



NATIONAL
ASSOCIATION *of*
REALTORS®

*Young Professionals
Network*

- Launched in 2006
- 335 State and Local Networks
- 21,663 members
- 52% participation rate
- \$2,855,921 total RPAC investments in 2017





2017 NAR YPN LEADERSHIP RETREAT

146

INVESTED
IN RPAC

195

ELIGIBLE
ATTENDEES



\$58,807

TOTAL ATTENDEE
INVESTMENT

\$302

AVERAGE
ATTENDEE
INVESTMENT



ELIGIBLE ATTENDEE BREAKDOWN

RPAC
INVESTORS



\$100+
INVESTMENT



MAJOR
INVESTORS



PRESIDENT'S
CIRCLE



YPN
PLEDGES



YPN RPAC PLEDGE



397

TOTAL YPN
PLEDGES

43

COMPLETED
PLEDGES

\$3,709

AVERAGE
INVESTMENT

\$1,032,073

INVESTED IN RPAC
THROUGH PLEDGE

\$440,535

INVESTED IN P.C.
THROUGH PLEDGE



YPN RPAC Pledge Program

- Launched in 2013
- Non-binding pledge to invest \$10,000 over 10 years
- Minimum investment of \$100 to join and \$100 annually to remain in program
- Formerly “10 for 10 with YPN” program



RPAC YPN/ CAR
MILLION \$ PLEDGE

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


NATIONAL ASSOCIATION of REALTORS®

Signature _____ Date _____

Printed Name _____ NRDS _____

Email _____

Initial Investment for YPN Pledge is \$100.00. Annual Minimum Contribution is \$100.00

Contributions are not deductible for income tax purposes. Contributions to RPAC are voluntary and are used for political purposes. You may refuse to contribute without reprisal and the National Association of Realtors or any of its state associations or local associations will not favor or disfavor any member because of amount contributed. 70% of each contribution is used by your State PAC to support state and local political candidates. Until your State reaches its RPAC goal, 30% is sent to the National RPAC to support federal candidates and is charged against your limits under 2 U.S.C. 441a; after the State PAC reaches its RPAC goal it may elect to retain your entire contribution for use in supporting state and local candidates. Signing this pledge enrolls the member in both programs.

- 453 Pledges
- \$1,102 average investment
- 58 completed



Pledge Program Recognition

First Year of Pledge Program	Completion of Pledge Program
Thank You Letter and Certificate	Recognition at YPN Events
Recognition at YPN Events	Recognition on YPN Facebook Group
Recognition on YPN Facebook Group	Recognition at RPAC Awards Ceremony
	Completion Award
	Picture with NAR President



Best Practices



Maura Carey Neill added a new photo to the album: NAR Midyear 2017 — with Tom Salomone.

May 17 · 🌐

RPAC Awards today - proud to have completed my #YPN #RPAC Pledge, along with 18 other REALTORS in the 2016 class! #narlegislative #REALTORparty #powerofR #PlatinumR #PresidentsCircle



- Public Recognition
- Peer Recognition
- Awards/Prizes
- Creating enthusiasm/sense of community
- Promotes strong sense of belonging to industry
- Increase in PAC investments as a result of engagement

Lessons Learned



- Young vs. Young at Heart
- High dollar vs. low dollar requirements
- Contending with Current Major Investors
- Awareness of how to join pledge program
- Skin in the game

