



# TRUSTEE TOOLKIT

**2025**

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BUILD-PAC Trustees,

First off, congrats on representing your state and joining the BUILD-PAC Board of Trustees! Your role is a big deal—it's how we make sure the voices of the housing industry are heard loud and clear in Congress. Your involvement is key to keeping our industry strong and moving forward.

We appreciate your commitment to this position. Just know, you're not in this alone—you've got a great team behind you, including the BUILD-PAC Officers, Government Affairs staff, and your fellow Trustees. We're all here to help and make sure you have the support and resources you need to succeed.

To get you started, check out your 2025 BUILD-PAC Trustee Toolkit. It's packed with everything you need—your responsibilities, tips for organizing successful fundraisers, key contacts, and the legal guidelines that keep BUILD-PAC running smoothly. And for even easier access, we're excited to launch our updated website where you can find all the resources you'll need.

If you ever have any questions or need guidance on how to make this role as successful as possible, I'm more than happy to help—just reach out!

Thanks again for everything you're doing to protect the home building industry and create a stronger, pro-housing future. Your dedication makes a real difference, and we're grateful to have you on board!

Sincerely,

A handwritten signature in blue ink that reads "Steve Martinez". The signature is stylized and written in a cursive-like font.

Steve Martinez  
2025 BUILD-PAC Chair

# BUILD-PAC Staff

## **Shannon Burke**

*Vice President, BUILD-PAC*

sburke@nahb.org | 202-266-8485

- Capitol Club
- Platinum Club
- Gold Key Club
- State Events

## **Mackenzie Shoemaker**

*Coordinator, BUILD-PAC*

MShoemaker@nahb.org | 202-266-8110

- BUILD-PAC Accounting
- Council and Committees
- Dollar-A-Day
- Century Club

### **BUILD-PAC's Fundraising team will provide you with:**

- Fundraising numbers for your state (providing goals and amount raised for current and past cycles)
- A list of current and past contributors in your state
- Information or help with planning a fundraising event in your state
- Splitback program inquiries
- Reimbursement requests
- Distribution of BUILD-PAC giveaways

# Federal Legislative Staff

## Lake Coulson

*Senior Vice President & Chief Lobbyist*

LCoulson@nahb.org | 202-266-8510

- Environment/Transportation/Smart Growth/FEMA
- California, Texas

## Scott Meyer

*Vice President*

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- Single-Family Housing/Banking
- Delaware, Indiana, Michigan, Ohio, Virginia, West Virginia

## J.P. Delmore

*Assistant Staff Vice President*

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- Tax Policy
- Florida, Georgia, North Carolina, South Carolina

## Heather Voorman

*Assistant Staff Vice President*

HVoorman@nahb.org | 202-266-8425

- Energy/Codes/Global Climate Change
- Connecticut, Massachusetts, Maine, New Hampshire, New Jersey, New York, North Dakota, Rhode Island, South Dakota, Vermont

## Alex Strong

*Senior Federal Legislative Director*

AStrong@nahb.org | 202-266-8279

- Trade & Building Materials/Property Rights/Regulatory Reform/Small Business/Technology/ Intellectual Property
- Alabama, Arkansas, Illinois, Kansas, Mississippi, Missouri, Nebraska, Oklahoma, Tennessee

## Evan Loukadakis

*Federal Legislative Director*

ELoukadakis@nahb.org | 202-266-8320

- Environment, Transportation, Land Development, Financial Services
- Alaska, Colorado, Hawaii, Iowa, Kentucky, Louisiana, Maryland, Minnesota, New Mexico, Oregon, Wisconsin, Wyoming

## Sam Gilboard

*Federal Legislative Director*

SGilboard@nahb.org | 202-266-8407

- Labor, Immigration, Healthcare
- Arizona, Idaho, Montana, Nevada, Pennsylvania, Utah, Washington

### **NAHB's Federal Government Affairs team is ready to help with:**

- Requesting a BUILD-PAC check for Members of Congress and mailing it to the Trustee
- Setting up a check delivery meeting with Members of Congress
- Discussing BUILD-PAC contribution requests for candidates before NAHB board meeting
- Giving updates on NAHB's legislative priorities
- Providing a list of Members of Congress that we have supported this election cycle
- Going over congressional ratings report cards or information on key votes

