see Money For Use Tab)

N

NAA – National Apartment Association

A professional association of the multifamily industry committed to serving more than 150 affiliates, over 81,000-member companies and the 9.6 million rental housing units they operate globally.

NAAPAC – National Apartment Association Political Action Committee

The voluntary bi-partisan federal level political action committee of the National Apartment Association.

P

Prior Approval

A representative of a NAA member corporation must fill-out a form giving NAAPAC permission to contact the corporate employees of the company to solicit them about NAAPAC per Federal Election Commission (FEC) regulations. This is required to ensure that NAAPAC cannot ask for a contribution from an employee of a member corporation without the company's approval. (see Prior Approval Tab)

S

Super PAC

A type of independent PAC that can raise unlimited sums of money from corporations, unions, and individuals but is not permitted to contribute to or coordinate directly with parties or candidates.

NAAPAC is Not a Super PAC nor affiliated with a Super PAC.



AE Toolkit 5.1
2020