

# Phone-a-Friend for RPAC Campaign

## Executive Summary

### Program Overview

The purpose of the Phone-a-Friend for RPAC Program was to leverage the peer-to-peer relationship between members for RPAC education and fundraising. This campaign ran from January 1, 2016 through December 31, 2016, raising money for the 2016 recognition year. The primary goal of this program was to have volunteer members call non-investing members<sup>1</sup>-who were not responding to other methods of RPAC outreach. Through this more personal interaction, the volunteers were able to share their knowledge and experiences about the value RPAC for them and this industry. Secondly, the program aimed to help raise participation and investments in RPAC.

### Participating States

52 State and Territory Associations participated in the Phone-a-Friend for RPAC campaign. Within these 52 Associations, 469 Local Associations took part in phone banks this year – with many State and Local Associations hosting more than one phone bank. This year, State and Local Associations completed 608 phone banks.

Below is a list of the participating states and territories.

Alaska	Kentucky	Oklahoma
Alabama	Louisiana	Pennsylvania
Arkansas	Massachusetts	Puerto Rico
Arizona	Maryland	Rhode Island
California	Maine	South Carolina
Colorado	Michigan	South Dakota
Connecticut	Minnesota	Tennessee
DC	Missouri	Texas
Delaware	Mississippi	Utah
Florida	Montana	Vermont
Georgia	Nebraska	Virginia
Guam	Nevada	Virgin Islands
Hawaii	New Jersey	Washington
Iowa	New Mexico	West Virginia
Idaho	New York	Wisconsin
Illinois	North Carolina	Wyoming
Indiana	North Dakota	
Kansas	Ohio	

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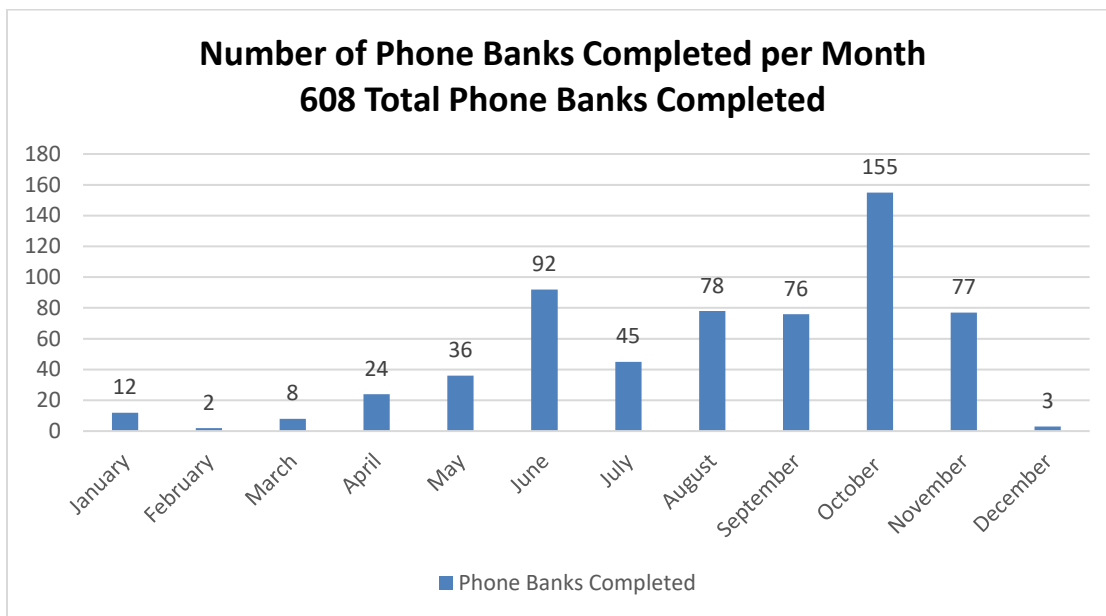
<sup>1</sup> A non-investing member is defined as someone who has not invested in two (2) or more years.

## Metrics

As the Phone-a-Friend for RPAC Program focused on educating non-investing members, the primary metrics being tracked were: number of phone banks completed and number of members reached. Additionally, we tracked types of investors, increases to participation on the local and state levels, as well as funds raised for RPAC.

