

RPAC Fundraising Grant Application for State and Local Associations

Application

Status: Submitted

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Submitted By: Jsawtelle@SouthShoreRealtors.com

First Name: Rachel

Last Name: Tristano

Contact Title: CEO

Contact Email: rtristano@southshorerealtors.com

Contact Phone: 781-826-5139

Association: SOUTH SHORE REALTORS®

Association ID: 4550

Address 1: 48 Schoosett Street

Address 2:

City: Pembroke

State: MA

Zip: 02359

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: Robert

RPAC Chair Last Name: Sullivan

RPAC Chair Email Address: BobBayMarket@gmail.com

RPAC Chair Company:: Bay Market Real Estate

RPAC Chair Address 1: 84 Blacksmith Shop Road

RPAC Chair Address 2:

City: Falmouth

State: MA

Zip: 02540

Fundraising Grant Application

Amount Requested: \$5,000

Goal to Raise: \$15,000

Proposed Date: 2022-07-11

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: 3,077

2023: # of Members: 3,220

2024: # of Members: 3,222

2022: # of Investors: 1,676

2023: # of Investors: 1,539

2024: # of Investors: 969

2022 Participation Percentage: 54

2023 Participation Percentage: 48

2024 Participation Percentage: 30

2022 Total Receipts: \$65,564

2023 Total Receipts: \$53,744

2024 Total Receipts: \$25,590

2022 % to Goal: 134

2023 % to Goal: 90

2024 % to Goal: 40

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: 2

2022 Golden R: 2

2023 Crystal R: 2

2022 Crystal R: 2

2023 Sterling R: 5

2022 Sterling R: 8

1c. Please explain your ongoing RPAC fundraising activities, RPAC education and recent RPAC related events.: South Shore Realtors® takes great pride in educating Realtors® and the public on what it means to be a member of the Realtor® Party and the importance of contributing to the Realtor® Political Action Committee for the protection of home-ownership and private property rights. We do the following (some of these were modified to be virtual during COVID-19 for 2020 and 2021 but we are allowed to be in person with COVID restrictions being lifted): - Conduct an RPAC presentation at each New Realtor® Training Orientation (Ongoing) - Government Affairs/RPAC Task Force Representatives work a table at major events giving recognition to all who have donated in the present year. Those who have donated are given an RPAC recognition ribbon which encourages others to visit the table. The table serves as an information station for those who are not familiar with the Realtor® Party or have questions, which in turn generates new investments. They also seek additional investments and provide ribbons to new investors at the event(s). - Realtor® Day on Beacon Hill is an annual event and the Association rents buses, providing numerous pick-up spots throughout our territory to bring our members to Beacon Hill for a day of advocacy (as well as meeting with their legislators and lunch). During COVID-19 we organized a virtual meeting with all our local Senators and Representatives where our members were able to discuss Realtor legislative priorities with them, REALTOR® Day on Beacon Hill will be live in 2023. - Our annual Legislative Lunch & Learn is traditionally held in May in conjunction with the NAR May Legislative meetings (and used to promote Realtor® Day on Beacon Hill attendance and band members together to lobby on the hill). During these sessions, legislative issues affecting the industry on the state and local levels are discussed as we highlight how investing in RPAC/PAF helps the REALTOR® Association defend home-ownership, support REALTOR® friendly candidates and support legislation that will strengthen the real estate industry. Our State Association Counsel and our Local Association Leadership (who are very involved in RPAC state and nationally) serve as panel presenters for this annual lunch. - RPAC information and the Realtor® Party efforts are promoted in Association Headquarters front lobby monitor, South Shore Realtors® website, social media sites, weekly emails, monthly e-newsletters and in our online community platform The FORUM. RPAC Fundraising Events are an annual tradition, here is a list of past events: - 2005 - "Miss RPAC" contest which raised \$5,221.00 - 2005 Telethon which raised approximately \$4,000.00 - 2012 - RPAC Wine Tasting which raised \$2,600.00 - 2011 & 2013 - Major Investor Dinner which was instrumental in our gaining nine additional Major Investors - 2012 RPAC auction which raised \$481.00 - 2014 - "Margaritaville" which raised \$14,124.50 - 2015 - "Margaritaville-2" which raised \$18,408.62 - 2016- "Summer Bash for RPAC" which raised \$17,146.61 - 2017 - "Dirty Dancing" which raised \$14,252.75 - 2018 - "The Edwards Twins" which raised \$17,401.12 - 2019 - "Peace Love and RPAC!" which raised \$21,859.00 - 2020 - No event was held due to COVID-19 restrictions but we heavily promoted all legislative efforts that allowed REALTORS® to conduct business during COVID-19 (making Realtors® essential - 2021 PAF Online Auction and Petapalooza Mascot Challenge, raised \$14,236 - 2022 PAF Petapalooza raised \$4,440 - 2022 PAF Online Auction raised \$4,850

