

RPAC Fundraising Grant Application for State and Local Associations Application

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Submitted By:

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Association: COLUMBUS ASSOCIATION OF REALTORS®

Association ID: 6580

Address 1: 2700 Airport Drive

Address 2:

City: Columbus

State: OH

Zip: 43219

Association Executive First Name (if different from above): John

Association Executive Last Name (if different from above): Geha

Association Executive Contact Email (if different from above): jgeha@columbusrealtors.com

RPAC Chair:

RPAC Chair First Name: John

RPAC Chair Last Name: Geha

RPAC Chair Email Address: jgeha@columbusrealtors.com

RPAC Chair Company:: Columbus Realtors - Chief Executive Officer

RPAC Chair Address 1: 2700 Airport Drive

RPAC Chair Address 2:

City: Columbus

State: OH

Zip: 43219

Fundraising Grant Application

Amount Requested: \$15,000

Goal to Raise: \$65,000

Proposed Date: 2020-06-08

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: 7,471

2023: # of Members: 7,846

2024: # of Members: 8,162

2022: # of Investors: 2,685

2023: # of Investors: 2,927

2024: # of Investors: 2,404

2022 Participation Percentage: 36

2023 Participation Percentage: 37

2024 Participation Percentage: 29

2022 Total Receipts: \$251,234

2023 Total Receipts: \$230,583

2024 Total Receipts: \$74,603

2022 % to Goal: 100

2023 % to Goal: 100

2024 % to Goal: 40

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

2023 President's Circle: 12

2022 President's Circle: 11

2023 Platinum R: 1

2022 Platinum R: 2

2023 Golden R: 12

2022 Golden R: 11

2023 Crystal R: 14

2022 Crystal R: 16

2023 Sterling R: 51

2022 Sterling R: 48

1c. Please explain your ongoing RPAC fundraising activities, RPAC education and recent RPAC related events.: CORPAC is dedicated to the mission and support of RPAC and its goals by way of education, advocacy, networking, and fundraising initiatives for members of the Columbus REALTORS®. Fundraising: Usually host 2 large fundraisers annually (Auction -May) and Golf Outing (9/1), both well attended and well-known with golf selling out two courses annually. Due to the covid-19 pandemic, CORPAC is launching an online awareness/ participation campaign for its May event, featuring an online auction. The campaign is scheduled to run June 8 - July 17, will focus on spreading awareness and provide easy ways to invest virtually. Also plan to host the annual Major Investor event in October (78 Major investors and 12 PC investors in 2019). Networking: To further engage contributors/ cultivate giving, CORPAC hosts an annual legislative reception in October and attends numerous local legislative fundraisers/ events throughout the year. All of this is subject to the pandemic this year. Awareness: As we are unable to meet in person, the Association has moved its GA updates, featuring Association leadership and local elected officials/ industry leaders to video. Currently coordinating virtual interviews with all three U.S congressional representatives in next few weeks. VP of government affairs provides Three for Thursday updates weekly to membership with latest happenings at all three levels of government. Advocacy: Closely engaged with local Area Associations and merged associations, members and staff, along with city, county, state and federal elected officials& related entities. The Association also supports RPAC OH and NAR events/ conferences, RPAC initiatives (YPN 10 for 10, President's Circle), promote calls to actions, and utilizes RPAC grant/ issues mobilization resources as appropriate.

Section 2: Fundraising Initiative Details

2a. Grant Request: \$15,000

2b. Goal to Raise Through Grant: \$65,000

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.: CORPAC respectfully requests \$15,000 in RPAC grant funding to purchase auction items for the programs revamped annual auction (usually in May). Due to the pandemic, CORPAC has changed its strategy for the 2020 event, from an in-person auction to an online only event. Rather than held on one day, the online auction will run for 6 weeks (start 6/8 thru 7/17) and will run alongside an awareness/ participation campaign focused on increasing % of investing members (\$29.96 is the ask - if all members gave this we would make our goal for the entire year). The participation drive will begin two weeks before the silent auction opens and run until 7/17. RPAC funds would go towards the purchase of the online auction items, based on past auction demand, items will be updated weekly (to maintain interest in the event). Membership will be updated on fundraising/ participation progress throughout campaign and those who invest will be recognized. While CORPAC will happily accept items the membership may like to donate, due to the current economic uncertainty, the committee will not be soliciting items as usual. The committee will also work on unique items to add to the auction where able. The group would also like to reserve a portion of the funds to take advantage of anticipated fall retail/ vacation deal to amplify the golf silent auction (event planned 9/1). The target audience for the campaign/ auction is the full membership, with a goal of both cultivating new investors or sustaining current major investors. Both the campaign and auction will be promoted via all Association e-communications (weekly updates, monthly updates, magazine) and video updates.

