



## CalRETAILERS: Your Best Investment

The California Retail Association is the voice of the retail industry in California. Joining CRA's **CalRETAILERS** PAC is one of the best investments your company can make!

As policy and regulations are debated in California, now more than ever, CRA is advocating for a robust business climate in the state.

Fortunately, we do not have to wage the fight alone. Successful advocacy depends on an integrated approach, consisting of lobbying, grassroots activity and political action. **CalRETAILERS** supports candidates for state and local office who share CRA's philosophy of ensuring California is focused on **CONSUMERS • ECONOMY • JOBS**. **CalRETAILERS** financially supports retail-friendly candidates for elected office.

Retail plays a major role in the state's economy and directly affects the quality of life for Californians. The actions of government in areas such as employee benefits, minimum wage, taxes and environmental regulation have a significant impact on the health of business and that's why it's crucial for the interests of the retail industry to be represented as public policy is developed.

CRA is an effective voice for retail, but to continue our advocacy success, which is important to our members, we must increase our ability to support candidates who are philosophically aligned with our positions. **CalRETAILERS** is a separate entity formed by members of CRA to make contributions to candidates for California's elected office and is an essential component of our overall strategy which includes active involvement of our member in legislative districts and local jurisdictions and effective persuasion by our advocates in the State Capitol and in City Halls across California.

### The Retail Business Industry Needs Political Leverage Now More Than Ever!

Due to the fast-changing policy landscape, the **threats** and **opportunities** to the retail industry is greater now than ever before, **CalRETAILERS** offers an alternative voice to promote the issues important to CRA members.

Our priorities include developing and supporting candidates who share our commitment to:

- ✓ Consumer Protection
- ✓ Regulatory and Legislative Advocacy
- ✓ Economic Vitality
- ✓ Organized Retail Crime reform
- ✓ Workforce Development
- ✓ Environmental Sustainability

**Help CRA protect the retail industry in California. Contribute to CalRETAILERS Today!**

# CaIRETAILERS CONTRIBUTIONS LEVELS

## Executive Level –

- ✓ Opportunity to service on the **CaIRETAILERS** Board;
- ✓ Opportunity to provide direction on political contributions;
- ✓ Invitations to exclusive PAC events;
- ✓ **CaIRETAILERS** Political Insider Newsletter;
- ✓ Exclusive briefings from political insiders on local and state elections.

## Platinum –

- ✓ Opportunity to provide direction on political contributions;
- ✓ Invitations to PAC events;
- ✓ **CaIRETAILERS** Political Insider Newsletter

## Gold –

- ✓ Invitations to select PAC events;
- ✓ **CaIRETAILERS** Political Insider Newsletter

**PAC Member** – Invitations to local PAC events; **CaIRETAILERS** Political Insider Newsletter

## JOIN TODAY! USE YOUR VOICE TO IMPACT PUBLIC POLICY IN CALIFORNIA

- ✓ Download the CaIRETAILERS PAC contribution form and email to [cra@calretailers.com](mailto:cra@calretailers.com)
- ✓ Call the California Retailers Association to contribute by phone at: (916) 443-1975
- ✓ Mail your contribution to: 1121 L Street, Suite 607, Sacramento CA 95814 c/o PAC Manager