NMHC’s Personal Dollar Campaign

NMHC PAC is the premier fund promoting the election and re-election of candidates for federal office who understand and support the multifamily industry.

Since its inception in 1980, NMHC PAC has worked to ensure the multifamily industry speaks as a unified voice in Washington. We have grown in prominence and were identified in 2017 by Roll Call as the 8th largest association PAC donating to candidates. In addition, NMHC PAC was 2nd in disbursements and 3rd in receipts in the real estate industry.

To strengthen the multifamily industry’s voice and visibility, the NMHC PAC committee created a Personal Dollar Campaign. Each year, we identify several key candidates who are champions for the apartment industry and encourage NMHC member executives to contribute directly to their campaigns.

How Does the Campaign Work?

The NMHC PAC committee works closely with NMHC’s government affairs staff to establish and approve a two-year election cycle PAC budget.

Together, we identify sitting Members of Congress who work on the issues critical to the multifamily industry. Members on key committees that have jurisdiction over the issues that influence your bottom-line are the primary focus. Out of the larger NMHC PAC budget, several integral industry champions are identified who we believe deserve greater support than we can deliver on our own. These candidates then become part of the NMHC Personal Dollar Campaign.

NMHC PAC will provide a list of the Personal Dollar Campaign candidates. For each identified candidate, NMHC will provide detailed instructions on how to make your contribution and how to ensure that NMHC receives credit for your contribution. In some cases, NMHC PAC will co-host special events for candidates on the list in coordination with NMHC members.

Political Action Committees are limited to a $10,000 contribution to a congressional candidate during an election cycle - $5,000 for the primary and $5,000 for the general election. NMHC members are able to make personal contributions up to $5,400 in an election cycle, $2,700 for the primary and $2,700 for the general election. The proposed contribution amounts are merely suggestions. So you may choose to contribute less or not at all.

Why Should You Participate?

Your participation in the Personal Dollar Campaign is vital.

Participation by you in the campaign allows us to leverage the level of political support attributed to the multifamily industry beyond the current Federal Election Commission (FEC) limits that govern NMHC PAC disbursements and help maintain the visibility of NMHC in a political environment that is increasingly crowded with SuperPACs and other special interest spending. By supporting this effort, NMHC members will send a unified message to the key Members of Congress who improve, preserve and promote the multifamily industry.

Who Can Participate?

Participation in the Personal Dollar Campaign has never been easier.

You must be a U.S. citizen or permanent resident alien to contribute to a federal candidate and these contributions are not tax deductible. Participation in the NMHC Personal Dollar Campaign is voluntary and you can refuse to participate without
reprisal from NMHC PAC. Political contributions are not tax deductible for Federal income tax purposes and, due to FEC laws, only personal contributions are eligible for candidate campaigns.

**How Can You Support Your Senators or Representatives?**

**Together, we can grow our industry’s voice in Washington.**

We know that you may have strong relationships with Members of Congress in states where you reside or own and operate your business. We encourage you to support those representatives and to make sure you let NMHC know about your personal contributions. There is no better voice for the industry than a constituent voice, and by letting NMHC know about the personal relationships you have, we are able to build upon your existing relationships to further advance NMHC’s network within Congress.

**How do I make sure NMHC PAC gets credit for my contribution?**

**Making sure that NMHC PAC gets credit for your contribution is simple.**

To ensure that your contribution is credited toward NMHC PAC and the multifamily industry, please reach out via email to Lisa Costello, Vice President of Political Affairs, at lcostello@nmhc.org or 202.974.2325 with the related details. This information should include the date of the contribution, the candidate’s name and office sought, as well as the amount.

With these details, NMHC PAC staff will be able to communicate directly with the campaigns to confirm contributions made towards our Personal Dollar Campaign goals. Should you have any questions or concerns about your contribution, please also contact Lisa Costello as detailed above.

**Why can’t I just send my check directly to NMHC PAC for the campaign?**

**FEC guidelines prohibit NMHC PAC from directly handling contributions to campaigns.**

By mailing the check directly to the candidate’s campaign, and informing the staff at NMHC PAC, we are able to contact the campaign and ensure NMHC PAC and the multifamily industry get credit. Should you mail a check directly to NMHC, we are legally obliged to return it to you the sender. Please follow the direct instructions from the candidate’s campaign and mail your contributions accordingly.

Don’t forget to email Lisa Costello at lcostello@nmhc.org with the details of your contribution so NMHC PAC gets credit.