

RPAC Fundraising 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 Rd

RPAC Chair Address 2:

City: Birmingham

State: AL

Zip: 35216

Fundraising Grant Application

Amount Requested: \$5,000

Goal to Raise: \$15,000

Proposed Date: 2021-08-20

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: 4,061

2023: # of Members: 4,119

2024: # of Members: 4,723

2022: # of Investors: 2,446

2023: # of Investors: 1,795

2024: # of Investors: 3,376

2022 Participation Percentage: 60

2023 Participation Percentage: 44

2024 Participation Percentage: 71

2022 Total Receipts: \$138,770

2023 Total Receipts: \$189,193

2024 Total Receipts: \$194,921

2022 % to Goal: 84

2023 % to Goal: 54

2024 % to Goal: 119

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

2023 President's Circle: 1

2022 President's Circle: 2

2023 Platinum R: 0

2022 Platinum R: 0

2023 Golden R: 3

2022 Golden R: 2

2023 Crystal R: 3

2022 Crystal R: 2

2023 Sterling R: 21

2022 Sterling R: 24

1c. Please explain your ongoing RPAC fundraising activities, RPAC education and recent RPAC related events.: For 2021 we have held one event, our ARPAC Education Mixer, that accomplished not only awareness of RPAC and its importance, but it helped us gather over twenty pledges. We have two other events planned for raising money for ARPAC in 2021 and they are our BAR Pet Pageant and the ARPAC Auction & Casino Night. The BAR Pet Pageant is inspired by NAR's Pet Photo contest and to allow for our association's members to register their pet(s) for \$50.00 per submission to then be voted on with the minimum \$15.00 per vote and the pet with the most raised will win and be announced at our Auction. Our ARPAC Auction will have a Live auction, casino games (with door prizes), and the announcement of our BAR's Pet Pageant winner. This auction and Casino night will also include a speakeasy theme and we will provide a V.I.P section for our Major Investors where they will have an express lane for beverages.

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 our annual ARPAC Auction this August 20, 2021, from 6:00 PM to 9:00 PM CT. We will host our members at Regions Field, in Birmingham, AL, to share in food and beverages. Our fundraiser will include a Live Auction and casino games that members can play to win door prizes. We have included flyers, emails, and newsletters given out to our membership for this events promotion. Our Affiliates and Events Director has put out information to our affiliates for sponsorship of games, tables, and even auction items. We have posted this event into Aristotle to use Webforms before and during the event, and we have posted this event into our own system for our members to see on our website's calendar. The target audience of this activity is our entire membership we hope to create both new participants and major investors as part of the effort.

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

Cocktail Dinner	\$4,500
Room Rental	\$2,000
Bartenders	\$250
Security	\$350
Video Board	\$350
Game Rentals	\$3,832
Drinks	\$1,100
N/A	\$0
N/A	\$0
Total	\$12,382

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.: Our Auction items have been acquired through purchases, donations, and sponsorships. Our Sponsorships have been marked almost triple the activity or tables expense. We intend on registering our members for either the \$40.00 per person or for \$70.00 per couple where we supply them with casino chips up to \$1000.00 (or \$2000.00 for the couple) in play money that can be used to purchase tickets for the door prizes. These entry tickets go towards the event venue, food/drinks, and activities. If more tickets are required, we have stations prepared with an Aristotle webform for more investments to be made on the spot and the provision of more casino chips will be provided. Our members will have the casino games place chances to win prizes either through trying their luck at the games or by purchasing more and more chips for tickets. The Auction itself will include a multitude of items and they will be auctioned off at above acquired value to go above its value and to allow for members to elevate their Major Investor status. We have obtained 119% for our investment goal for 2021 and only 22 major investors paid or pledged currently. We have a vast net to cast to members that have given to RPAC but have not made the leap to becoming a Major Investor.

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 : \$0

2023 Grant Amount Raised: \$0

3b. 2022 Grant

2022 Grant Amount : \$10,000

2022 Grant Amount Raised: \$31,275

Please explain any lessons you have learned from past Partnership Grant events/initiatives. How will you improve this year?: Our CEO, the incoming VP of the Government Affairs Department at our association, and myself have not ever submitted a Partnership grant application from the Birmingham Association of REALTORS®. The past events from our association have been handled by us for applying, using, or the follow up for this grant. Our CEO, Amanda Creel, has done work in her past associations that can reflect to how improvements will be made and the best lesson I can take from this application is to keep steady records of the past grant submissions and the reviews of those events for future usage. This year to also help improve the success of our 2021 event we are requesting a substantially lower amount to be able to focus more on the return from this event. I have talked with Jamison Huff about our previous grant applications, and we have had approval for both 2019 and 2020 but did not follow up with a reimbursement request, therefore it is our main objective to (if we are approved for our grant request of 2021) follow up with our results to further this associations RPAC member investments.

Section 4: Additional Comments

Additional Comments: If you have any questions for me I can be reached through either the listed phone number and email at the beginning of this submission or you can call (205) 871-1911 (o) or my cell phone (205) 563-8980. Thank you.

Please summarize your grant application to look like the example summary below.: Large local association requesting \$5,000 grant (total cost) to raise \$15,000 at their annual RPAC auction event on August 20. The event consists of a Live auction, casino games, and announcement of our pet pageant's winner. Tickets to enter the sweepstakes will cost \$40 per person or \$70 per couple that will count towards their RPAC investments. The association intends on having a speaker attend and share what value RPAC has and why investments are so important. In 2019 the association did receive a grant of \$10,000 and raised \$32,275. The association has not received a RPAC fundraising grant since 2019.

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.