

RPAC Major Investor Grant Application for State and Local Associations Application

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Association: NEW MEXICO ASSOCIATION OF REALTORS®

Association ID: 860

Address 1: 549 S. Guadalupe St.

Address 2:

City: Santa Fe

State: NM

Zip: 87501

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: Cathy

RPAC Chair Last Name: Colvin

RPAC Chair Email Address: cathycolvin@comcast.net

RPAC Chair Company:: Vista Encantada REALTORS®

RPAC Chair Address 1: 549 S. Guadalupe St.

RPAC Chair Address 2:

City: Santa Fe

State: NM

Zip: 87501

Major Investor Event Information

Total Amount to Raise at Event: \$20,000

Major Investor Event Goal:* : 15,000

Proposed Date:: 2024-08-14

Alternate Date 1: 2024-08-14

Alternate Date 2:

Approximate Start and End Time For Event:: 7:00-9:00 PM

Event Location: Sandia Resort and Casino

Section 1: RPAC History and Goals

1a. 2024 State Major Investor Goal : 77

1b. What is your 2024 RPAC budget for direct fundraising expenses?: \$5,000

2024: # of Major Investors: 37

2023: # of Investors: 3,155

2024: # of Members: 7,669

2023: # of Members: 7,716

2024 Soft Receipts: 186,768

2023 Soft Receipts: 247,015

2024 Hard Receipts: 2,000

2023 Hard Receipts: 23,500

Please explain your ongoing RPAC Major Investor & President's Circle fundraising activities, RPAC education and recent RPAC related events.: The state association hosts a large fundraiser in January of each year, in 2024 the association generated \$34,908. We take every opportunity to educate our members on all things RPAC. We honor Major Investors on our website, on social media and at every in person meeting in various ways. We host a Major Investors thank you event each year. We produce and RPAC end of year report, a NM Advocacy Resource Guide, and Legislative Session wrap up that outlines the importance of RPAC. We also actively encourage all 14 of our local associations to utilize the resources that NMAR and NAR provide to them for RPAC education and fundraising.

Section 2: Major Investor Fundraising Initiative Details

Goal to Raise: \$15,000

Attendees Goal:*: 45

of Major Investors to enroll:* : 15

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 planning to host this event during NMAR's Annual Conference (August 14-16, 2024) which will bring members from across New Mexico to Albuquerque. The conference will be held at the Sandia Resort and Casino in Albuquerque, with this event taking place at the resort from 7-9 PM on the 14th. The plan is to invite each of the 21 RPAC-NM Trustees and each of them will be tasked with bringing one person that will step up to be a Major Investor at the event. Brenda Small, NAR Realtor Party Director is attending our conference to speak during one of our general sessions, we would like to also have her speak at this event to discuss the importance of RPAC and make the ask. Our state GAD will also discuss all the good that RPAC is doing in the state and locally.

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.)* : Cathy Colvin, Lola Franklin, David Saavedra

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.: Food & Beverage - \$4,500 Venue Rental - \$1,000 Decor - \$500

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

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.* : N/A have not utilized a MI Grant in my tenure.

3b. Please explain any best practices used in the past events. How do you plan on improving this year?: N/A have not utilized a MI Grant in my tenure.

Section 4: Event Requests

4a: What is the closest airport to your event?: Albuquerque International Sunport

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?: Sandia Resort and Casino (Conference Venue)

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: : Brenda Small, NAR REALTOR® Party Director

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

If Yes: Do you have a speaker preference? : See above

4f. Please list any additional notes for the approval committee's reference, here:: We are eager to host a MI Event to help generate dollars and increase our pool of Major Investors. We have a great RPAC culture in New Mexico and we are excited to expand on our successes to again achieve the President's Cup and Triple Crown.

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.