

# RPAC Fundraising Grant Application for State and Local Associations Application

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**Association:** BISMARCK MANDAN BOARD OF REALTORS®

**Association ID:** 5815

**Address 1:** 1616 Capitol Way

**Address 2:**

**City:** Bismarck

**State:** ND

**Zip:** 58501

**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:** Lisa

**RPAC Chair Last Name:** Liken Monroe

**RPAC Chair Email Address:** lisalikenmonroe@gatecitybank.com

**RPAC Chair Company::** Gate City Bank

**RPAC Chair Address 1:** 304 East Rosser Ave

**RPAC Chair Address 2:**

**City:** Bismarck

**State:** ND

**Zip:** 58501

## Fundraising Grant Application

**Amount Requested:** \$5,000

**Goal to Raise:** \$46,983

**Proposed Date:** 2024-11-14

By submitting this fundraising grant request, you verify the activity contemplated in the request is legally permissible in your state and/or municipality. If necessary, you contacted legal counsel and obtained proper clearances to move forward with the requested activity.: Yes

## Section 1: RPAC History and Goals

Please note: Number of members is based on the official NAR membership count taken the previous year on October 31.

**2022: # of Members:** 517

**2023: # of Members:** 511

**2024: # of Members:** 504

**2022: # of Investors:** 244

**2023: # of Investors:** 228

**2024: # of Investors:** 93

**2022 Participation Percentage:** 47

**2023 Participation Percentage:** 45

**2024 Participation Percentage:** 18

**2022 Total Receipts:** \$51,434

**2023 Total Receipts:** \$47,586

**2024 Total Receipts:** \$9,554

2022 % to Goal: 113

2023 % to Goal: 105

2024 % to Goal: 5

**1b. How many members of NAR's Major Investor Program do you have?**

2023 President's Circle: 0

2022 President's Circle: 0

2023 Platinum R: 0

2022 Platinum R: 0

2023 Golden R: 0

2022 Golden R: 0

2023 Crystal R: 4

2022 Crystal R: 5

2023 Sterling R: 14

2022 Sterling R: 14

**1c. Please explain your ongoing RPAC fundraising activities, RPAC education and recent RPAC related events.:** Education on RPAC with members is ongoing throughout the year with RPAC information regularly shared in our Weekly Update. The importance of RPAC is also shared at our Member events by our RPAC Committee Chair and Vice Chair. RPAC Brochures as well as QR codes for members to contribute are on the tables at several of our member events. We are holding our annual RPAC Auction and Social in March. This is one of the biggest fundraisers we hold for RPAC. In addition, we will be holding a phone bank in the summer to follow up with Members that have not yet invested as well as those who regularly invest but have not made their regular contribution. The committee will be identifying members to potentially move up their contributions to the next level. As part of the phone bank, we offer incentives such as get your name in a drawing for giving at a certain level, being a first-time investor, moving up your contribution level, etc.

## Section 2: Fundraising Initiative Details

**2a. Grant Request:** \$5,000

**2b. Goal to Raise Through Grant:** \$20,000

**2c. Please explain, in detail, the type of event or initiative you are planning. Include promotional activities, time and location, target audience and fundraising activities.:** We are planning an RPAC Social and Auction at the end of March. The theme for the auction this year is "The Movies". As part of the event, we will be having a fun trivia competition between tables and the questions will be a mix of RPAC/Issues and movie/cinema topics. As part of the live auction, we have a professional auctioneer run the live auction. Part our program portion includes a President's Circle Member who is very passionate about RPAC, our State Association President and also our State Association's Lobbyist to speak about how critical the legislative races are in the upcoming primary and general election will be for Realtors. This event is our largest fundraiser. We also do phone bank in the summer to catch regular investors that may not have invested yet and to connect with those that have not invested.

**2d. Please itemize anticipated expenses for the entire fundraiser, even costs beyond the grant amount. (please note, the amount fields auto calculate)**

Venue Expense	\$750
Auctioneer	\$750
Food	\$3,000
Prizes (Phone Bank	\$1,500
Decor	\$200
Expense Description 6	\$0
Expense Description 7	\$0
Expense Description 8	\$0
Expense Description 9	\$0
<b>Total</b>	<b>\$6,200</b>

**2e. Please explain, in detail, the fundraising plan to raise three times the grant amount. For instance, expected solicitable attendees, ticket price, needed ticket sales, Major Investor plans, strategies to convert non-investors. You may attach supporting documents.:** We encourage Realtors and spouses to attend. There is no charge for Realtors (500), spouses and guests pay \$20 to attend. During the event this year, in an effort to entice new investors, we will have a buy it now fundraiser, to purchase a small box that may or may not have a prize or gift card contained within it for a set investment amount. Our RPAC Committee plans to get on the phones to target and invite agents in the business 5 years or less and personally invite them to the event to learn about RPAC and the importance to their livelihood. Our speakers for the evening We are looking for 10-14 major investors from the auction event. If we don't get them at this event, we will follow up with a targeted effort from our RPAC Committee during our phone bank that will be held in August.

## Supporting Documents

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

## Section 3: Partnership Grant History

**3a. 2023 Grant**

2023 Grant Amount : \$5,000

2023 Grant Amount Raised: \$28,767

**3b. 2022 Grant**

2022 Grant Amount : \$5,000

2022 Grant Amount Raised: \$28,245

**Please explain any lessons you have learned from past Partnership Grant events/initiatives. How will you improve this year?:** This past year, we shared more with members about the local impact of their RPAC/Issues investments. This certainly has resonated with our members. As we looked at these past events and who is attending, a more concentrated effort will be made to reach those members who have been agents 5 or less and do more personal outreach to that group of members. 2024 is an election year and there are some very critical issues that are either in the signature gathering phase or will be on the ballot in the Fall. In addition, legislative races will also be very critical for issues affecting the industry. We will continue to communicate the wins and the impact of members investments in RPAC and Issues.

## Section 4: Additional Comments

**Additional Comments:** y

**Please summarize your grant application to look like the example summary below.:** We are a small association requesting a \$5,000 grant to raise \$25,000 between our annual RPAC auction and phone bank. Our annual auction event includes speakers to share the impact and importance of investing in RPAC. To entice new investors, we will be adding a buy it now opportunity to win a prize with an investment at the auction event. For the auction and phone bank events, the RPAC Committee will working on targeted communications and outreach to different member segments to encourage new and step-up investments in RPAC. In addition, the importance of RPAC will continue to be shared with Members at events and in our Weekly Update Newsletter to members. Our association received a grant in 2023 and we raised \$28767. We also received a grant in 2022 and raised \$28245.

**Required: (please select one)**

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

## Section 5: Agreement & Signature

***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.***