



2023 MORPAC Action Week Communications Plan

Dates: September 18-22, during MBA Advocacy Month

Goal: Grow MBA's grassroots PAC (*less than 1% of active MAA members contribute to MORPAC*)

Overarching Messaging: Contribute to MORPAC and help MBA continue to engage and support House and Senate candidates and incumbents who understand and support the legislative and regulatory issues impacting our industry. No contribution is too small. Our strength lies in pooling our resources to promote sound public policies benefitting each of us in the real estate finance industry across the U.S.

Logistics: Prior to MORPAC Action Week, MBA Staff will provide 6 sample solicitation messages, including one promo and one recap; graphics you can use to encourage internal participation in [MORPAC Action Week](#) and a flyer to promote MBA's virtual events. Beginning Tuesday, September 19, a daily report will be sent to each company captain by 10:00 AM ET to track your number of contributors and total dollars pledged.

Disclaimer: All communications sent during MORPAC Action Week and beyond should always include the MORPAC disclaimer at the footer of the message: *Contributions to MORPAC are not tax deductible for federal income tax purposes. Federal law requires us to use our best efforts to collect and report the name, mailing address, occupation and name of employer of individuals whose contributions exceed \$200 in a calendar year. Contributions to MORPAC are used to support candidates to federal office. All contributions to MORPAC are voluntary. You may refuse to contribute without reprisal. The guidelines mentioned are merely suggestions. You are free to contribute more or less than the guidelines suggested and MBA will not favor nor disadvantage you by reason of the amount of your contribution or your decision not to contribute.*

Target Date	Content Type	Audience
Monday, 9/12/2023	<p>Promo Email: Get Ready for MORPAC Action Week, September 18-22</p> <p>NOTE: this communication will be provided to company captains in advance of MORPAC Action Week, and may be tailored as needed. We encourage company captains to send this custom communication (from their own email platform) out to their employees on Monday, September 12, to promo this important advocacy week.</p>	Company Captains who signed up to participate in Action Week
Monday, 9/18/2023	<p>Sample Email: Support [insert company name] this week (include video from MORPAC Chairman)</p> <p>NOTE: this communication will be provided to company captains in advance of MORPAC Action Week, and may be tailored as needed. We encourage company captains to send this custom communication (from their own email platform) out to</p>	Company Captains who signed up to participate in Action Week



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	their eligible employees on Monday, September 18, to kick-off MORPAC Action Week.	
Tuesday, 9/19/2023 from 3:00 – 4:00 PM ET	<p>RSVP to the Virtual Residential/Single-Family Townhall Event with MBA’s LPA Team:</p> <p>NOTE; details for this event will be provided to company captains in advance of MORPAC Action Week. This “virtual” briefing will feature MBA’s Legislative & Political Affairs (LPA) Team and serve as a benefit to employees of participating companies. Advocates will have the opportunity to hear these subject-matter experts on key industry issues and learn how you and your company can continue to support MBA Advocacy efforts.</p>	<p>Company Captains of Residential MBA Member Companies who signed up to participate in Action Week</p> <p>2023 MORPAC Contributors</p> <p>MBA Advocacy Month Participants</p> <p>MAA Members</p>
Wednesday, 9/20/2023 from 3:00 – 3:30 PM ET	<p>RSVP to attend the MORPAC Speaker Series Virtual Event Featuring Representative Brittany Pettersen (D-CO, 7th District)</p> <p>NOTE: details for this event will be provided to company captains in advance of MORPAC Action Week. This “virtual” event will feature Rep. Brittany Pettersen, who represents Colorado’s 7th congressional district and the House Financial Services Committee. This event serves as a benefit to employees of participating companies. Advocates will have the opportunity to hear directly from Congresswoman Pettersen and ask questions. NOTE: MBA will also host a separate MORPAC Speaker Series event featuring Congressman Bryan Steil (R-WI-01) on Wednesday, September 27 from 1:00-1:30 PM ET. See virtual events flyer for more details and how to RSVP.</p>	<p>Company Captains who signed up to participate in Action Week</p> <p>2023 MORPAC Contributors</p> <p>Top lapsed MORPAC contributors not participating in MORPAC Action Week with an ASK to contribute to MORPAC in 2023</p> <p>CO MAA Members</p>
Thursday, 9/21/2023 from 3:00 – 4:00 PM ET	<p>RSVP to the Virtual Commercial/Multifamily Townhall Event with MBA’s LPA Team:</p> <p>NOTE: details for this event will be provided to company captains in advance of MORPAC Action Week. This “virtual” briefing will feature MBA’s Legislative & Political Affairs (LPA) Team and serve as a benefit to employees of participating companies.</p>	<p>Company Captains of Commercial/Multifamily MBA Member Companies who signed up to participate in Action Week</p> <p>2023 MORPAC Contributors</p> <p>MBA Advocacy Month Participants</p>



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	Advocates will have the opportunity to hear these subject-matter experts on key industry issues and learn how you and your company can continue to support MBA Advocacy efforts.	MAA Members
Friday, 9/22/2023	Sample Email: There's still time to support [insert company name] NOTE, this communication will be provided to company captains in advance of MORPAC Action Week, and may be tailored as needed. We encourage company captains to send this communication (from their own email platform) out to their eligible employees on Friday, September 22 to further communication on the importance of a strong MORPAC.	Company Captains who signed up to participate in Action Week
Wednesday, 9/27/2023	Email: MORPAC Action Week Campaign Recap & Thank You ICYMI: MORPAC Action Week Recap in the MAA Newsletter MORPAC Speaker Series Event: Congressman Bryan Steil (R-WI-01) from 1:00-1:30 PM ET	Company Captains who signed up to participate in Action Week All MAA members 2023 MORPAC contributors