

RPAC Fundraising Grant Application for State and Local Associations

Application

Status: Submitted

Date Submitted: 2024-06-04 20:36:23

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Association: HATTIESBURG AREA ASSOCIATION OF REALTORS® INC

Association ID: 5320

Address 1: 411 Classic Drive

Address 2:

City: Hattiesburg

State: MS

Zip: 39402

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: William

RPAC Chair Last Name: Thaggard

RPAC Chair Email Address: wcthaggard@realtystarnetwork.net

RPAC Chair Company:: Realty Star Network

RPAC Chair Address 1: 6214 US Hwy. 49, Suite 10

RPAC Chair Address 2:

City: Hattiesburg

State: MS

Zip: 39401

Fundraising Grant Application

Amount Requested: \$5,000

Goal to Raise: \$15,000

Proposed Date: 2024-07-18

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: 473

2023: # of Members: 476

2024: # of Members: 486

2022: # of Investors: 282

2023: # of Investors: 252

2024: # of Investors: 245

2022 Participation Percentage: 60

2023 Participation Percentage: 53

2024 Participation Percentage: 50

2022 Total Receipts: \$33,749

2023 Total Receipts: \$31,540

2024 Total Receipts: \$11,243

2022 % to Goal: 146

2023 % to Goal: 131

2024 % to Goal: 47

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

2023 President's Circle: 1

2022 President's Circle: 0

2023 Platinum R: -1

2022 Platinum R: 0

2023 Golden R: 1

2022 Golden R: 1

2023 Crystal R: 0

2022 Crystal R: 0

2023 Sterling R: 19

2022 Sterling R: 16

1c. Please explain your ongoing RPAC fundraising activities, RPAC education and recent RPAC related events.: Our RPAC fundraising activities include a time on the program agenda to explain what RPAC is and why members should get involved and contribute. We highlight local, state and national successes. We also provide this education to new members at their orientation class. Our enewsletter provides "talking points" and again, successes. We recognize those that are major investors at our general membership luncheons. We provide reserved parking spaces for major investors and let them proceed to the front of the buffet line at the meetings. We encourage Fair Share members to serve and contribute and give them special ribbons to wear if they have contributed. Our Brokerages compete to see who can get 100% participation in their offices.

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 are planning an event at our Zoo that will be called "RPAC Investor Safari" for members to attend. It will be a casual event on July 18, 2024 from 6:30 p.m. - 9:00 p.m. The event will be by invitation only for those who have invested in RPAC this year or have pledged to do so at the event. We hope by advertising and encouraging members, it will encourage them to invest and join us at the Zoo. We plan to use Aristotle to receive contributions. The targeted audience would be ALL members, but we will use more advertising toward past investors and Top Producers.

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

Venue (The Hattiesburg Zoo)	\$4,000
Food and Beverages	\$1,679
Bartender	\$100
Decorations	\$200
Special name tags	\$200
Invitations	\$200
Expense Description 7	\$0
Expense Description 8	\$0
Expense Description 9	\$0
Total	\$6,379

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.: All members will be invited to a special event at our local Zoo. In order to attend, however, they must have invested or committed to invest in RPAC. Ticket price is \$1,000. We will need to sell 15 tickets and plan to promote the value of investing in RPAC. We will have our State NAR Major Investor Representatives in attendance as well as the State President. They will be speaking about the importance of investing. In order to convert non-investors, we hope to make a personal invitation in addition to the special invitations that will be sent. This will be a fun and casual event and our Zoo will be the place to be on that night. We normally have about 25 to 30 in attendance, but this year we are hoping to double that number.

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: \$17,000

3b. 2022 Grant

2022 Grant Amount : \$2,000

2022 Grant Amount Raised: \$20,000

Please explain any lessons you have learned from past Partnership Grant events/initiatives. How will you improve this year?: We

continue to forge ahead and increase our goals and achieve new heights. The more education we can provide about RPAC, the better. When members understand this is about their career, and how the political process can affect their income, they to want to invest each year.

Section 4: Additional Comments

Additional Comments: We are a small, but growing Association requesting a \$5,000 grant to raise \$15,000 or more at a fun RPAC event. This fun event will be specifically for those that have already invested as a major investor this year, and those that have not invested as a major investor and would like to know more about the importance of investing. We encourage those wanting to move from a Fair Share contribution to a major donor contribution. The event will include small bites provided by the venue. All members will be invited to attend, but admission will be \$1,000 or more as a major investor. We will send out printed invitations, promote on our private Facebook group, and work with Aristotle to receive the investments. We have really been successful with these events, and would like to continue providing them in the future.

Please summarize your grant application to look like the example summary below.: We are a small, but growing Association requesting a \$5,000 grant to raise \$15,000 or more at a fun RPAC event. This fun event will be specifically for those that have already invested as a major investor this year, and those that have not invested as a major investor and would like to know more about the importance of investing. We encourage those wanting to move from a Fair Share contribution to a major donor contribution. The event will include small bites provided by the venue. All members will be invited to attend, but admission will be \$1,000 or more as a major investor. We will send out printed invitations, promote on our private Facebook group, and work with Aristotle to receive the investments. We have really been successful with these events, and would like to continue providing them in the future.

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.