

BUILD-PAC is excited to announce the launch of HOUSING 2020!



The goal of this packet is to help raise awareness and recruit new members to BUILD-PAC.



Less than

3%

of NAHB members
contribute to BUILD-PAC.

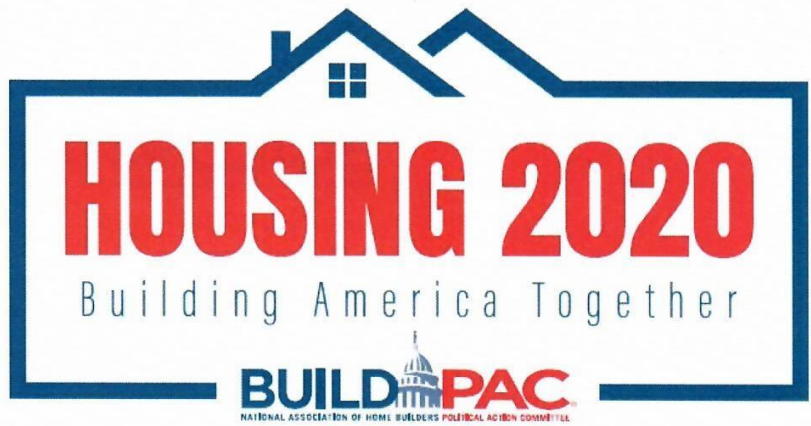
100%

of members benefit from
NAHB's advocacy efforts
including BUILD-PAC.

\$20

from all NAHB members
will make housing stronger
on Capitol Hill.

Housing 2020
challenges NAHB
members to get
involved in the
political process
by investing in
BUILD-PAC and
recruiting new
donors.

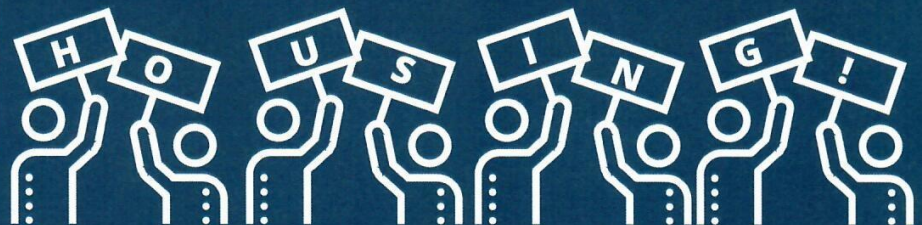


BUILD-PAC's **Housing 2020** campaign
calls on our entire membership to
mobilize as a ***united front*** and help
BUILD AMERICA TOGETHER.

Can you imagine how powerful NAHB's
political footprint would be if every
single member participated in
BUILD-PAC?

We cannot afford to sit back and watch
the election results roll in!

Help NAHB elect housing champions
and **rally your peers to participate!**



To learn more or give online visit nahb.org/buildpac.



What is Housing 2020?

BUILD-PAC's Housing 2020 campaign calls on NAHB's entire membership to mobilize as a united front and help BUILD AMERICA TOGETHER. Housing 2020 challenges NAHB members to get involved in the political process by investing in BUILD-PAC and recruiting new donors. This competition rewards those who *get involved* and spread the importance of investing in BUILD-PAC.

What is BUILD-PAC?

BUILD-PAC, NAHB's bipartisan political arm, helps elect pro-housing, pro-business candidates to federal office and is critical to NAHB's success on Capitol Hill.

Why should I get involved in Housing 2020?

Less than 3% of NAHB membership gives to BUILD-PAC but 100% of NAHB membership can be affected by pro-housing legislation in Congress. By increasing the number of members involved in BUILD-PAC, we can unite and empower our voice on Capitol Hill. Housing 2020 is the easiest way to be involved in the political process. With a contribution of just \$20, you are making housing one voice stronger.

What is the challenge?

The Housing 2020 campaign is a country-wide competition to get members involved politically through BUILD-PAC. The two elements include improving member participation through a \$20 BUILD-PAC donation as well as a state and member recruitment challenge.

What are the awards for participating?

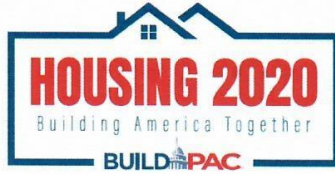
An award will be given out to the:

- A. The state with highest increase in participation
- B. The individual who recruits the highest number of new BUILD-PAC donors
- C. Foundation Club: All members who recruit at least 20 new donors in 2020

All award winners will be announced and recognized during the 2021 IBS. Foundation Club members will be announced on a rolling basis throughout the year.

What are the prizes for each category?

- 1. Overall state winner:
 - a. State Association: \$3,000 corporate check



- b. Locals of winning state will also receive a BUILD-PAC branded prize
- c. Invitation to a special reception during the 2021 IBS

2. Overall individual:

- a. Sedan service to and from airport during 2021 IBS or 2021 Spring Leadership Meeting
- b. 2 tickets (or 2 additional tickets if you're already a Gold Key or Platinum Club member) to the Gold Key and Platinum Club Party during 2021 IBS
- c. Invitation to a special reception during the 2021 IBS

3. Foundation Club members:

- a. Receive an exclusive 'Foundation Club' hat
- b. Recognition in the BUILD-PAC newsletter, the BUILD-PAC BUZZ, on nahb.org and during NAHB's Leadership Meetings
- c. Invitation to a special reception during the 2021 IBS

Who can be in the Foundation Club?