# BUILD-PAC Officers

## 2025 Governance

### **Steve Martinez**

*2025 BUILD-PAC Chairman*

- Idaho

### **Will Cooper Jr.**

*First Vice Chairman*

- California

### **Justin Wood**

*Second Vice Chairman*

- Oregon

### **Debra Guerrero**

*Third Vice Chairman*

- Texas

### **Jules Guidry**

*Immediate Past PAC Chairman*

- Louisiana

### **Chris Van Pelt**

*Associates Vice Chair*

- Louisiana

# Trustee Responsibilities

## Trustee Structure

BUILD-PAC is governed by a 100+ member Board of Trustees. States are allotted one trustee per eight U.S. Congressional districts for every state.

## Appointment of BUILD-PAC Trustees

Candidates for vacancies on BUILD-PAC's Board of Trustees must be recommended in writing (email or letter) by their state associations. In states without statewide NAHB affiliates, the NAHB National Representative recommends candidates for vacancies.

## BUILD-PAC Trustee Responsibilities

- **Personal Contribution:** All trustees are required to make a minimum personal contribution of \$1,000 to BUILD-PAC annually.
- **Orientation:** Attending New Trustee Orientation is designed to familiarize new trustees with their responsibilities, organization bylaws and policies, and applicable federal laws.
- **Attendance:** Trustees must attend a minimum of two BUILD-PAC Board of Trustees meetings annually.
- **Fundraising:** Trustees serve as a BUILD-PAC principal fundraiser by planning at least one state fundraising event annually for BUILD-PAC.
- **Advocacy:** Trustees meet with federal legislators and represent NAHB members in their home state on policy matters. This includes participating in NAHB's Legislative Conference.
- **Grassroots:** Trustees contact federal legislators by using BuilderLink or by calling each legislator on the phone to talk about policy issues important to NAHB.
- **Candidate Contribution Requests:** Trustees make candidate contribution requests to NAHB's federal Government Affairs staff 21 days prior to the BUILD-PAC Board of Trustees meetings.
- **Delivery of Candidate Contributions:** Once a BUILD-PAC check has been issued, it is the responsibility of the Trustee to ensure that the contribution check is delivered within 30 days from the date of issue.

# Trustee Responsibilities

## **As you plan a BUILD-PAC Check delivery, please remember:**

- Any discussion of public policy or legislative activity must be totally separate from the delivery of this BUILD-PAC contribution. “Thank you for your support of the home building industry” is acceptable, but discussion of specific legislation is improper.
- Please deliver a BUILD-PAC check within 30 days.
- Please do not deliver at the member’s official office or government property. Instead, deliver it at campaign fundraising events or during meetings arranged by the campaign.
- Primary checks must be delivered by your state’s primary date. All general checks must be delivered by Election Day. The 2026 general election will take place on Tuesday, November 3, 2026. Campaigns can not accept a contribution check after the election.
- Are you having trouble scheduling a meeting with your member? Reach out to your state’s federal lobbyist or the BUILD-PAC team for help.



# FAQ

## **What is BUILD-PAC?**

- BUILD-PAC is NAHB's bipartisan federal political action committee (PAC) that helps elect pro-housing, pro-business candidates to the U.S. House of Representatives and U.S. Senate.

## **Why should I contribute to BUILD-PAC?**

- If you're in business, you're in politics. BUILD-PAC is YOUR voice at the federal level. The more members who support BUILD-PAC, the stronger housing's voice is in the political process and on Capitol Hill.

## **Who can contribute to BUILD-PAC?**

- Only NAHB members can be solicited for BUILD-PAC contributions.

## **Why can't BUILD-PAC use my dues money?**

- Using member dues is prohibited. BUILD-PAC can only accept personal contributions and dues are often paid with corporate funds. It is against the law for a Federal PAC to receive corporate funds.

## **What forms of payment do you accept?**

- BUILD-PAC is allowed to receive cash contributions up to \$100 annually per individual. Personal checks and credit cards (AmEx, MasterCard, and Visa) are accepted as well. BUILD-PAC is also allowed to receive anonymous contributions equaling no more than \$50.