### Phone Banks Completed

The graph below shows the number of phone banks completed by month.



The following table shows the top 10 states that held the highest number of phone banks.

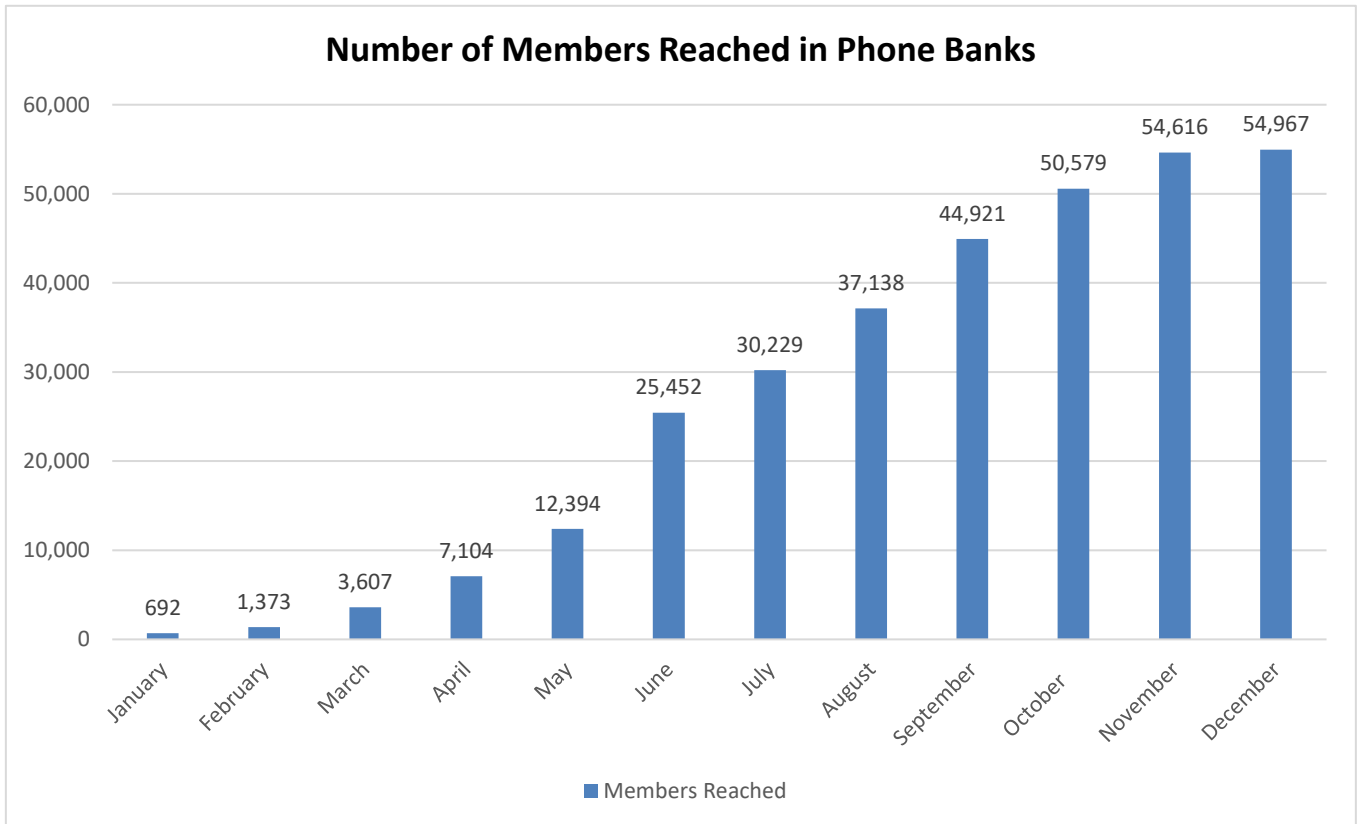
### States Holding Highest Number of Phone Banks

State	Number of Phone Banks
Arizona	43
Virginia	32
Colorado	30
Connecticut	28
Florida	25
Montana	25
California	24
Michigan	24
Idaho	21
North Carolina	21

While Virginia did not hold the most phone banks, they have the special distinction of being the only state that held a separate phone bank event in every one of their local boards.

