

# RPAC Major Investor Grant Application for State and Local Associations Application

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**Submitted By:** cadefowler@lubbockrealtors.com

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**First Name:** Cade

**Last Name:** Fowler

**Contact Title:** Association Executive

**Contact Email:** cadefowler@lubbockrealtors.com

**Contact Phone:** 8067959533

**Association:** LUBBOCK ASSOCIATION OF REALTORS® INC

**Association ID:** 8120

**Address 1:** 6510 70th Street

**Address 2:**

**City:** Lubbock

**State:** TX

**Zip:** 79424

**Association Executive First Name (if different from above):**

**Association Executive Last Name (if different from above):**

**Association Executive Contact Email (if different from above):**

## RPAC Chair:

**RPAC Chair First Name:** Melinda

**RPAC Chair Last Name:** Randall

**RPAC Chair Email Address:** melindarandall@live.com

**RPAC Chair Company::** BOLD Real Estate Group

**RPAC Chair Address 1:** 2002 Judson Rd

**RPAC Chair Address 2:**

**City:** Longview

**State:** TX

**Zip:** 75605

## Major Investor Event Information

**Total Amount to Raise at Event:** \$5,000

**Major Investor Event Goal:\* :** 15,000

**Proposed Date::** 2024-02-22

**Alternate Date 1:** 2024-02-23

**Alternate Date 2:** 2023-02-23

**Approximate Start and End Time For Event::** 6:30 p.m.

**Event Location:** Lubbock Country Club, 3400 Mesa Rd, Lubbock TX, 79403

## Section 1: RPAC History and Goals

**1a. 2024 State Major Investor Goal :** 1,535

**1b. What is your 2024 RPAC budget for direct fundraising expenses?:** \$0

**2024: # of Major Investors:** 3

**2023: # of Investors:** 76

**2024: # of Members:** 1,737

**2023: # of Members:** 1,609

2024 Soft Receipts: 27,377

2023 Soft Receipts: 143,882

2024 Hard Receipts: 3,020

2023 Hard Receipts: 56,310

**Please explain your ongoing RPAC Major Investor & President's Circle fundraising activities, RPAC education and recent RPAC related events.:** Our most recent fundraiser was TREPAC for Turkeys, where members invested in TREPAC and then TREPAC made a donation to our South Plains Food Bank. We raised \$30,000 from this event. We have had a lot of success recruiting new Presidents Circle Members, and now have 11 total. We highlight all our RPAC Hall of Fame Members, Major Investors and President's Circle Members in our newsletter, where we are in our fundraising goal, and what our participation percentage is. We also do A-Team office visits, where members or our Governmental Affairs/TREPAC Committee go to office meetings and talk about TREPAC/RPAC fundraising and legislative issues.

## Section 2: Major Investor Fundraising Initiative Details

Goal to Raise: \$15,000

Attendees Goal\*: 15,000

# of Major Investors to enroll\*: 15

**2b. Please explain, in detail, the type of event you are planning. Include event plan, time and location, guest target market, and any additional comments you would like RPAC Leadership to review.\*:** Our event is an exclusive event with a target of Top Producers, Board of Directors, Committee Chairs, Property Managers and Commercial Agents. It will be held at the recently renovated Lubbock Country Club. We will have some long-time Major Investors and Presidents Circle members to help recruit in attendance. The event will be from 6:30 - 9:00 p.m. with a plated dinner with a choice of steak or salmon. 2023 TREPAC Chair Ben Rodriguez has been confirmed as well as Gloria Cannon.

**2c. Please list the Association Members who have agreed to serve on the Host Committee, or who you are targeting to serve on the Host Committee. (Best Practice: Host Committee Members should be Major Investors or pledge to step-up by the event.)\* :** Rich Eberhardt, TREPAC Trustee - 2024 Texas REALTORS Chair Jef Conn - Andrea Sturdivant - Chanda White - Tony Lloyd - Michael Hutton

**2d. Have you contacted your State's Major Investor Council (MIC) Representative? If you don't know who your state's representative is, please [click here](#) and reach out to them ASAP.:** Yes

**2e. Please itemize anticipated expenses for the entire fundraiser. Be advised that customized printed materials and Non-Member Speakers are not eligible for reimbursement through the program.:** \$4,250 - Food and beverage cost at \$85 per person, anticipate 50 attendees.

