



North Dakota Association of REALTORS®

To advocate for the success of our members in partnership with our local Associations and the National Association of REALTORS®

Minutes

RPAC Fundraising Committee

February 6, 2017 1:30-2:30 PM (CDT)

Conference Call

Present: Karin Haskell, Chair; Tate Cymbaluk, Vice Chair; Scott Breidenbach, Past Chair; Mary Shelkey-Miller; Ben Schroeder; Deborah Nichols; Diann Loper; Mike Swartz; Tami Dunn; Larry Louser.

Absent with prior notice: Greg Larson; Kevin Fisher; Jodi Tollefson; Scott Louser

Guests: Lyn Dwyer; Cindy Harvey; John Colter

Presiding: Karin Haskell
Director Liaison: Amy Hullet, Vice President
Staff Liaison: Nancy R. Willis, GAD

1. Karen Haskell welcomed everyone and callers, as well as those in Bismarck in the NDAR Conference Room, identified themselves.
2. The minutes of the December 8, 2016 were approved as distributed. **M/S/C**
3. Haskell reviewed NAR's 2017 RPAC Goals which NDAR must achieve in order to be eligible for President's Cup and Triple Crown. New this year is a requirement that each state commit to raising more in RPAC/Issues contributions than the prior year.
 - NDAR Fundraising - \$152,000 (2016 actual was \$151,644)
 - NAR 30% split contribution - \$10,729 (2016's goal of \$7,854 was met)
 - Major Investors - 18 (2016 goal was 17)
 - President's Circle - 2 (same as 2016)
 - Participation - 37% (same as in 2016)
4. Haskell also reviewed proposed NDAR 2017 RPAC goals and these were discussed and approved. **M/S/C**
 - Per member goal - \$30 (same as in 2016) 2016 actual - \$18.50*
 - Member participation – 75% (same as in 2016) 2016 actual - 62%
 - Major Donors – 55 (same as in 2016) 2016 actual - 50
 - President's Club – 1.5% of membership or 26 (same as in 2016) 2016 actual - 27
 - Capital Club – 5% of membership or 84 (same as in 2016) 2016 actual - 68
 - 99 Club – 15% of membership or 250 (same as in 2016) 2016 actual - 164

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Nancy Willis explained that the \$18.50 was calculated by taking the total number of members who gave, 1056, times the \$30 minimum which resulted in a total of \$31,680. If that number were divided among all members, 1712, the per member contribution would be \$18.50. It was only because those that gave, gave an average of \$144 that we were able to raise the \$151,644 that we did.

The committee reviewed the actual numbers and felt opportunity exists at the Capital Club and 99 Club area to move minimum contributors up to these levels. Haskell also asked members to look at the 2017 ND RPAC/Issues Board Investments template. Staff was asked to add two columns to the template – a column that showed based on percentage of membership what the dollar goal should be by Board and a column that showed, based on membership, what % of membership each board comprises. During the meeting, Willis shared what percentage of membership each Board is and how that compared to the % of contributions raised in 2016.

Those percentages were: Badlands 8%, raised 7%; Bismarck-Mandan 22%, raised 29%; Fargo-Moorhead 40%, raised 41%; Grand Forks 11%, raised 6%; Jamestown 3%, raised 2%; Minot 11%, raised 8%; Members-At-Large 2%, raised .004%; Williston 2%, raised 2%. Based on this information, members felt that opportunity exists in Grand Forks, Minot and with members-at-large.

5. Members discussed fundraising efforts. Hullet said message should be that contributions are the cost of doing business and an investment in your business. One goal is to encourage all members to give to the next level and to get those that have not given to give at the minimum level. Louser said the leadership team needs to set the example and another goal should be for committees to have 100% participation. Haskell and Hullet plan to make personal visits to as many local Boards as they can to meet with the local RPAC Committees, but especially to Grand Forks and Minot. Haskell asked Willis to obtain the names of each local RPAC Chair and of committee members and to send out a request to each local board chair to complete an RPAC fundraising plan for 2017. Only Fargo and Bismarck have met to date. Another goal is to conduct a statewide Phone bank during the April 26 Committee meetings.

There being no further business the meeting was adjourned.

Respectfully submitted

Nancy R. Willis, GAD