## **How can I invest in BUILD-PAC?**

- Contribute online at [nahb.org/buildpac](http://nahb.org/buildpac).
- Mail personal checks payable to BUILD-PAC or personal credit card information to: BUILD-PAC, 1201 15th Street, NW Washington, DC 20005

## **Who determines which candidates receive BUILD-PAC support?**

A Board of Trustees, made up of NAHB members, decides which candidates receive support. BUILD-PAC Trustees are nominated by each state.

## **Who does BUILD-PAC support?**

BUILD-PAC is bi-partisan, regardless of political party. For a full list of candidates, visit [NAHB.org/BUILDPAc](http://NAHB.org/BUILDPAc).

## **Who does BUILD-PAC favor? Democrats or Republicans?**

- BUILD-PAC is bipartisan. Regardless of political party, BUILD-PAC supports the best candidate for housing.

## **How can I learn more about BUILD-PAC and NAHB advocacy efforts?**

- Contact BUILD-PAC staff by phone at 202-266-8110 or by email at [mshoemaker@nahb.org](mailto:mshoemaker@nahb.org).

# Handling the Tough Responses

## **“I don’t believe in PACs.” or “I’m not interested in politics.”**

- It is easy to become disillusioned about politics or to feel powerless in our system. However, the reality is that decisions made by elected officials directly affect all of us in the building industry. PACs are an integral part of our democratic system and a very effective way for citizens to have a real impact. BUILD-PAC gives us a voice in the political process and help us educate and elect candidates who truly understand and care about the issues important to us.

## **“I don’t like certain candidates or parties the BUILD-PAC supports.” or “I only want my money to go to candidates who support/oppose (any social issue).”**

- The purpose and focus of the BUILD-PAC is on specific, non-partisan issues that are directly related to the building industry. The PAC makes contributions based on criteria very specific to builders and our business operations. Party affiliation is not one of the criteria the PAC uses when determining which candidates merit the PAC’s support.

## **“I can’t afford it.” or “I can’t give enough money to make a difference.”**

- Economic times are tough, but we really can’t afford NOT to participate in the PAC. The PAC is a key part of our Government Relations strategy as it helps to educate federal candidates about our important issues. You don’t have to contribute much to make a real difference – every dollar contributed to the PAC makes a big difference! There is power in numbers and in the 2023 -2024 Cycle, BUILD-PAC raised nearly \$3.4 million.

## **“I prefer to make political contributions on my own.”**

- We encourage and applaud your efforts to be involved in the political process. Unfortunately, elected officials simply do not have the time to give every individual contributor the attention they deserve. On the other hand, your contribution to BUILD-PAC gives us a much higher profile with the candidates we support. The candidates recognize that a contribution from the BUILD-PAC represents the personal voluntary contributions of thousands of NAHB members and that carries a lot of weight.

# State Fundraising Goals

The overall BUILD-PAC fundraising goal for the 2025-2026 cycle is **\$3.5 million**.

Each two-year election cycle, BUILD-PAC establishes a fundraising goal for every state. This goal is based on housing permits, membership numbers, and a percent of the overall BUILD-PAC fundraising goal. State goals are based on a formula developed by NAHB's Economics Department.

## State Goal Formula:

Calculate percentage of permits. The number of state housing permits = % of overall U.S. Permits (A)

Calculate percentage of membership. The number of NAHB members in the state = % of Total NAHB Membership (B)

Add the two percentages together. (A)% + (B)% = Total %

Multiply total percentage by the BUILD-PAC overall goal (\$3.5 Million) and divide by 2

Total % x \$3,500,000 / 2 = (State Goal)

