



North Dakota Association of REALTORS®

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Minutes

RPAC Fundraising

January 27, 2016 2:00 p.m.

Ramada Bismarck

Present: Scott Breidenbach, chair; Kassie Gorder, vice-chair; Mary Shelkey-Miller, past chair; Ben Schroeder, director liaison; Angela Jennings; Janel Buchholtz; Amy Hullet; Greg Larson; Deborah Nichols; Jodi Tollefson; Diann Loper; Mike Swartz; Tami Dunn; Larry Louser; Tate Cymbaluk.

Absent with prior notice: Kevin Fisher; Barb Grande; Bob Lee; Jerry Youngberg; Scott Louser

Guests: Joshua Boschee, Ben Hanson, Terri Benson-Holstrom, Nancy Deichert, John Colter, Barb Lupo

Presiding: Scott Breidenbach
Director Liaison: Ben Schroeder
Staff: Nancy R. Willis

1. Scott Breidenbach welcomed everyone. Committee members and guests introduced themselves. Breidenbach gave a special welcome to new committee members.
2. Ronda Tompers, GRI, RT Realty, Great Falls MT, RPAC Participation Council Member-at-Large and National Phone Bank Leader gave a short presentation on NAR's Phone Bank program. After the presentation, Breidenbach said his goal would be to have all local boards conduct one phone bank solicitation this year.
3. The committee dispensed with the "Fiduciary Duties" video, as all members had seen the video in earlier committee meetings.
4. Committee members reviewed the June 10, 2015 minutes and the minutes were approved as distributed. **C**
5. Committee members reviewed the committee purpose statement and a suggested revision. Nancy Willis, staff, explained justification for revision. Committee members felt that a revised purpose statement was needed but the one proposed was too long. Committee members approved the following revised purpose statement to recommend to the Board of Directors:

"To educate and encourage investment through RPAC and Issues Mobilization in support of the real estate industry." **M/S/C**

6. Willis reviewed the 2015 RPAC reports. NDAR once again earned the President's Cup and the Triple Crown. ND greatly surpassed NAR's contribution goals for RPAC and Issues Mobilization. NDAR's goal of 75% participation was not achieved; however, 67% of the membership contributed with an average per member contribution of \$91.73. Three local boards: Jamestown, Minot and Williston, did meet or exceed the 75% participation. NDAR also did not meet its goal of 55 Major Investors; however, the 46 Major Investors investing, far exceeded NAR's goal of 17.



Other statistics were as follows:

- Committee Challenge: 100% Executive Committee members contributed
- 95% of Board members contributed;
- 95% of committee members contributed;
- 6 out of 9 staff (local and state) contributed;
- 5 out of the 7 local boards contributed.

In reviewing 5-year historical numbers, contributions have continued to increase year-to-year due to membership growth, but participation has remained fairly steady in the 64-68% range.

7. Willis reviewed the 2016 NAR Goals. NAR no longer is using a “fair share” amount per member to set goals. Rather, NAR estimates over two years how much in contributions they will need for candidate support and independent expenditures and then divides that by each state’s members to arrive at a percentage. NAR’s goals for North Dakota are the same this year as they were last year. Willis reviewed the Board investments spreadsheet. Once this committee sets its goals, i.e. minimum contribution per member and major investor goal, then the local boards can set the other goals for President Club, Capital Club and 99 Club. Committee members approved the following goals for 2016. Involvement would be to contribute to RPAC at the \$30 level and respond to CFAs:

- Minimum contribution goal of \$30.00/member
- Member participation rate of 75%
- Major investor goal: 55
- Assist Government Affairs in achieving a 45% Call for Action response rate

8. Strategic Plan items were reviewed. As part of Willis reported that:

- a. RPAC brochures for each state provided by NAR had been customized for NDAR and that every AE has received enough for each local board member. Willis said NDAR also has added Advocacy and RPAC pages to the NDAR website. The Advocacy page contains information about Issues Mobilization and association advocacy activities, with links to the legislative website, etc. Contributions can be made to Issues Mobilization online with a credit card by clicking on the words “Invest Now”. The RPAC page is password protected for solicitable members and individuals only. It contains information about RPAC, investors, etc. and contributions can be made to RPAC by clicking on the words “Invest Now” on that page. Willis is working with NAR on creating an app, similar to NAR’s REALTOR Party app, for members to respond with the touch of a button to state CFAs.
- b. NAR has an online fundraising program where solicitation e-mails are sent out 4-5 times a year to NDAR membership. Each solicitation is geared to a different audience i.e. non-members to give; members who have given to increase their contribution; members close to being Major Investors, to become MIs; members who have been Major Investors in the past to repeat, etc. NAR provides the content in advance and it can be customized, as well as NDAR can choose to participate or not. The solicitation sometimes includes short entertaining videos or creative messages. The solicitation goes out under the signatures of the NDAR Board President and the RPAC Fundraising Committee chair.
- c. Willis reviewed information on NAR RPAC fundraising grants available for state and local associations and the criteria necessary to obtain. Breidenbach and Tate Cymbaluk said they also have an NAR budget as RPAC Participation Council and Major Investor Council members, which they would like to use to travel to local board’s RPAC activities to participate and to educate and encourage investment in RPAC and Issues Mobilization.
- d. Willis also reviewed a sheet with the definitions and purposes of RPAC and Issues Mobilization to assist members with solicitations. Main thing to remember is that RPAC only can go for candidate support and Issues Mobilization only can go to support issues, legal activities and independent expenditures.

Breidenbach thanked Mary Shelkey-Miller, past chair, for her leadership in achieving a successful RPAC year in 2015. He asked Willis to send out a link to an RPAC video from the Colorado Association of REALTORS.®

There being no further business, the meeting was adjourned.

Respectfully submitted,
Nancy R. Willis, GAD