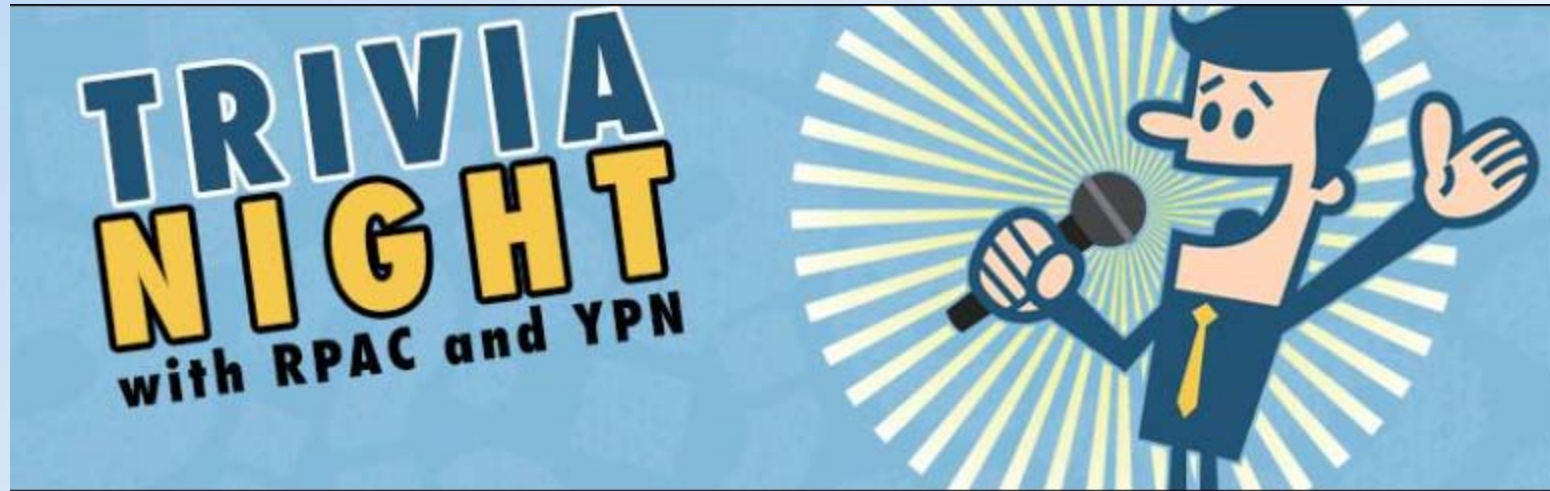
YPN ♥'S RPAC

Location
Location
Location



- Memphis YPN
- 75 attendees
- Raised \$9,000

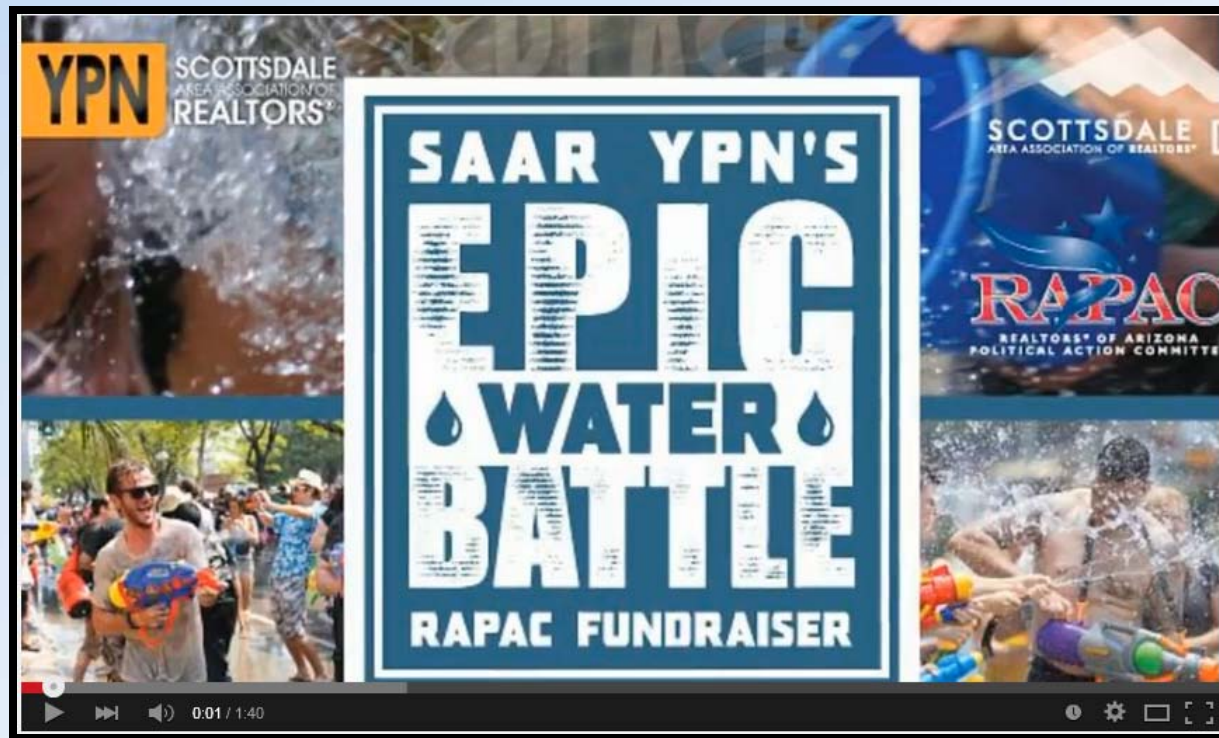




- Mainstreet YPN in Illinois
- \$20 RPAC investment to play
- Teams win cash prizes
- Costume contest







- 10 Teams of 5 People Each
- \$20 to Play (per person)
- Larger the Investment, Larger the Water Gun