# 2025 - 2026 State Fundraising Goals

State	Fundraising Goal	State	Fundraising Goal
Alabama	\$141,582.94	Montana	\$27,622.17
Alaska	\$7,989.03	Nebraska	\$19,717.51
Arizona	\$72,808.44	Nevada	\$26,106.99
Arkansas	\$29,723.21	New Hampshire	\$14,813.29
California	\$140,723.64	New Jersey	\$63,216.23
Colorado	\$62,109.52	New Mexico	\$33,404.32
Connecticut	\$22,581.86	New York	\$90,557.73
Delaware	\$14,936.57	North Carolina	\$339,653.24
Florida	\$266,636.67	North Dakota	\$22,032.62
Georgia	\$139,517.89	Ohio	\$76,524.62
Hawaii	\$9,933.50	Oklahoma	\$43,492.01
Idaho	\$42,347.05	Oregon	\$50,240.17
Illinois	\$38,398.44	Pennsylvania	\$88,039.78
Indiana	\$63,397.57	Rhode Island	\$8,194.11
Iowa	\$45,527.37	South Carolina	\$87,992.14
Kansas**	\$35,187.87	South Dakota	\$35,611.21
KC HBA**	\$12,044.10	Tennessee	\$108,921.08
Kentucky	\$68,040.68	Texas	\$362,660.02
Louisiana	\$81,329.39	Utah	\$69,619.76
Maine	\$10,264.43	Vermont	\$5,440.23
Maryland	\$37,341.63	Virginia	\$81,311.05
Massachusetts	\$36,721.41	Washington	\$163,684.16
Michigan	\$93,408.71	West Virginia	\$11,719.35
Minnesota	\$38,853.17	Wisconsin	\$83,711.29
Mississippi	\$26,005.75	Wyoming	\$4,979.54
Missouri**	\$43,324.53	<b>Total:</b>	<b>\$3,500,000.00</b>

# Know the Law

- BUILD-PAC is **regulated by the Federal Election Commission (FEC)**.
- **Only individual dues paying members** of NAHB can be solicited for BUILD-PAC contributions. Solicitations to the general public are prohibited.
- **Only personal checks or credit cards** are accepted by BUILD-PAC.
- Checks from **LLCs, LLPs and sole proprietors NOT taxed as corporations may be accepted** by BUILD-PAC as long as they also submit an attribution form stating that the contribution is from his/her personal account. BUILD-PAC staff can send you the attribution form and a copy can be found at the end of this Toolkit.
- Contributions **cannot be reimbursed by an employer**. Corporate contributions to BUILD-PAC are prohibited by law.
- **Contributions are not tax deductible**.
- **Foreign nationals cannot contribute** to BUILD-PAC. BUILD-PAC can only accept contributions from U.S. citizens and foreign citizens lawfully admitted for permanent residence (green card holders).
- The **maximum contribution allowed is \$5,000** annually per individual.
- **Contributions to BUILD-PAC are completely voluntary**.
- Federal law requires PACs to **report the name, mailing address, occupation, and employer for each individual**.
- The below **disclaimer needs to be on all solicitations and invitations**:

*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 BUILD-PAC contributions exceed \$200.00 in a calendar year. Foreign nationals cannot contribute to BUILD-PAC.*

- **Checks must be signed by the person making the contribution**. If your spouse signs your check, you and your spouse will need to sign a form attributing the contribution to you. BUILD-PAC staff can send you the attribution form and a copy can be found at the end of this Toolkit.
- A contribution can not be made in the name of another person.

- The FEC requires that all contributions of \$50 or less must be sent to BUILD-PAC within 30 days; contributions over \$50 must be received within 10 days.
- Cash contributions cannot exceed \$100 annually and anonymous contributions cannot exceed \$50. Do not send cash through the mail. Convert it to either a cashier's check or a money order. A cashier's check or money order must be sent with a list of contributors and all required reporting information.
- The FEC's One Third Rule states: the value of a prize/gift to a PAC contributor cannot exceed one-third of the amount contributed to BUILD-PAC.
- Proceeds from an event can not be used to pay for event costs. BUILD-PAC has a reimbursement program to help defray expenses. See Page 20 for more information

## The FEC's One-Third Rule

Federal law allows associations to pay for costs incurred in the establishment, administration and solicitation of contributions to its own PAC.

The FEC's One-Third Rule requires the cost of prizes NOT to exceed one-third of the money contributed to the PAC as a result of the raffle, auction or giveaways.

Food and beverages are not subject to the FEC's One-Third Rule.

