The Good, The Bad and The Ugly: RPAC Fundraising Best Practices & Idea Exchange
3:15-4:00pm
Pavilion West

Moderator: Leslie Cantu, Texas Association of REALTORS®

Panelists: Karen Driscoll, Houston Association of REALTORS®
Lauren Facemire, National Association of REALTORS®
Kristin Nash, NC REALTORS®
Brad Ward, Michigan REALTORS®
NC REALTORS® PAC Partnership Program

- Local associations must submit applications 3 weeks in advance of an event
- Three applications to choose from:
  1. Phone Bank Application
  2. Local Event Application
  3. Local Major Investor Event Application (6 weeks advance notice)
- Two Types of Programs:
  1. **75/25% Partnership Program**: On the back end, 75% will be deducted from NC REALTORS® PAC and 25% will be deducted from the local association Local Candidate Funding (LCF) balance
  2. **50% Partnership Program**: A local association can use up to 50% of their total Local Candidate Funding balance on an event and on the back end 100% will be deducted from their LCF balance.
- NC REALTORS® PAC will pay all expenses upfront
- Local associations must raise 3x amount spent on an event
- All applications must be reviewed by the Trustee Fundraising Application Review Committee.
NC REALTORS® PAC Unique & Successful Event Examples

- Casino Events *(raffle must be legal)*
- St. PAC-tricks Day Member Appreciation Event
- Boston Butts PAC Fundraiser
- Upgrade Member Luncheons
Local Association Perspective – RPAC Events & Participation

“How Houston Created a local PAC Culture”
Karen Driscoll, HAR Director of TREPAC – Karen@har.com

Events Overview

• HAR TREPAC hosts 6 large events, 2 medium sized events and 8-10 smaller auctions/events each year.

• We consider this Community Building: We are the outreach arm of HAR & we stay visible by attending planning meetings and networking luncheons.

• We create event specific planning committees as much as possible and this allows the members to have a voice and tasks. This happens on a regional basis.
Key Elements to an RPAC Culture

- Strong, Passionate Leadership specifically for RPAC
- Setting Attainable Goals – Break it down and create plans to achieve each
- Have a Top Down Culture: Ask Leaders to lead by example
- (Board of Directors, 100% Committee Challenge)
- Encourage “Be One, Bring One”
- Make it “Cool” to be an investor
- Remember it will build over time
Education is Fundamental

• Train your Trustees & Key Leadership on how to speak about RPAC

• Monthly Training of RPAC Committee to make them comfortable with all the topics and audiences. This can even be filmed for future reference.

• Create a Speakers Bureau and assign presentations – get creative!
We’re not afraid to talk about it

Dues Billing Sample

Still below the line & voluntary, but is auto-populated with an amount.

RPAC Messaging is a part of almost everything we do
New Member Orientation Deposit

Presence at all HAR events, not just TREPAC specific Events
RPAC Major Investor Events

Brad Ward
Vice President, Public Policy & Legal Affairs
Michigan Realtors®
Planning Your Major Investor Event

NAR Major Investor Grant: Reimbursement up to $65 per attendee
Submit Grant For Approval 30 days prior to the Event
Planning your Major Investor Event

• Determine host committee of volunteers who will reach out to any potential Major Investor
• Have hosts provide ideas on unique, exclusive locations
• Consider dates that would work for calendars locally
• Discuss how invitations will be distributed and to who
• Ask hosts for ideas on program content
• Contact a Michigan Realtors® Field Representative
• Schedule Major Investor Council Representative presentation
Planning Your Major Investor Event

**Guest List Considerations:**

The top 3-5 producers of your top 15-20 offices
Past Major Investors for renewal and step-up to President's Circle
Past Investors with Major Investor potential
Host-identified prospects
Typically 30-100 prospects yields 10-30 attendees

In the invitation, let the member know the expectation that they become a Major Investor
GRAR RPAC
Major Investor Luncheon

Wednesday, March 21, 2018
Mazzo Cucina D'Italia

Host Committee
Michael Bass
Ashley Dietch-Schaeffer
Jim Faze
Ingrid Nelson
Ryan Ogle
Adam Paarlberg
Julie Rieberg
Bob Schantz
Brooke Sines
Rachael Veldkamp
The Event

• Pairing of a presentation on industry issues, their impact on our bottom line, and an ‘ask’ of members attending to invest, with a lunch, dinner, or reception.

• These can be hosted at various exclusive and/or interesting venues. Highlighted venues in Michigan Include: Boat Cruises, Michigan International Speedway, Comerica Park, luxury homes, hip local restaurants or breweries, “Rocktoberfest”, whiskey and cigar event, wine/beer/food pairings, baseball and bus tour
Event Format

• Welcome - Host
• State/Local Issues - GAD
• NAR Issues/RPAC Record – NAR MIC Member
• MI Levels/President’s Circle – Host & NAR MIC Member
• “The Ask” – Host & Committee Members
RPAC Fundraising Partnership Grants

- **Focus**: increase RPAC participation and receipts

- Fundraising purposes only – NOT for recognition events
## Fundraising Partnership Grant Amounts

<table>
<thead>
<tr>
<th>Type</th>
<th># of members</th>
<th>Max Grant Amount</th>
<th>Required Raised</th>
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<tbody>
<tr>
<td>Small Local</td>
<td>Fewer than 500</td>
<td>$5,000</td>
<td>$15,000</td>
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<tr>
<td>Medium Local</td>
<td>500-1,999</td>
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<tr>
<td>Large Local</td>
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<td>Mega Local</td>
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<tr>
<td>State</td>
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<td>$15,000</td>
<td>$45,000</td>
</tr>
</tbody>
</table>
Phone Bank Grants

- Up to $500
- Apply 30 days in advance
Major Investor Event Program

- Set Goals
- Apply 6-8 weeks in advance
- Target Your Attendees
- Create Host Committee
- Invite your attendee targets
Major Investor Event Format

- Casual Reception
- Welcome & Introduction
- Brief Legislative Update
- The ASK, by NAR Representative
  – required for reimbursement
• RPAC Fundraising Liaison: Tray Bates (TX)
• RPAC Trustees Fundraising Committee Chair: Leigh Brown (NC)
• RPAC Major Investor Council Chair: Tamara Suminski (CA)
• RPAC Participation Council Chair: Pete Kopf (OH)
Questions?