



BOMAPAC FUNDRAISING TOOLKIT

KEYS TO A SUCCESSFUL FUNDRAISING EVENT

This toolkit includes everything you will need to know to host a successful BOMAPAC fundraising event. It includes everything from fundraising compliance guidelines to event execution steps. Get involved, be a leader, and make a difference for real estate professionals across the U.S.

BOMAPAC FUNDRAISING TOOLKIT

BOMAPAC CONTINUES TO GROW

BOMAPAC exists to allow BOMA International to have a seat at the table with policy influencers in Washington, D.C. Having a well-funded BOMAPAC is essential to increasing our level of engagement with members on Capitol Hill.

Historically, BOMAPAC raised \$40,000-\$50,000 annually. However, over the last two years BOMAPAC has experienced huge growth. In 2017, BOMAPAC raised \$65,000, \$82,000 in 2018, and \$90,000 in 2019. The growth in this program is a direct result in members' participation and interest in advocacy. We look forward to continuing to grow the PAC and expand our influence in Washington, D.C.

This toolkit will provide you will everything that you will need to know about hosting a fundraiser for BOMAPAC.



BOMAPAC 2024

WHAT IS BOMAPAC?

BOMAPAC is BOMA International's political action committee. It enables BOMA International's advocacy team to raise money to re-elect political candidates for federal office who know, understand and support issues that affect commercial real estate.

FUNDRAISING EVENT GUIDELINES

CONTRIBUTION COMPLIANCE INFORMATION

Only current BOMA members, except for foreign nationals, are eligible to contribute to BOMAPAC. An individual may contribute any amount they would like, as often as they would like, but the total amount(s) must not exceed \$5,000 (\$10,000 for a married couple) in a calendar year. Under Federal Election Commission (FEC) rules, BOMA International is required to collect the name, mailing address, occupation and employer information of individuals who contribute an aggregate of \$200 or more in a calendar year.

CONTRIBUTION PAYMENT METHODS

An individual may contribute one of three ways – cash, personal check, or credit card. Outlined below includes important information regarding the different payment methods

- Cash – BOMAPAC may accept cash so long as it adheres to the following rules:
 - o Contributions made in cash that total \$1-\$50 may be anonymous cash contributions. However, each local association must include a letter itemizing the number of contributions and the exact dollar amounts given.
 - o Contributions made in cash that total \$51-\$100 must be attributed to a contributor name. The local association must provide a letter outlining the member name and exact dollar amount given in cash.
 - o Contributions exceeding \$100 must be made by check or credit card. BOMAPAC does not accept contributions in cash greater than \$100.

- Checks – All checks must be made payable to BOMAPAC. Corporate checks and checks from foreign nationals are prohibited. The following are the types of check BOMAPAC is able to accept:
 - o Personal
 - o Partnership
 - o Limited Liability Partnerships (LLPs)
 - o Limited Liability Companies (LLCs)
 - LLC must be elected to be taxed as a partnership; most real estate LLCs qualify.
 - o Consult with a tax professional if you are unsure of your LLC's status.

- In-Kind Contributions – In-kind contributions are gifts of goods and services that can be assigned a monetary fair market value. When holding a fundraising event for BOMAPAC, the dollar value of any in-kind contributions must be reported to BOMAPAC. This does not include venues or food. For example, if a member hosts a fundraiser in their home, the use of the space does not count as an in-kind contribution.

PAC ADMINISTRATIVE FUND

Although corporate donations cannot be made to BOMAPAC, corporations may choose to contribute to the PAC administrative fund. The funds from this account are used to cover the PAC's operational costs. There are two ways to collect money for the administrative fund:

- Add a line to your existing dues invoice for the administrative fund. This has proven to be an easy and effective way to raise money for the administrative fund. Local associations have done this in the past and successfully raised thousands of dollars. You can include this on your dues invoice by adding the following line

\$___ PAC Administrative Fund Contribution
**Corporations are eligible to contribute to this operational fund.*

- Ask member companies to write a check to BOMA International with "PAC Administrative Fund" written on the check's memo line.

RULES FOR ALL PRIZES AND "BONUS ITEMS"

Your association may accept donations of money, goods or services from your members to use as raffle, door, or lottery prizes. Your local association may also purchase prize items. These are considered "in-kind" contributions and subject to the same record keeping requirements as cash contributions. **Some states have restrictions on raffles, lotteries and gambling. Be sure to check on your state's policies.**

However, if the prize is donated by an entity otherwise ineligible to donate to BOMAPAC (such as a member company), the PAC must reimburse the company if the donated items do not satisfy the one-third rule. You must raise at least three times the fair market value of the item to avoid having to reimburse for a portion of the value. This is known as the "One-Third Rule".

