

RPAC Major Investor Grant Application for State and Local Associations Application

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Association: BIRMINGHAM AREA ASSOCIATION OF REALTORS® INC

Association ID: 1050

Address 1: 3501 Independence Drive

Address 2:

City: Birmingham

State: AL

Zip: 35209-5714

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

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

Association Executive Contact Email (if different from above): amanda@birminghamrealtors.com

RPAC Chair:

RPAC Chair First Name: chris

RPAC Chair Last Name: wood

RPAC Chair Email Address: Cwood@RealtySouth.com

RPAC Chair Company:: Realty South

RPAC Chair Address 1: 3232 Dundale Road

RPAC Chair Address 2:

City: Birmingham

State: AL

Zip: 35216

Major Investor Event Information

Total Amount to Raise at Event: \$10,000

Major Investor Event Goal:* : 10,000

Proposed Date::

Alternate Date 1:

Alternate Date 2:

Approximate Start and End Time For Event::

Event Location: On Tap 11967 Liberty Parkway, Vestavia AL

Section 1: RPAC History and Goals

1a. 2024 State Major Investor Goal : 163,868

1b. What is your 2024 RPAC budget for direct fundraising expenses?: \$17,950

2024: # of Major Investors: 0

2023: # of Investors: 27

2024: # of Members: 4,282

2023: # of Members: 4,282

2024 Soft Receipts: 120

2023 Soft Receipts: 69,401

2024 Hard Receipts: 177,282

2023 Hard Receipts: 119,792

Please explain your ongoing RPAC Major Investor & President's Circle fundraising activities, RPAC education and recent RPAC related events.: We are hosting a RPAC recruitment happy hour. To raise awareness, and educate our members about RPAC. We are also recruiting our members to become Major Investors. We are hoping to get at least 10 new investors and over 20 pledges.

Section 2: Major Investor Fundraising Initiative Details

Goal to Raise: \$10,000

Attendees Goal:*: 100

of Major Investors to enroll:* : 17

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.*: We are having an education recruitment mixer at On Tap in Birmingham, AL. It will be held March 17th 2021 from 2-5pm. We are asking Major Investors to bring others they know would be willing to step up and commit to becoming RPAC Major Investors. We are also looking at the list of association members that were close last year and inviting them to attend as well. The speaker giving the ask is none other than our Current RPAC Chairman Chris Wood.

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.)* : Keith Kelly, Patti Stone, Chris Wood, Hal Tillman,

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.: Building Rental - 500 Food & Beverage 2500

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.* : in 2019 we had the RPAC Recruitment Happy Hour at Dread River. It was an evening, black tie event that centered around education and recruitment. We had a host committee consisting of experience Major Investors who understood the importance of RPAC and shared the message with many now Major Investors.

3b. Please explain any best practices used in the past events. How do you plan on improving this year?: We had host invite members that they knew would like to become Major Investors. The host socialized with members before and after the "Ask" and it brought a lot of attention and attraction to becoming a Major Investor. This year we look to add a theme around St. Patricks day and we got a bigger venue to accommodate more members.

Section 4: Event Requests

4a: What is the closest airport to your event?: Birmingham International Airport

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?: Westin

4d: Is there a specific theme/attire for your event?: no

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: : Chris Wood, Major Investor and RPAC Chair 2021

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

If Yes: Do you have a speaker preference? : no

4f. Please list any additional notes for the approval committee's reference, here:: Thank you so much for the amazing resources you offer us at the Association. This year we look to have an amazing year and hope to double the MI's from last year

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.