Any NAHB member or federation employee is eligible to recruit new donors and win a prize!

How do I invest in Housing 2020 and BUILD-PAC?

You can fulfill your membership with \$20 in cash, check or credit card. Please remember that your contribution must be personal, not corporate.

What if I am already a member of another BUILD-PAC club?

Great! Then you already know the importance of supporting BUILD-PAC and its efforts. You can still join Housing 2020 with an additional contribution and spread the word to fellow members to get involved.

I want to bring Housing 2020 to my local association meeting or other NAHB member gathering. How do I request more brochures or talking points?

Just contact the BUILD-PAC staff and they will get you everything you need to promote Housing 2020!

How can I stay updated with the campaign?

Join our Facebook Group: *BUILD-PAC Advocates* and make sure you are subscribed to receive the *BUILD-PAC Buzz* newsletter. For more help reach out to BUILD-PAC staff and visit nahb.org/buildpac.



Housing 2020 Compliance and Procedures

Housing 2020 is a fundraising effort by BUILD-PAC. As a political action committee, BUILD-PAC is regulated by the Federal Election Commission (FEC). The following information is vital to successful and lawful PAC fundraising. Please take a moment to review this list to ensure all BUILD-PAC contributions can be processed and allocated to the PAC.

FEC Rules and Regulations

- Only NAHB members may be solicited for BUILD-PAC. This includes national builder members, associate members and affiliate members. Solicitations to the general public are prohibited.
- BUILD-PAC only accepts contributions from U.S. citizens and foreign citizens lawfully admitted for permanent residence (green card holders).
- Maximum personal contribution allowed to BUILD-PAC is \$5,000 per calendar year.
- Contributions to BUILD-PAC are completely voluntary. NAHB members may choose not to contribute without reprisal.
- Federal law requires political action committees to report the name, mailing address, occupation, and name of employer for each individual whose contributions exceed \$200.00 in a calendar year.
- Contributions to BUILD-PAC are not tax deductible.
- The following FEC disclaimer must be written on ALL fundraising requests:
Contributions to BUILD-PAC are completely voluntary. You may choose not to contribute without reprisal. Contributions to BUILD-PAC will be used for political purposes and are not tax deductible for federal income tax purposes. Federal law requires political action committees to report the name, mailing address, occupation, and name of employer for each individual whose contributions exceed \$200.00 in a calendar year. Foreign nationals cannot contribute to BUILD-PAC.
- Only personal or non-corporate checks or credit cards are accepted by BUILD-PAC. Contributions cannot be reimbursed by an employer.
- Corporate contributions to BUILD-PAC are prohibited by law. However, these contributions may be used to pay BUILD-PAC's operating expenses.



- Checks from LLPs, sole proprietors, and LLCs not taxed as corporations may be accepted by BUILD-PAC, as long as they contain an attribution statement from the contributor stating that the contribution is from his/her personal account.
- Checks signed by the spouse of a contributor must contain an attribution statement.
- The FEC requires that all individual contributions of \$50 or less must be forwarded to BUILD-PAC within 30 days; contributions exceeding \$50 must be received within 10 days.
- Cash contributions cannot exceed \$100.
- Anonymous contributions cannot exceed \$50.

Getting Contributions Back to BUILD-PAC

- If you are sending cash through the mail, please use a pre-paid BUILD-PAC FedEx label to ensure the money arrives in a safe and timely manner. To request a FedEx label, please contact BUILD-PAC staff – contact information is listed below.
- If you would prefer not to send cash through the mail, you may convert it to a money order. Please **DO NOT write a personal check for the cash.** Contact BUILD-PAC staff with any questions.
- A money order must be accompanied by a list of contributors and all required reporting information (name, amount of contribution, mailing address, occupation, and name of employer).

BUILD-PAC Staff Contact Information

Meghan Everngam
Vice President, BUILD-PAC & Government Affairs
202-266-8259, office
meverngam@nahb.org

Juli Meyer
Manager, BUILD-PAC
202-266-8248, office
jmeyer@nahb.org

Katie Crowley
Manager, BUILD-PAC
202-266-8110, office
kcrowley@nahb.org



CONTRIBUTION FORM

PAYMENT INFORMATION:

FEC law requires that all BUILD-PAC contributions – check or credit card – come from personal, not corporate, funds. Checks should be made payable to BUILD-PAC and mailed to BUILD-PAC staff's attention at 1201 15th St NW, Washington DC 20005.

- ☐ Personal Check
☐ Personal Credit Card: ☐ Visa ☐ MasterCard ☐ American Express

Card Number _____

Name on Card _____ Exp Date _____

CONTRIBUTION LEVELS:

- ☐ Capitol Club (\$5,000 annually) ☐ Platinum Club (\$2,500 annually)
☐ Gold Key Club (\$1,000 annually) ☐ Dollar-a-Day Club (\$365 annually)
☐ Century Club (\$100 annually) ☐ BUILD-PAC Fair Share (\$25 annually)
☐ Other (amount not listed above) _____

REQUIRED CONTRIBUTOR INFORMATION:

(all fields must be completed)

Name _____

Address _____

City _____ State _____ Zip Code _____

Occupation _____ Company Name _____

Preferred Phone Number _____ Email _____

Signature _____

Member ID _____ (for internal use – not required)

Recruited by _____

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