**Members Educated via the Phone-a-Friend for RPAC Program**

The following graph shows how many members were reached in the Phone-a-Friend for RPAC Program. A total of 54,967 members were called in this effort – approximately 5% of NAR’s total membership.



The top 5 phone banks, based on the number of members reached are displayed in the table below:

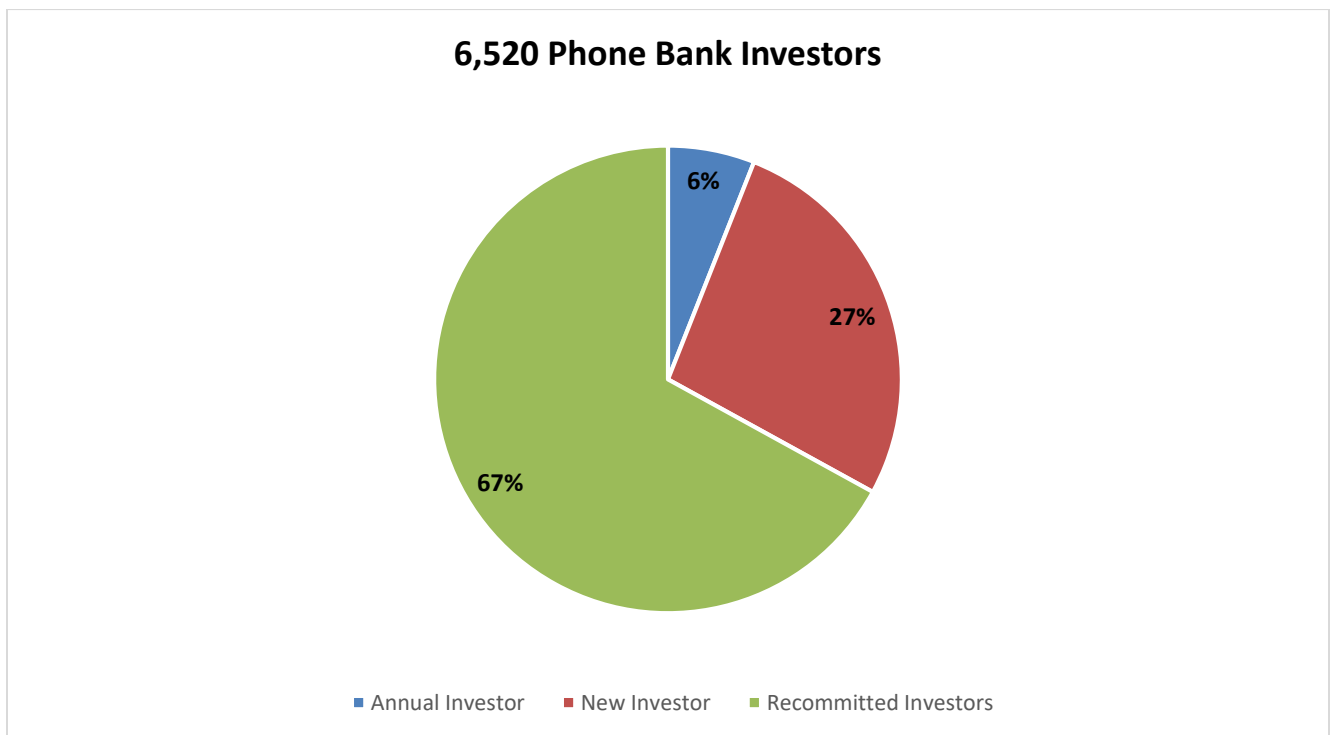
**Phone Banks Reaching the Most Members**

Phone Bank Name	Number of Members Reached
Tennessee RPAC-A-Thon (Statewide Phone Bank)	1,579
Hilton Head, SC	824
North Carolina Statewide Phone Bank	746
NAR Annual Convention Phone Booth	727
San Diego, CA	708

## Phone Bank Investors

6,520 members made investments in phone banks this year and overall we had a 12% conversion rate. Of the members that made investments via phone banks this year, there are 3 classifications of investor:

- **New Investor:** Someone who has never made an RPAC investment.
- **Recommitted Investor:** Someone who has made an RPAC investment(s) in the past, but has not made an investment in at least 2 years. These are members who had stopped giving, and the Phone-a-Friend for RPAC program has successfully re-engaged them in RPAC.
- **Annual Investor:** Someone who generally makes an RPAC investment every year. While this is not the primary focus of the program, volunteers could still choose to call annual investors during a phone bank.