The One-Third Rule Example

Company X donates a TV valued at \$300 for a raffle benefitting BOMAPAC. The raffle ticket sales total \$600. To figure out if this fulfills the third rule, we will need to multiple 1/3 by \$600.

$$1/3 \times \$600 = \$200$$

Because the TV cost \$300 and 1/3 of the amount raised is only equal to \$200, this does not satisfy the one-third rule. BOMAPAC must now pay Company X the \$100 owed to satisfy the 1/3 rule.'

To figure out the minimum amount of money you will need to raise to satisfy the one-third rule, simply multiply the fair market value of the item(s) by 3.

$$\$300 \times 3 = \$900$$

\$900 is the amount Company X will need to raise to satisfy the one-third rule. Since the one-third rule is satisfied, BOMAPAC will not need to pay Company X.

FUNDRAISING EVENT IDEAS

Listed below are different fundraising event ideas your local association can use to raise money for BOMAPAC. Feel free to use any of these ideas or come up with your own! Once you decide on the type of event your association will host, let BOMA International know what we can do to help make your event a success.

Casino Night Holiday Party

Golf Tournament BOMA Baseball Outing

Wine Tasting BOMA BBQ

Local Leaders Happy Hour Bull/Pig Roast

Networking Luncheon Crawfish Boil/Crab Feast

Day at the Brewery Oktoberfestival

Pizza & Politics Sports Tournament (Kickball, Softball, Flag Putt-Putt with PAC Football, etc.)

PAC FUNDRAISING ADD-ONS

Already hosting an event not associated with BOMAPAC? Consider adding a fundraising element that benefits BOMAPAC to your event. Below are ideas that are easy to add to your existing event.

- Auction – Host a live or silent auction during your event to raise money for BOMAPAC. The one-third rule must be satisfied, so keep close track of how much each auction item costs.
- 50/50 Raffle – Many local associations have incorporated 50/50 raffles at their luncheons, half of the proceeds are contributed to BOMAPAC and the other half is given as a prize to one lucky winner. Some winners have even donated a portion of their winnings to BOMAPAC!
 - Prize Raffle – Prize raffles are a great way to raise money for BOMAPAC as they get people engaged and excited about your event.
- Golf Tournament Contests – Host contests throughout the match where people can pay to compete. These can include mulligans, closest putt, longest drive, etc.
- Table Captains – Great for luncheons! Make the PAC pitch to your audience and have a member available at each table ready to collect.

VIRTUAL EVENT IDEAS & BEST PRACTICES

The outbreak of COVID-19 resulted in transitioning from a normal, in-person working environment to an almost exclusively virtual one. While working in a virtual world can put a strain on fundraising, there are still ways to continue to fundraise and keep members engaged.

Tips for Hosting a Virtual Event

- Choose an event that best suits your membership and provides the engagement and networking opportunities members have missed out due to lack of in-person events or meetings.
- Breakout rooms within a virtual meeting can be a great way to connect leadership with new members and emerging professionals. Many platforms have the option to randomly break individuals out into separate rooms or you can manually pre-assign rooms ahead of the event.
- Have event volunteers on deck to help troubleshoot any technical issues that may arise. Make sure you include the contact information for these volunteers in correspondence with event attendees.
- Remember that Zoom fatigue is real. Despite being able to login from anywhere, it is important to respect that members value their personal time. If you are looking at hosting an after-work event, try to keep it within 1-2 hours from close of business.

Virtual Event Ideas

Comedy Show

Murder Mystery

Cooking Class

Painting Class

Mixology Class Speed Networking

Movie Night Trivia

EVENT EXECUTION TIMELINE

Now that you have chosen what type of fundraising event your local association would like to host, it's time to get planning. The general timeline below is broken down into four stages: Organization, Invitation & Promotion, Execution, and Evaluation.

STAGE 1: ORGANIZATION (10-12 WEEKS OUT)

- Form an event committee – If your local association is large, it is a good idea to select a few members to serve on the event committee. Delegate tasks to be completed on an as-needed basis throughout the planning process. Make sure some event committee members will be available to help on the day of the event.
- Choose event leads – Within your planning committee, select 1-2 people to serve as leads on the day of the event. These people should be able to answer any questions or solve any problems should they arise on the day of the event.
- Find a venue – Finding a venue is the key first step in the organization phase. The type of event you choose to do will determine what type of venue you should use. If you are hosting an event that does not require a specific venue (i.e. an MLB game, golf tournament, ski day, etc..) consider asking if a member can host an event in his/her building. Not only will it save on venue cost, but it's a great way to make the event feel more BOMA community-based and exclusive.
- Find a caterer – If your event requires outside food to be brought in, and it is not potluck style, you will need to find a caterer. Get quotes from three different vendors to ensure you have the best price and the best quality.
- Other event needs – Consider what additional items you will need to host your event. Hosting a casino night? Make sure you have enough decks of cards and games for participants to play. Having a kickball tournament? You'll need to make sure you have referees, kickballs, and bases.