## Examples of One-Third Rule

- **Prizes, Giveaways, and Raffle Items:** All prizes and giveaways at a BUILD-PAC event, including raffle items, must comply and may not exceed one-third of the money raised at an event.
  - *Example A:* NAHB offers a \$1,500 computer as the prize for a raffle to raise money for BUILD-PAC. As long as the raffle raises at least \$4,500, it is in compliance with the One-Third Rule.
  - *Example B:* BUILD-PAC wants to give every \$1,000 contributor a pen and pencil set worth \$100. One-third of \$1,000 is \$333.33. Because the set costs only \$100, the One-Third Rule has been complied with.
- **Auction Items:** All auction items must not exceed one-third of money raised at the event.
- **Golf Outings:** The value of greens fees plus any giveaways are subject to the One-Third Rule. For this reason, BUILD-PAC advises against golf outings. It is best to hold an HBA golf outing in conjunction with a post-play reception in support of BUILD-PAC.

# BUILD-PAC Champions

The BUILD-PAC Champions program is designed to recognize, support and thank our most successful fundraisers. Are you a BUILD-PAC advocate at the state and local level? Do you recruit new BUILD-PAC members? If so, you are a future BUILD-PAC Champion!

## How to Become a Champion

- Recruit new donors.
- Raise a total of \$10,000 in **NEW** money between 2025-2026.
- Make sure that all the donors you recruit indicate that you recruited them, if we don't know we can't give you the credit!
- All aspiring BUILD-PAC Champions **MUST** register for the Champions program. For BUILD-PAC staff to properly track contributions you've raised, register for the program online **AND** make sure that all donors list your name in the "Recruited by" section located at the bottom of the contribution form (Located at the end of this Toolkit).

## What Benefits Come with Being a BUILD-PAC Champion?

- Exclusive access to the Capitol Club hospitality suite during NAHB's International Builders' Show (IBS).
- Invitation to the Capitol Club dinner during IBS to be recognized and thanked.
- Name recognition at NAHB's annual board meetings.

## What is Considered New Money for BUILD-PAC?

- NAHB members who have never contributed to BUILD-PAC.
- NAHB members who did not contribute the previous year.
- NAHB members who upgrade their contribution amount.

# Donor Clubs & Benefits

BUILD-PAC consists of three high donor clubs, Capitol Club, Platinum Club, and Gold Key Club. Members of NAHB can contribute at these club levels and receive benefits at IBS and Spring Leadership Meeting. Each club consists of payment plan options. Donors have the option to be placed on autorenewal or invoice payment plans.

## Capitol Club

### **Payment Options:**

- \$5,000 annually
- \$1,250 quarterly
- \$416.67 monthly

**Members 45 and under** receive all the benefits of Capitol Club at a discounted price of \$2,500 annually, \$625 quarterly, or \$208.33 monthly.

### **Benefits:**

- Capitol Club lapel pin.
- Special name recognition during NAHB's annual board meetings
- Invitations to private receptions and dinners held during NAHB's International Builders' Show (IBS) and the Spring Leadership Meeting.
- Access to a private hospitality suite during NAHB's annual board meetings at IBS and Spring Leadership, offering breakfast, lunch and a full open bar.
- Complimentary roundtrip airport transportation during IBS and the Spring Leadership Meeting.
- VIP seating for two at the IBS Opening Ceremonies.
- Exclusive email communications and political updates.



## **Platinum Club**

### **Payment Options:**

\$2,500 annually

\$625 quarterly

\$208.33 monthly

### **Benefits:**

- Platinum Club lapel pin.
- Special name recognition during NAHB's annual board meetings.
- Access to a private hospitality suite during the International Builders' Show (IBS) offering breakfast, lunch and a full open bar.
- Invitations to exclusive receptions and events held during IBS and the Spring Leadership Meeting.
- Complimentary roundtrip airport transportation during IBS.
- Exclusive email communications and political updates.

## **Gold Key Club**

### **Payment Options:**

- \$1,000 annually

- \$250 quarterly

- \$83.33 monthly

### **Benefits:**

- Gold Key Club lapel pin.
- Special name recognition during NAHB's annual board meetings.
- Invitations to exclusive receptions and events held during NAHB's International Builders' Show (IBS) and Spring Leadership Meeting.
- Access to a private hospitality suite during IBS: a great place to relax and grab a drink.
- Exclusive email communications and political updates.

