

RPAC Fundraising Grant Application for State and Local Associations Application

Status: Submitted

Date Submitted: 2020-04-28 13:45:35

Submitted By:

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Association: WARREN AREA BOARD OF REALTORS®

Association ID: 6795

Address 1: 345 High St N E

Address 2:

City: Warren

State: OH

Zip: 44481-1223

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: Pauline

RPAC Chair Last Name: Kurtz

RPAC Chair Email Address: paullinekurtz@kw.com

RPAC Chair Company:: Keller Williams Chervenik

RPAC Chair Address 1: 5026 Hoffman Norton Rd.

RPAC Chair Address 2:

City: Bristolville

State: OH

Zip: 44402

Fundraising Grant Application

Amount Requested: \$5,000

Goal to Raise: \$15,000

Proposed Date:

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: 348

2023: # of Members: 329

2024: # of Members: 313

2022: # of Investors: 127

2023: # of Investors: 145

2024: # of Investors: 121

2022 Participation Percentage: 36

2023 Participation Percentage: 44

2024 Participation Percentage: 39

2022 Total Receipts: \$19,796

2023 Total Receipts: \$21,635

2024 Total Receipts: \$3,006

2022 % to Goal: 100

2023 % to Goal: 100

2024 % to Goal: 68

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: 0

2022 Crystal R: 0

2023 Sterling R: 7

2022 Sterling R: 8

1c. Please explain your ongoing RPAC fundraising activities, RPAC education and recent RPAC related events.: We have always been very successful at communicating to members the importance of RPAC and how it not only affects the industry but them as individual REALTORS®. We start Orientation with an introduction to RPAC for each new member. We keep members up to date with RPAC issues by monthly newsletters, emails and information at our monthly meetings. We especially emphasize the importance of RPAC by communicating the ways politics affect purchasing a home and impact a realtor's commissions. CEO Roberta Hiller has attended the REALTOR® Party Training conducted by the Ohio REALTORS® in Columbus, OH.

Section 2: Fundraising Initiative Details

2a. Grant Request: \$5,000

2b. Goal to Raise Through Grant: \$15,000

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 plan to hold our annual Dinner Auction event on Tuesday, September 15, 2020 at DiLucia's Banquet Center located on Elm Rd. in Warren, Ohio 44483 from 6 PM till 10 PM. We will have THREE (3) different types of Auction's. 1- Mystery Auction on any items with low values. 2 - Silent Auction on any items with medium values. 3rd - Live auction which we will have any highly desired items/ Vacations/Technology items/ Expensive items. We will ask for member donations for the first 2 groups. The middle items normally come from affiliates or local community donations. The last group will be purchased mostly from the money that we have budgeted for along with the RPAC Grant. We will promote by email and newsletter to members and affiliates. The target audience is always our local members and affiliates. We will also include special pricing for additional Mystery Auction tickets for members to purchase. This year we are starting our efforts early in the hopes that many will pre-pay for door specials that will allow them to spend more money on the night of the event.

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

Food	\$2,600
MarketingSignage/Printing	\$500
Money for Items	\$3,000
Expense Description 4	\$0
Expense Description 5	\$0
Expense Description 6	\$0
Expense Description 7	\$0
Expense Description 8	\$0
Expense Description 9	\$0
Total	\$6,100

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.:

The last five years we donated the ticket cost for each person who attended the event as an RPAC Donation on their behalf. This year we plan on offering the same "Capital Club" offer plus some higher costs ticketing levels. We will again hold a silent auction for mid to medium valued items along with a Mystery Auction for smaller more inexpensive items. The Big event of the night will be for the big ticket items of donated trips/Laptops/Cameras/Purses and the more valued high tech items people have come to expect. The pricing for Mystery Auction will be the more you buy the more you will save. One sheet of 26 tickets for \$10. Two Dinner event tickets, 4 sheets of Mystery Auction tickets, 1 Door Prize Ticket, One Spirit Raffle ticket and 3 REALTOR for the Year tickets for \$125. This type of pricing allows us to move members up into state recognized categories that they may have done so by donating on their own at different times. Once we get them to donate at a certain level, the rest is a plus to add to their total donation. We will also sell off "REALTOR for a Year" tickets - one for \$25 three for \$50. We also gave one ticket for "REALTOR for a Year" for each member that donated \$25 with their dues payments. We are also doing a Major Investor package again this year. For a \$300 upfront payment and a commitment of an additional \$700 the night of the Auction, they will receive 4 Dinner event tickets, 8 sheets of Mystery Auction tickets, One Spirit Raffle Ticket, 2 Door Prize Tickets and 6 REALTOR for the Year tickets.

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: \$17,980

3b. 2022 Grant

2022 Grant Amount : \$5,000

2022 Grant Amount Raised: \$15,445

Please explain any lessons you have learned from past Partnership Grant events/initiatives. How will you improve this year?: We have learned to offer "special" prepaid packages and sell prior to the event to raise more RPAC donations. We have committee members visit the offices during meetings.

Section 4: Additional Comments

Additional Comments: Please consider allowing the full amount of \$5,000.00 We focus on the big ticket items that our members want and if we can cover the food and venue costs (signage, marketing, print, etc.) then we can focus on purchasing the items that people will spend money on.

Please summarize your grant application to look like the example summary below.: Small local association requesting a \$5,000 grant to raise \$15,000 at our annual RPAC Auction on Tuesday, September 15, 2020 @ 6:00 p.m. at DiLucia's Banquet Center. The event will consist of dinner, mystery, silent, raffles and live auctions. We also conduct our general membership meeting, Election of 2021 Officers, 2019 RPAC Appreciation, 2020 President's Sales Club Recognition and 2019 REALTOR of the Year recognition. In 2019 the board received a \$5,000.00 grant and raised \$17,980.

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.