

2017 RPAC Major Investor Events Program

Fundraising Grant Application for State and Local Associations

Goal to Raise \$: _____ **Major Investor Goal:** _____

Proposed Date: _____ **Alternate Date 1:** _____ **Alternate Date 2:** _____

Association:	
Association Staff Contact:	RPAC Chair:
Staff Title:	Company:
Address 1:	Address 1:
Address 2:	Address 2:
City:	City:
State, Zip:	State, Zip:

Section 1) RPAC History and Goals

1a. 2017 State Major Investor Goal: _____

1b. What is your 2017 RPAC budget for direct fundraising expenses? \$ _____

	2017	2016
# Members		
# Major Investors		
Hard Receipts		
Soft Receipts		

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

2017 President's Circle		2016 President's Circle	
2017 Platinum R		2016 Platinum R	
2017 Golden R		2016 Golden R	
2017 Crystal R		2016 Crystal R	
2017 Sterling R		2016 Sterling R	

1d Please explain your ongoing RPAC Major Investor & President's Circle fundraising activities, RPAC education and recent RPAC related events.

Section 2) Major Investor Fundraising Initiative Details

2a Goal to raise: \$ _____ Attendees Goal: _____

Major Investors to enroll: _____

Note: Goal from Guidelines is \$500 in New Dollars per attendee.

2b Please explain, **in detail**, the type of event you are planning. Include event plan, time and location, and guest target market.

2c Please list the Association Members who have agreed to serve on the Host Committee, or who you are targeting to serve on the Host Committee. *(Best Practice: Host Committee Members should be Major Investors or pledge to step-up by the event.)*

2d Have you contacted your State's Major Investor Council (MIC) Representative? *If you don't know who your state's representative is, please click [here](#) and reach out to them ASAP.*

YES NO

2e Please itemize anticipated expenses for the entire fundraiser. *Be advised that customized printed materials (beyond orders through the [REALTOR Action Center](#)) and Non-Member Speakers are not eligible for reimbursement through the program.*

2F Have you held this type of an event in previous years? Which years? Do you consider this an annual event? *If this is a new initiative, please skip to Section 4.*

2g **2016 Event:**

Total Event Cost: \$_____ Total Event Raised: \$_____

Major Investor Goal: _____ Major Investors Cultivated: _____

Total Guests: _____

2015 Event:

Total Event Cost: \$_____ Total Event Raised: \$_____

Major Investor Goal: _____ Major Investors Cultivated: _____

Total Guests: _____

Section 3) Major Investor Event Grant History

3a Please describe the 2016 Major Investor Event detailed above.

3b Please describe the 2015 Major Investor Event detailed above.

3c Please explain any best practices used in the past events. How do you plan on improving this year?

Section 4) Event Requests

4a RPAC Pledges, [Brochures](#) and [Ribbons](#)

4b MI Level Cards (List anticipated # of guests): _____

4c Would you like NAR to create and send electronic invitations for your event? Emails are sent from rpac@realtors.org. You will receive a mock-up to approve before distribution.

YES NO

If YES, please list invitation details here:

Day/Date:
Time:
Venue:
Address:
RSVP to:
RSVP Contact Information:

Section 5) Acknowledgement & Signature

(To be initialed and signed by On-Site Event Point of Contact)

I have read and reviewed the [Major Investor Event Guidelines](#). I pledge to send 30% of everything raised at this event to NAR. My signature below serves as acknowledgement of these policies, and an understanding of the program's expectations. _____ **(Initial Here)**

I understand that in order to get reimbursed the event must commit to raise, on average, \$500.00 per attendee of NEW money! New money is defined as investors that have not been Major Investors before and invest at one of the Major Investor levels (Sterling R, Crystal R, Golden R, Platinum R), or investors that step up to higher levels of major investment (e.g. Sterling R steps up to Crystal R or Golden R etc., or a Major Investor becomes a President's Circle member). _____ **(Initial Here)**

I understand that the purpose of the Major Investor event is to increase the number of Major Investors! This is NOT an appreciation event. Appreciation events are the responsibility of the State and Local associations. _____ **(Initial Here)**

I understand that a component of the Major Investor event MUST be devoted to President's Circle in order to get reimbursed. A portion of the agenda must be devoted to President's Circle, and incorporate the [President's Circle Overview Document](#). _____ **(Initial Here)**

I understand that there is an enrollment dialog and a checklist established for a reason and I agree to distribute both to my Host Committee and make sure that the enrollment dialog and checklist are utilized. If I am asking current investors to "bring a friend" to our event, I

will make sure that we distribute the enrollment dialog to our current investors so invitees are aware of the purpose of our event. _____ (Initial Here)

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 No

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.

Signature: _____ Date: _____

Full Name (Printed): _____

Thank you for your interest in the RPAC Major Investor Events Program. If your program is approved, you must submit Aristotle guest list upload and receipts within 30 days of your event for reimbursement.

To save this application either “right click” your mouse or go to “File” and “Save As”: 2017 State/Local MI Event. Send completed application to mievents@realtors.org.