# Fundraising Tips and Ideas

## Tips for a Successful Fundraising Event

- Determine a price point that works for your membership.
- Check availability that doesn't conflict with other HBA events.
- Establish a point of contact for coordinating the event.
- Draft a fundraising plan and goal.
- Secure personal commitments prior to event.
- Think about special guests who could draw an audience.
- Educate your potential investors prior, during and after your event.
- MAKE THE ASK! Don't assume you know the answer! – You never know if someone is interested in investing in BUILD-PAC until you ask!

## Fundraising Event Ideas

- Barbecue or Chili Cook-off
- Bowling
- Cocktail Reception
- Congressional Update
- Dinner Cruise
- Fishing Trip
- HBA Luncheon
- HBA Meeting Reception
- Holiday Party
- Clay Shooting
- Legislative Breakfast/Briefing
- Major/Minor League Baseball, Basketball, Football or Hockey Game
- Officer Installation Banquet or Reception
- Oktoberfest Party
- Pickleball Tournament
- Pizza and Politics
- "Post Play" Golf Tournament Reception
- Scotch & Cigar
- Silent Auction
- Tailgate Party
- Wine Tasting

# Staff Assistance for Events

Each state has an assigned BUILD-PAC fundraising manager. Please see the BUILD-PAC staff contact page for your state fundraising manager's contact information. Your fundraising manager is available to provide event planning, logistical support and on-site management throughout the planning process of hosting a BUILD-PAC fundraising event. These services are provided to state and local associations and are encouraged for any event, big or small.

## **Fundraising Managers can help you with the following:**

- Invitation design
- BUILD-PAC brochures
- Past and current contributor lists from your state or local HBA
- Giveaways such as stickers, pens, koozies, hats, etc.
- Prizes such as: ,golf balls, notebooks, umbrellas, etc
- BUILD-PAC state reports
- Tracking RSVPs and contributions
- Send a list of federal candidates we have supported in your state

## **Special Guests**

NAHB Senior Officers, BUILD-PAC Officers and staff can travel subject to schedules to events with enough notice. They can give updates on what is happening in Washington, and discuss the importance of BUILD-PAC and being part of the political process. Request a Special Guest through the Event Notification Form on our website.

# Fundraising Incentives

## Expense Reimbursement Program

BUILD-PAC has an expense reimbursement program for state and local associations that host events. To qualify for an expense reimbursement, your association must notify your BUILD-PAC fundraising manager six weeks prior to the event. It also must send in all contributions within the legal timeframe of 10 days after the event.

Up to \$3,000 may be reimbursed to an association if it raises double this amount in new money. For example, if a state raises \$5,000 in new money through an event, BUILD-PAC will reimburse up to \$2,500 in expenses.

All receipts must be submitted to be eligible for reimbursement. Renewals of high donor club members do not qualify as new money. NAHB can reimburse for most event needs, as well as food and beverage costs. Please see the "One-Third Rule" found in the Legal section.

## Splitback Program

The splitback program allows BUILD-PAC to give money back to the states that go above and beyond their fundraising goal. A state receives half of all additional funds raised over the goal. For example, if a state's goal is \$10,000 and it raises \$15,000, it will receive a \$2,500 check written to the state HBA.

Once a state has exceeded its fundraising goal, the BUILD-PAC Board of Trustees will review and approve splitback amounts at the next BUILD-PAC Board of Trustees meeting. Once approved, the state trustee must request the splitback check from BUILD-PAC staff in writing.

# BUILD-PAC Forms

## BUILD-PAC Contribution Form

- ***When should I use the contribution form?***
  - Please use the contribution form for all personal contributions to BUILD-PAC. This form can be used at state fundraising events or to make your personal contribution to BUILD-PAC.

## BUILD-PAC Attribution Form

- ***When should I use the attribution form?***
  - Only personal checks or credit cards are accepted by BUILD-PAC. Checks from LLCs, LLPs and sole proprietors **NOT** taxed as corporations ***may be accepted by BUILD-PAC as long as the donor also submits an attribution form stating that the contribution is from his/her personal account.***

If you have any further questions, please reach out to Mackenzie Shoemaker at [mshoemaker@nahb.org](mailto:mshoemaker@nahb.org).

*\*\*Forms are on the following two pages.*