



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

March 15, 2018

Holiday Inn-Riverside, Minot

Present: Tate Cymbaluk, Chair; Karin Haskell, Vice Chair/Past Chair; Jill Kjorstad, Director Liaison; Amy Hullet; Greg Larson; Mary Shelkey-Miller; Dewey Uhlir; Ruth Ann Halvorson; Sharon Lunski; Mike Swartz; Cindy Harvey; Larry Louser.

Absent with prior notice: Vicki Roller; Daryl Braham; Deborah Nichols; Jody Tollefson

Guests: Mitzi Bestall; Nancy Deichert; John Colter; Marti Kaiser; Beth Mayer; Austin Bauer; Shari Anhorn; Clyde Thorne; Andrew Gudmunson; Judy Hoskin; Scot Nething; Lyn Dwyer; Sue Heth; Ryan Mullikin; Ben Schroeder.

Staff: Jill Beck, Jane Marum, Nancy Willis

Presiding: Tate Cymbaluk, Chair
Director Liaison: Jill Kjorstad, Vice President
Staff Liaison: Nancy R. Willis, GAD

1. Tate Cymbaluk called the meeting to order at 11:15 am, welcomed everyone and introductions were made.
2. The minutes of the January 9, 2018 meeting were approved. **M/S/C**
3. Cymbaluk reminded all of the 100% committee investment goal. Committee stands at 63%. Cymbaluk said he knows some are waiting until their fundraising events but reminded everyone that this is an election year and the sooner the investments are made the better.
4. Cymbaluk reviewed the current fundraising status (as of 3/12/2018):
 - Per Member Goal: \$30 Actual: \$86.78 (those that have invested)
 - Member Participation goal: 65% Actual: 40%
 - Major Donors goal: 60 Actual: 12
 - President Club goal: 27 (1.5%) Actual: 15
 - Capital Club goal: 93 (5.0%) Actual: 28
 - 99 Club goal: 279 (15.0%) Actual: 64
 - Total Fundraising Goal: \$170,000 Actual: \$64,478Committee members discussed the overall RPAC goal and the challenge by some boards to achieve theirs. Cymbaluk, Karin Haskell and Jill Beck said NAR is aware of this issue and it will be an ongoing discussion by NAR. Despite the challenge, everyone pledged to work hard to achieve the goal.
6. The committee wanted to discuss fundraising ideas and plans so agenda item 6 was moved ahead of agenda item 5. Nancy R. Willis reminded all of the current ongoing NAR March RPAC State email competition, where when members invest using the link given it goes towards North Dakota's total. States with most dollars raised and most investors will receive RPAC grants. Members talked about auctions, golf tournaments, prizes such as weekend packages for highest investor, etc. A committee member also discussed the NAR Young Professionals pledge which is \$10,000 over 10 years. After much discussion about recognition, the committee agreed that the chair should establish

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a recognition task force to explore forms of recognition that might generate more investment. Committee members volunteering were: Cindy Harvey, Amy Hullet, Karen Haskell, Greg Larson, Jill Beck and Tate Cymbaluk. Willis will serve as staff liaison.

The Committee also asked staff to create the following materials to assist with fundraising:

- An informational and solicitation packet on RPAC and Issues Mobilization for new agents that can be mailed out 4-6 months after joining NDAR making sure to include benefits to local board
- An RPAC/Issues Mobilization Broker Tool Kit
- A poster that can be placed in broker conference rooms with investment levels and information about RPAC/Issues (could be part of tool kit)
- Thank you postcards that can be personally signed by NDAR RPAC Fundraising Committee Chair and NDAR President to investors that give at the \$250 Capital Club level or above

Committee members said we need to make sure as we communicate about RPAC/ISSUES we talk about the reward for investing, which is the benefit to your business and payment toward an insurance policy to keep your business safe. Someone also suggested asking millennial investors to recruit other millennial investors.

5. NDAR President Ben Schroeder said he is working on a humorous video for RPAC/ISSUES solicitation that should be available soon.

Other: Jill Beck reported on the recently held RPAC Trustees meeting. Trustees will be updating the bylaws and policies and those updates will be communicated as soon as they are approved and finalized. Trustees did approve three action items. Trustees approved contribution amounts for statewide offices, approved making the minimum investment in order to be eligible to serve as a Trustee at \$250 and approved a change in the state local board split, which would become effective in 2019. The current 90/10 local board/state split will change to 75/25 until the local board meets its portion of NDAR's total fundraising goal. Once that goal is met the split becomes 90/10.

There being no further business, the meeting was adjourned at 12:30 p.m.

Respectfully submitted,

Nancy R. Willis, GAD