

RPAC Fundraising Grant Application for State and Local Associations Application

Status: Submitted

Date Submitted: 2020-07-02 13:54:39

Submitted By: ceocobb@cobbrealtor.com

First Name: Barry

Last Name: Arnold

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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: Leah

RPAC Chair Last Name: Stankiewicz

RPAC Chair Email Address: leah.stankiewicz@gmail.com

RPAC Chair Company:: Atlanta Communities

RPAC Chair Address 1: 3405 Dallas Highway

RPAC Chair Address 2:

City: Marietta

State: GA

Zip: 30064

Fundraising Grant Application

Amount Requested: \$3,000

Goal to Raise: \$20,000

Proposed Date: 2020-08-20

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: 1,709

2023: # of Members: 1,976

2024: # of Members: 2,021

2022: # of Investors: 744

2023: # of Investors: 726

2024: # of Investors: 577

2022 Participation Percentage: 44

2023 Participation Percentage: 37

2024 Participation Percentage: 29

2022 Total Receipts: \$63,070

2023 Total Receipts: \$71,335

2024 Total Receipts: \$20,585

2022 % to Goal: 129

2023 % to Goal: 144

2024 % to Goal: 41

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

2023 President's Circle: 5

2022 President's Circle: 4

2023 Platinum R: 0

2022 Platinum R: 0

2023 Golden R: 3

2022 Golden R: 1

2023 Crystal R: 2

2022 Crystal R: 2

2023 Sterling R: 22

2022 Sterling R: 25

1c. Please explain your ongoing RPAC fundraising activities, RPAC education and recent RPAC related events.: Typically, we attract Major Investors and Presidents Circle Members through our Major Investor Dinner. Unfortunately, we had to cancel our March 24, 2020 MI Dinner due to COVID-19. We have therefore pivoted to contacting current and prospective MI's personally, soliciting their willingness to remain or become Major Investors. So far, we have 24 such commitments, and are now holding the event outlined below to offer these Members the opportunity to reach MI levels. We conduct RPAC education throughout the year via our Website, New Member Orientation, and in our twice-monthly e-newsletter, the Cobb REALTOR Review.

Section 2: Fundraising Initiative Details

2a. Grant Request: \$3,000

2b. Goal to Raise Through Grant: \$20,000

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 will be holding a simultaneous in-person and virtual silent auction at the Red Sky Tapas and Bar in Marietta, Georgia on August 20, 2020, from 6 pm to 9 pm. The program will include food, drink, music, and live and silent auctions. We are inviting all CAR Members to attend, and focussing on identifying potential MI's and contacting them personally. This process has already begun.

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

Venue, Food	\$4,000
Auction Item Purchase	\$3,000
Entertainment (Dueling Piano Players)	\$1,000
Processing Fees	\$500
Photography	\$300
Table Decorations/Sponsor Posters	\$300
Other	\$150
Other	\$0
Other	\$0
Total	\$9,250

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 intend to raise \$20,000 through Auction Purchases, and \$3000 from Ticket Sales, for a total of \$23,000. Attendees should be around 100, paying a ticket price of \$30. As noted above, we have already identified and contacted current and prospective MI's to prepare to attend this event to meet their pledge.

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 : \$5,500

2023 Grant Amount Raised: \$31,000

3b. 2022 Grant

2022 Grant Amount : \$5,000

2022 Grant Amount Raised: \$24,500

Please explain any lessons you have learned from past Partnership Grant events/initiatives. How will you improve this year?: I'm not sure what Partnership Grant means, but what I included in the above numbers are the total grants and money's raised from the RPAC Fundraising Grants from NAR in each year. We are being more aggressive this year in pre-identifying potential investors and inviting them personally to this event.

Section 4: Additional Comments

Additional Comments: We have no Additional Comments

Please summarize your grant application to look like the example summary below.: We will be holding a simultaneous in-person and virtual silent auction at the Red Sky Tapas and Bar in Marietta, Georgia on August 20, 2020, from 6 pm to 9 pm. The program will include food, drink, music, and live and silent auctions. We are inviting all CAR Members to attend, and focussing on identifying potential MI's and contacting them personally. This process has already begun. We intend to raise \$20,000 through Auction Purchases, and \$3000 from Ticket Sales, for a total of \$23,000. Attendees should be around 100, paying a ticket price of \$30. As noted above, we have already identified and contacted current and prospective MI's to prepare to attend this event to meet their pledge.

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.