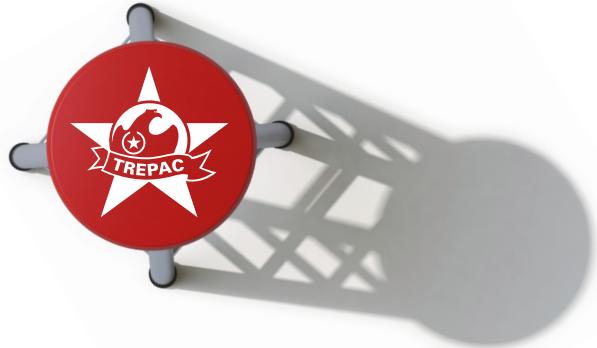


How to be a successful PAC chair

What's the job?

- Educate and promote awareness of TREPAC's mission and goals within the association membership
- Oversee all fundraising activities
- Track progress toward TREPAC goals
- Coordinate and recruit volunteers to help with events and to spread the Texas REALTOR® message



Build your team

- Recruit members who want to participate and perceive their service as valuable to the local association
- Solicit members from as many offices as you can—be sure they are investors
- Have your committee in place by October so you don't miss out on three months of work
- Coordinate with your TREPAC trustee and invite him to your events and meetings—trustees are a great resource for your questions
- Meet with your local association president and AE or governmental affairs director (GAD) before the annual BOLC/PAC Orientation to review the previous fundraising plan and see where it may have fallen short
- Have defined roles and set expectations and commitments involved to potential team members
- Stay in constant communication with PAC committee, board leadership, and trustees to track performance. Celebrate success and ask for help if necessary.
- Assist the volunteers with tools for success



Prepare your 12-month timeline

Use the key dates highlighted on the sample calendar to create your own plan, including key events and meetings. Coordinate your events with your TREPAC Trustee, so he can be present as much as possible

- **September** Recruit your committee members from as many offices as you can, and be sure they are investors. Set goals and have metrics in place to track successes.
- **October through March** Perform front-end fundraising. Dues billing is the easiest way to raise money. Visit TexasRealtors.com/TREPAC for resources to help you run a successful dues-billing campaign.
- **March through April** Start the conversation. Visit offices, attend local association meetings—be anywhere Texas REALTORS® are—to promote REALTOR® issues and explain the importance of insuring your business with TREPAC. Educate, educate, educate!

- **April through August** Perform back-end fundraising. Organize special events that your members will appreciate.
- **August through September** Make your last push by following up on pledges, and get out there to bring in those last-minute TREPAC investments.
- **Remember** September 30 is the last day to send in TREPAC investments for the fundraising year.



Develop a winning fundraising plan

- Set realistic goals and take into account the different fundraising methods available to you
- Evaluate the effectiveness of your current fundraising plan and identify strengths, challenges, and opportunities in all aspects of your plan
- Solicit input from committee members, PAC trustees, board leadership, and other interested parties
- Re-evaluate what you are doing every few months. Evaluation will improve results



Say thank you

- Don't forget to thank your volunteers, investors, sponsors and your attendees. Do so publicly and at every opportunity.
- Remember to thank your investors with a personal note, awards ceremony, write up in newsletter, etc.



You're not alone

Know your friends. Each local association is represented by a TREPAC trustee, a member of the Political Involvement Council (PIC) and a TAR regional field representative. Ask for help if you experience problems with any aspect of your duties as PAC chair. Contact your TREPAC trustee to keep you on track for your fundraising goals. Visit TexasRealtors.com for contact information or contact TREPAC staff at 800-873-9155.

The TREPAC orientation guide is available to help with planning and fundraising basics.