## Participation

As the primary targets of phone banks were members who had not invested in RPAC in 2 or more years – or never invested before – we saw a significant rise in participation rates on the Local and State levels. The table below highlights the top 3 Local Associations (in each size category) and how much they raised their participation through their phone bank(s):

### Local Association Participation Increased Via Phone Bank(s)

	Phone Bank	Participation Increase
Small	Great Falls, MT	17.41%
	Lexington, NC	15.63%
	Morgan County, AL	14.04%
Medium	Citrus County, FL	12.81%
	Outerbanks, NC	10.50%
	Hilton Head, SC	9.45%
Large	Albuquerque, NM	3.21%
	Central Valley, CA	2.90%
	Birmingham, AL	1.80%
Mega	Charlotte, NC	1.91%
	Minneapolis, MN	.52%
	San Diego, CA	.28%

State Associations used the Phone-a-Friend for RPAC Program as one of the tools to increase their overall participation rate. The following table shows the states that have held phone banks in addition to their other fundraising efforts; these states had the greatest increase in total participation over their 2015 participation rates.

### State Association Overall Participation Increases

	State Association	2015 Participation	2016 Participation	Participation Points Increased
Small	Puerto Rico	12.53 %	46.12%	33.59%
	Vermont	40.81%	60.43%	19.62%
	Alaska	64.43%	72.04%	7.61%
Medium	Nevada	49.52%	64.36%	14.84%
	Alabama	52.12%	58.81%	6.69%
	Kentucky	43.83%	49.61%	5.78%
Large	Massachusetts	24.04%	30.84%	6.80%
	Tennessee	32.73%	38.27%	5.54%
	Colorado	31.88%	36.82%	4.94%

### Investments

This year, the Phone-a-Friend for RPAC Program raised \$426,151. The following chart shows the top 5 phone banks that raised the most money for RPAC.

### Phone Banks Raising the Highest RPAC Investments

Phone Bank Name	RPAC Investments
Charlotte, NC (over 2 phone banks)	\$30,306
Dayton, OH	\$28,298
Minneapolis & St. Paul, MN (held combined phone bank)	\$11,765
Tennessee RPAC-a-Thon (Statewide Phone Bank)	\$11,534
NAR Annual Convention Phone Booth	\$10,770

## Phone Banking Impact

The heart of the Phone-a-Friend for RPAC Program was the volunteer ask – a member sharing their RPAC knowledge and experiences with another member and then asking him or her to make an investment. Of the nearly 55,000 members contacted in the Phone-a-Friend for RPAC Program, 25,671 of those members had **never** made an investment in RPAC. As seen in the metrics on previous pages, many of those members invested right away. However, upon further analysis of all 2016 new investors, we found that an additional 8,597 new investors did so sometime after they **had been called** in a phone bank. While the member chose not to make an investment during the phone bank, the member did make their first RPAC investment at another time in 2016. This speaks to the direct impact of the member-to-member outreach and the lasting impression left on our membership in this historic effort.



Of the nearly 55,000 members reached through the Phone-a-Friend for RPAC program, more than 25,000 members had never invested in the PAC. This effort directly and indirectly resulted in over 10,000 new RPAC investors

## **The Future of Phone Banks**

After the success of the Phone-a-Friend for RPAC Program NAR has expanded the phone bank program and now offers grants of up to \$500 for Associations to facilitate these events. Additionally we are identifying new ways to further integrate phone banks with other fundraising efforts like email campaigns and fundraising events. Thanks to the tremendous effort put forth in 2016, it is clear that phone banks provide a unique and powerful way to help strengthen RPAC culture.