

# RPAC Fundraising Grant Application for State and Local Associations Application

**Status:** Submitted

**Date Submitted:** 2021-05-19 06:42:02

**Submitted By:** ceocobb@cobbrealtor.com

**First Name:** Barry

**Last Name:** Arnold

**Contact Title:** CEO

**Contact Email:** ceocobb@cobbrealtor.com

**Contact Phone:** 7704223900

**Association:** COBB ASSOCIATION OF REALTORS®

**Association ID:** 2940

**Address 1:** 444 Manget Street

**Address 2:** Suite 100

**City:** Marietta

**State:** GA

**Zip:** 30060

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

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

**Association Executive Contact Email (if different from above):** ceocobb@cobbrealtor.com

## RPAC Chair:

**RPAC Chair First Name:** Ashley

**RPAC Chair Last Name:** Marlow

**RPAC Chair Email Address:** ashleymarlow23@aol.com

**RPAC Chair Company::** RE/MAX Unlimited

**RPAC Chair Address 1:** 5205 Stilesboro Road

**RPAC Chair Address 2:**

**City:** Kennesaw

**State:** GA

**Zip:** 30152

## Fundraising Grant Application

**Amount Requested:** \$1,500

**Goal to Raise:** \$4,500

**Proposed Date:** 2021-06-03

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:** 1,976

**2023: # of Members:** 20,155

**2024: # of Members:** 2,102

**2022: # of Investors:** 726

**2023: # of Investors:** 642

**2024: # of Investors:** 427

**2022 Participation Percentage:** 37

**2023 Participation Percentage:** 3

**2024 Participation Percentage:** 20

**2022 Total Receipts:** \$71,335

**2023 Total Receipts:** \$55,725

**2024 Total Receipts:** \$22,265

2022 % to Goal: 144

2023 % to Goal: 110

2024 % to Goal: 42

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

2023 President's Circle: 6

2022 President's Circle: 6

2023 Platinum R: 0

2022 Platinum R: 0

2023 Golden R: 4

2022 Golden R: 3

2023 Crystal R: 1

2022 Crystal R: 2

2023 Sterling R: 20

2022 Sterling R: 22

**1c. Please explain your ongoing RPAC fundraising activities, RPAC education and recent RPAC related events.:** We raise RPAC Funds through Dues Billing (\$12,750 so far this year), an annual Major Investor Event (this year's was held in April, delivering \$27,500 in MI pledges. 3 additional President's Circle Members, and one Member moving from Sterling to Crystal R), and then two more general funding raising events (this one, and then later in the year, a big auction event. We publicize and promote RPAC at Orientation, in our twice-monthly newsletter, in all social media outlets, at Membership Meetings, and on our Website.

## Section 2: Fundraising Initiative Details

**2a. Grant Request:** \$1,500

**2b. Goal to Raise Through Grant:** \$4,500

**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 organizing an event where admission price (\$25) and a Karaoke Contest are the basic fundraising vehicles, plus the sale of a few Auction items as well. The Karaoke contest will work like this: \$20 to make another attendee go up and sing a song of their choice, \$20 for that person to buy their way out of having to do that, \$10 to get other people to go up and sing with you, and \$50 to be fully exempt from singing for the whole event. We will promote through email blasts, social media, and Membership meetings. The event is being held at the Brickyard in Marietta, GA from 6 to 9 pm. A buffet dinner and one free drink come with the admission price. Our target audience is all Members, with a focus on the Major Investors who have not met their pledge yet.

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

Catering, Bar Tenders, Table Linens, other food/drink supplie	\$2,705
Drinks (purchased by the Association	\$500
DJ/Karaoke	\$400
Photography	\$300
Credit Card Processing Fees	\$200
Venue	\$1,125
Total	\$5,230

**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 are organizing an event where admission price (\$25) and a Karaoke Contest are the basic fundraising vehicles, plus the sale of a few Auction items as well. The Karaoke contest will work like this: \$20 to make another attendee go up and sing a song of their choice, \$20 for that person to buy their way out of having to do that, \$10 to get other people to go up and sing with you, and \$50 to be fully exempt from singing for the whole event. We will promote through email blasts, social media, and Membership meetings. The event is being held at the Brickyard in Marietta, GA from 6 to 9 pm. A buffet dinner and one free drink come with the admission price. Our target audience is all Members, with a focus on the Major Investors who have not met their pledge yet.

## Supporting Documents

**2f. Have you held this type of an event in previous years?:** No

## Section 3: Partnership Grant History

### 3a. 2023 Grant

2023 Grant Amount : \$3,000

2023 Grant Amount Raised: \$18,551

### 3b. 2022 Grant

2022 Grant Amount : \$5,500

2022 Grant Amount Raised: \$31,824

**Please explain any lessons you have learned from past Partnership Grant events/initiatives. How will you improve this year?:** We are being more aggressive this year in pre-identifying potential investors and inviting them personally to this event. We are also creating not only flyers and emails, but a video promoting the event.

## Section 4: Additional Comments

**Additional Comments:** None.

**Please summarize your grant application to look like the example summary below.:** We are organizing an event where admission price (\$25) and a Karaoke Contest are the basic fundraising vehicles, plus the sale of a few Auction items as well. The Karaoke contest will work like this: \$20 to make another attendee go up and sing a song of their choice, \$20 for that person to buy their way out of having to do that, \$10 to get other people to go up and sing with you, and \$50 to be fully exempt from singing for the whole event. We will promote through email blasts, social media, and Membership meetings. The event is being held at the Brickyard in Marietta, GA from 6 to 9 pm. A buffet dinner and one free drink come with the admission price. Our target audience is all Members, with a focus on the Major Investors who have not met their pledge yet. We are requesting \$1500 in grant funds and expect to secure at least \$4500 in RPAC Investments.

**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.***