STAGE TWO: INVITATION & PROMOTION (6-8 WEEKS OUT)

- Save the date – If you have a substantial amount of time between the planning stage and the event date, send out a save the date. This can be sent in the mail via USPS, or by email. Many save the date tools online will allow the invitee to automatically add it to their calendar, this way they don't forget!
- Send invitations – Send out invitations to your members **at least six weeks prior to the event date**. Invitations can be sent in the mail via USPS, or by email. To easily keep track of attendance, consider using Evite or Paperless Post. Both are online tools that offer plenty of free options to choose from.

- Promotion – Make sure that your members know about the event. Post about the event on your association’s Facebook page, send out email reminders, and remind people when you see them in person. Don’t forget to follow up with those who haven’t RSVP’d as you get closer to the event date.

STAGE 3: EXECUTION (*DAY OF EVENT*)

- Update leads – Make sure leads have up-to-date information in the hours leading up to the event. Leads should arrive to the event **no later than 90 minutes prior to the start time**. Whether something goes wrong with a caterer or an attendee has a question, a lead should be able to handle the situation.
- Check-in table – Set up a check-in table close to the event entrance. Have 1-2 members from the event committee stationed at the check-in desk for the duration of the event.
- Collect payment – Payment should be made prior to the event, or at the event itself. Keep a list of all attendees and check off who has paid prior to the event. As attendees enter the event, collect payment from those who have not yet paid. If they do not have a checkbook or credit card immediately available, make other arrangements to be paid by a set date.
- Greet guests – Some fundraising events make it harder to interact with attendees than others. However, whoever has been the point of contact for the event should make their best efforts to greet all attendees and thank them for coming.

STAGE 4: EVALUATION (*1-2 WEEKS POST-EVENT*)

- Thank you notes – Send out thank you notes to attendees **no later than two weeks following the event**. Be sure to thank them for the exact amount they contributed and for attending the event. Thank you notes are essential in letting members know their time and financial support are appreciated.
- Post-event memo – Creating a post-event memo is a great exercise to reflect on what went well at the event and what areas can be improved upon. Go over the memo with your event committee and use what you have learned to make your next event an even bigger success!

2024 PAC LEVEL BENEFITS

Starting in 2018, BOMAPAC will have certain benefits attributed to different levels of giving. Make these benefits known as you plan and promote your event. If a member has any questions about the levels or the benefits, feel free to have them contact Griffin Oursler at goursler@boma.org.

BRONZE LEVEL -- \$125-\$249

- *Membership Pin*
 - *Members receive a lapel pin emblazoned with the BOMAPAC logo, which distinguishes them as a leader in BOMAPAC.*

SILVER LEVEL -- \$250-\$499

- *In addition to the Bronze Level benefits, members of the Silver Level receive:*
 - *Complimentary ticket to a PAC event*
 - *Exclusive Access to Political Conference Calls*
 - *Members are invited to participate in exclusive conference calls with Government Affairs staff where members will be able to hear an insider's perspective on the latest legislation being drafted and debated in Congress.*

GOLD LEVEL -- \$500-\$999

- *In addition to the Silver Level benefits, members of the Gold Level receive:*
 - *Special Events*
 - *Members are invited to attend special events at BOMA functions. These events can include, private dinners, VIP receptions, and members only hospitality suites at conferences.*

PLATINUM LEVEL -- \$1,000-\$2,500

- *In addition to the Gold Level benefits, members of the Platinum Level receive:*
 - *Photo Opportunities*
 - *Members are invited to participate in photo ops with keynote speakers at BOMA's annual conference and Winter Business Meeting.*

DIAMOND LEVEL -- \$2,501-\$5,000

- *In addition to the Platinum Level benefits, members of the Diamond Level receive:*
 - *Photo Opportunities*
 - *Members are invited to participate in photo ops with keynote speakers at BOMA's annual conference and Winter Business Meeting.*
 - *Banner Recognition*
 - *BOMAPAC proudly displays a banner at BOMA events identifying the top contributors to the PAC each year. Recognition on the banner is organized by level of giving.*
 - *Custom Apparel*
 - *Exclusive BOMAPAC apparel with Diamond Level recognition displayed on apparel.*

RESOURCES

Throughout the planning process, remember that BOMA International is here to help you with your event. BOMA International is happy to provide you with the following:

- Event idea brainstorming session
- Assistance planning your event
- Advocacy staff to speak or volunteer at the event
- Specialized contribution forms
- Promotional materials
- Disclaimer signage
- Save the Date template
- Check-In sheet template
- Thank You letter template

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