Overview: Posting about MORPAC to your social media accounts should NOT include any solicitation messages due to the possibility of ineligible *(not able to contribute personally to MORPAC)* individuals viewing the post. You may include factual or historical information about MORPAC when posting to your social media platforms. For more information on what is a solicitation vs. what is not a solicitation, see below:

WHAT IS A SOLICITATION?
"Solicitation" is defined more broadly than simply asking someone to contribute. All of the following are solicitations according to the FEC:
● Any request for support of MORPAC
● Providing information on how to contribute
● Describing MORPAC fundraising efforts or goals

WHAT IS NOT A SOLICITATION?
● Announcing the existence of MORPAC and explaining legal requirements that apply to its activities
● Disseminating factual, historical about a PAC (without comment or embellishment) including how much money MORPAC has raised, the number of contributors, the number of candidates supported, or the number of member companies that have authorized campaigns are not considered solicitations

Sample Social/Intranet Posts:

1. This week, [insert company] is kicking off it's company campaign during MORPAC's 6th Annual Action Week, a national, industry-wide campaign dedicated to strengthening the **@Mortgage Bankers Association's** federal, bi-partisan political action committee. We are proud to join the 20 other MBA member organizations and participate in this important week!

2. Join [insert company] for these virtual events hosted by the **@Mortgage Bankers Association**, available to our employees and other individuals of participating MBA member companies. RSVP today!

3. Today is Day X of MORPAC Action Week, and [insert company] is happy to participate. Company campaigns play a crucial role in MORPAC's success and helps our eligible employees engage in the political process. To learn more about MORPAC, visit mba.org/morpac.

4. Join us today for a Residential Legislative Townhall hosted by the **@Mortgage Bankers Association**. Tune in to hear these subject-matter experts' brief attendees on current industry issues and **@MortgageAction Alliance** (MAA) Calls to Action for advocates to engage with their elected officials.

5. Join us today for a Commercial/Multifamily Legislative Townhall hosted by the **@Mortgage Bankers Association**. Tune in to hear these subject-matter experts' brief attendees on current industry issues and **@MortgageAction Alliance** (MAA) Calls to Action for advocates to engage with their elected officials.

6. Join us today for a MORPAC Speaker Series event hosted by the **@Mortgage Bankers Association**'s bi-partisan political action committee. MBA continues to engage members of Congress on priorities facing our industry. Participate in this virtual event to hear directly from Congresswoman Brittany Pettersen (D-CO) who will provide an update on Capitol Hill and take your questions. Click here to RSVP.

7. [insert company] thanks the **@Mortgage Bankers Association**'s for the opportunity to participate in MORPAC's 6th Annual Action Week. We all play an important role as an advocate for our industry. **@Mortgage Bankers Association**'s advocacy programs help us share our stories with state and federal policymakers as they create and pass legislation affecting us all.