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.: In 2021 the Association was still under COVID restrictions and held its first PAF online auction that proved successful in securing investors. Momentum for this event has been established and will be repeated the auction this year. The Association foresees this as an annual PAF event. The Association reviewed notes from last year and will make minor adjustments to timing and auction items to make this year's auction even more successful. This auction will be held online, the third week of July and will run for 5 days, ending on a weekday at 7pm. Last year we held two fundraisers back to back (the online auction and PAF Petapalooza, where members entered their pets and the entire membership voted their favorite pet to be our advocacy mascot for the following year). Both of these events were successful and should be stand alone events vs. combined. We will separate these events by a month to allow the Association to promote each fundraiser separately. Members will receive emails and promotional materials announcing the online auction will begin the third week of July. Through our online internal community platform, The Launch, the Association will highlight some of the exciting items prior to the auction to create excitement and competition.

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

Online Auction Site (Murad)	\$475
3.5% Credit Card Fees (our state will not allow us to pass these along to purchaser)	\$1,000
High End Auction Items	\$5,000
Signage and promotional materials	\$500
Miscellaneous Auction Supplies - baskets, ribbons, stands, etc.	\$250
Total	\$7,225

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.:
The Association will obtain sought after auction items at every price point to raise the investment level of moderate investors to the major investor level and create the opportunity for those who feel they cannot afford to invest at the major level, the chance to invest in RPAC/PAF. This event is all online and we are soliciting our Realtor® and Affiliate members participation via dedicated emails, weekly emails and monthly newsletters, as well as personal asks to participate. The Association will advertising the event in its online community platform "The Launch," and will highlight some of the auction items in the online community platform prior to the opening of the auction to generate excitement and competition amongst our members.

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: \$14,236

3b. 2022 Grant

2022 Grant Amount : \$0

2022 Grant Amount Raised: \$-1

Please explain any lessons you have learned from past Partnership Grant events/initiatives. How will you improve this year?: We've learned the online auction is popular and successful because it offers members, who may not want to attend a live event, the opportunity to participate. Last year we ended the auction at 10pm on a Saturday night and through post event reviews, learned that many members intended to bid higher but fell asleep before the bidding closed. We are adjusting our closing time to 7pm on a weeknight this year. Last year, the Association hosted the auction in conjunction with another RPAC Fundraiser and we will run the events separately this year so one event does not overshadow the other event.

Section 4: Additional Comments

Additional Comments: We would like to thank NAR for making these grants accessible to the local Associations. The grants greatly offset the costs of hosting such events allowing us to provide more creative ways to educate our members on the importance of investing.

Please summarize your grant application to look like the example summary below.: Large Association requesting a \$5,000 grant to raise \$15,000 in RPAC/PAF investments through an online auction. All winning bids will count as the members' RPAC/PAF investment for 2022. In 2021 the Association received a \$5,000 grant and raised \$14,236. The Association did not seek a grant in 2020 due to COVID-19 restrictions but has successfully utilized the NAR RPAC Fundraising grants every year since 2014. (section 1c of this grant application outlines the funds raised each year utilizing the grants)

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.