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

Mobile bidding software (good for 1 yr)	\$900
Auction Items - Direct Purchase	\$14,101
Expense Description 3	\$0
Expense Description 4	\$0
Expense Description 5	\$0
Expense Description 6	\$-1
Expense Description 7	\$0
Expense Description 8	\$0
Expense Description 9	\$0
Total	\$15,000

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 program has a strong record of hosting successful auctions, including using a virtual app at the in-person event for the past 4 years; items purchased with grant funds for the online auction will be those that have a past record of bringing 3x dollar amounts. Items will be updated 3x or bi-weekly, over 6 weeks, to maintain interest in the auction until the end - providing direct delivery when possible. To run in conjunction with the online auction, the program is launching a participation campaign; taking the place of the fund a need drive, usually done at the end of the annual in-person event, based on the suggest amount of \$29.96. If each member were to give this amount, the committee would exceed their

goal for the year. The direct ask portion will start 2 weeks ahead of the mobile auction and will be conducted via virtual messaging from Association/ Government Affairs leadership (teasing announcements of the upcoming online auction). While the goal will be to have all Association members invest, the goal of overall # of members participating in some aspect of the campaign (auction or direct donation) is 500. While it will be promoted to all members, a special emphasis will be to promote auction items to current and potential major investors, with the \$29.96 participation campaign geared towards targeting YPN / non-investing members. CORPAC will then use data from the auction and golf outing to craft its target list for the major investor event in the fall. The overall goal of the event will be \$65,000.

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 : \$15,000

2023 Grant Amount Raised: \$66,635

3b. 2022 Grant

2022 Grant Amount : \$15,000

2022 Grant Amount Raised: \$78,812

Please explain any lessons you have learned from past Partnership Grant events/initiatives. How will you improve this year?: As the nature of in-person events has changed for the 2020 year, CORPAC has responded; revamping its annual in-person auction to incorporate both a virtual silent auction campaign and awareness/ participation campaign, to maintain CORPAC investment and increase overall membership involvement. Reviewing auction data from past events, CORPAC recognizes lower dollar investors may be at a disadvantage, as they often are not the 'winning' auction bidder on an item. By running a participation campaign, based on specific examples of CORPAC/ RPAC efforts/initiatives, communicated through virtual and digital messaging (alongside the online auction), CORPAC seeks to replace the income from in person event ticket sales/ direct event investments, with a wide-range of new CORPAC/ RPAC investors. The committee will continue to purchase/ create auction items based on past event success and data.

Section 4: Additional Comments

Additional Comments: CORPAC and Columbus REALTORS truly appreciate the ongoing support from NAR/RPAC and look forward to another successful event and fundraising cycle (despite the current pandemic setback). We thank the committee in advance for the consideration and for any grant amount ultimately awarded. While it is anticipated that the online participation campaign (auction/ direct ask) will match previous years, it is anticipated that overall income will be lower, as the momentum of the live event is lost (including income from the live auction/ donated silent auction items from industry affiliates). Overall income expectation has been adjusted to reflect this.

Please summarize your grant application to look like the example summary below.: Mega local association requesting a \$15,000 grant to raise \$65,000 via virtual online auction and participation campaign. The campaign will begin with a low dollar ask late-May and feature a silent auction (with bi-weekly updated items), starting June 8 thru July 17. Grant funds will go directly towards the purchase of high-quality auction items for the virtual event and expenses occurred with utilizing a mobile auction platform. A low-dollar participation campaign will run in conjunction to the online auction and will encourage every member to invest at least \$29.96 to the campaign. The campaign will be promoted to the nearly 8,000 members, with a focus on YPN members and current (potential) Major Investors. The association has received RPAC grants annually since 2012, receiving a total of \$15,000 in 2019 (raising \$75,785), 2018 (raising \$88,299.00), 2017 (raising \$73,905), \$10,000 in 2016 (raising \$64,816), and \$5,000 in 2015 (\$60,298).

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.