**2f. Have you held this type of an event in previous years?:** Yes

## 2023 Event Details

## 2022 Event Details

## Section 3: Major Investor Event Grant History

**3a. Please describe any previous year's Major Investor Event detailed above.\* :** Our 2021 event was one of our most successful in recruiting new Major Investors, which was held at our city's then, brand-new Buddy Holly Hall, which is a performing arts center with a state-of-the-art performance hall, restaurant and meeting space, which was a very attractive draw for attendees. Our 2022 event was also successful for new Major Investors, but where it really excelled was in recruiting new President's Circle Members. We gained 4 new PC members that went to the 2023 PC Conference. 2023 was also a success for us in that we gained 18 new Major Investors by the end of the year.

**3b. Please explain any best practices used in the past events. How do you plan on improving this year?:** We have found that a personal contact to get people to the event is the key, which is part of our plan. We always have testimonials from new Major Investors and PC Members, which helps to get people to that next level. We strategically seat potential new investors with TREPAC and RPAC leadership, which

helps in recruiting.

## Section 4: Event Requests

**4a: What is the closest airport to your event?:** LBB

**4b: Will the speaker need to rent a vehicle to travel to the event?:** No

**4c: What is the best/closest hotel to your event?:** The Overton Hotel

**4d: Is there a specific theme/attire for your event?:** Purple is the New Gold

**4e. A Representative is required as part of your reimbursement, do you have a speaker already secured? :** Yes

**If Yes: Please state Who and their Position:** : Gloria Cannon, Major Investor Council Chair

**If No: Would you like to request an NAR national speaker?:** No

**If Yes: Do you have a speaker preference? :** N/A

**4f. Please list any additional notes for the approval committee's reference, here::** Our Major Investor events have been crucial to building a strong local PAC culture. We set another high-water mark in 2023 at over \$200,000 raised. We appreciate the Major Investor Grant as it will help us to keep our momentum for continued fundraising success.

## Section 5: Acknowledgement & Signature

**I have read and reviewed the Major Investor Event Guidelines. I pledge to send 30% of everything raised at this event to NAR. My signature below serves as acknowledgement of these policies, and an understanding of the program's expectations\*:** Yes

**I understand that in order to get reimbursed the event must commit to raise, on average, \$500.00 per attendee of NEW money! New money is defined as investors that have not been Major Investors before and invest at one of the Major Investor levels (Sterling R Crystal R, Golden R, Platinum R), or investors that step up to higher levels of major investment (e.g. Sterling R steps up to Crystal R or Golden R etc., or a Major Investor becomes a President's Circle member).\*** Yes

**I understand that the purpose of the Major Investor event is to increase the number of Major Investors! This is NOT an appreciation event. Appreciation events are the responsibility of the State and Local associations. :** Yes

**I understand that a component of the Major Investor event MUST be devoted to President's Circle in order to get reimbursed. A portion of the agenda must be devoted to President's Circle, and incorporate the President's Circle Overview Document.:** Yes

**I understand that there is an enrollment dialog and a checklist established for a reason and I agree to distribute both to my Host Committee and make sure that the enrollment dialog and checklist are utilized. If I am asking current investors to "bring a friend" to our event, I will make sure that we distribute the enrollment dialog to our current investors so invitees are aware of the purpose of our event.:** Yes

**State and local REALTOR® associations shall only use resources provided by the NAR REALTOR® Party Program within their association's territorial jurisdictions as set by NAR.**

**Does the proposed activity adhere to the stated requirement?:** Yes

***I understand that any deviation from the above requirements must have prior written approval by NAR or the cost of the event may not be reimbursed.***