



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, 2019

Courtyard by Marriott, Bismarck

Present: Karin Haskell, Tate Cymbaluk, Mary Shelkey-Miller, Judy Maslowski, Daryl Braham, Dewey Uhler, Sue Heth, Heather Kitzman, Nicole Schoeder

Absent with prior notice: JoAnn Callahan, Greg Larson, Vicki Roller, Mary Splichal, RuthAnn Halvorson, Kristy Sagaser, Cheryl Croonquist

Guests: Lisa Olson, Kash Lund, John Colter, Amy Hullet, Nancy Deichert, Phil Vanyo, Tanya Keck, Chris Feichert, Ashlee Kelleher

Staff: Jill Beck, Kaylah Horton

Presiding: Karin Haskell, Chair  
Director Liaison: Mary Shelkey-Miller  
Staff Liaison: Jill Beck

1. Karin Haskell called the meeting to order at 8:30am, welcomed everyone and introductions were made.
2. Haskell reviewed the committee purpose and reminded committee members of the 100% RPAC challenge.
3. The minutes of the March 15, 2018 meeting were approved. **M/S/C**
4. Haskell reviewed the 2018 RPAC Triple Crown achievements (12/31/2018)
  - a. Fundraising - \$149,232 (goal was \$170,000)
  - b. NAR RPAC - \$10,729 Met \$23,969
  - c. Major Investors – 18 Met (47)
  - d. President's Circle – 2 Met (3)
  - e. Participation – 37% Met (61.9%) 687/1,135
5. Haskell also reviewed the 2018 RPAC President's Cup achievements, Triple Crown+ Advocacy Goals (12/31)
  - a. Avg. CFA Response Rate 20% Met – NFIP 28.11%
  - b. Mobile Text Download 117% (500/588)
  - c. Host Voter Registration Event Met – (no ND voter registration so we promoted voting and voting sites)
  - d. Host Annual Broker Meeting Met (Held in August in Fargo & Bismarck)
6. Haskell reviewed NDAR 2018 results (12/31):
  - a. Goal: \$30/member Actual: \$128.60 (those that have invested)
  - b. Participation: 75% Actual: 57%
  - c. Major Donors: 50 Actual: 49
  - d. President's Club: 1.5% (28) Actual: 29
  - e. Capital Club: 5% (88) Actual: 67
  - f. 99 Club: 15% (270) Actual: 156

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8. 2019 RPAC Recommended Goals:

a. Per Members Goal		\$50 (to align with RPAC 50 <sup>th</sup> Anniversary)
b. Member Participation		75%
c. Major Investors	50	
d. CFA		37%
e. Capitol Club		75
f. President's Club		30
g. 99 Club (proposed Chairman's Club)	200	
h. Total Fundraising Goal	\$149,500	

Recommended goals for 2019 were discussed. Committee members approved the recommended 2019 goals. **M/S/C**

In response to a question, Jill Beck reviewed the RPAC/ISSUES Donor Levels as follows:

Minimum	\$30	
99 Club	\$99	
Capital Club	\$250	
President's Club	\$500	
Major Investor Levels		
Sterling	\$1,000	
Crystal	\$2,500	1 <sup>st</sup> time and requires \$1,500/yr to sustain
Golden	\$5,000	1 <sup>st</sup> time and requires \$2,000/yr to sustain
Platinum	\$10,000	1 <sup>st</sup> time and requires \$5,000/yr to sustain

There was discussion regarding promoting the RPAC to local boards and Haskell would like to have a tour to encourage fundraising and give ideas for grants to local boards. Haskell and Hullet discussed in length the ideas for celebrating the 50<sup>th</sup> Anniversary of RPAC and the 75<sup>th</sup> Anniversary of NDAR; Haskell wants a limited edition jacket for major investors. Hullet will form a PAG to work out the details of the celebrations this year. She welcomes all who would like to be on this group. Discussion was held on changing the name of the 99 Club. A motion to change the name of the Club to Chairman's Club was made. **M/S/C**. \*Note: Board of Directors has changed to Pinnacle Club.

Haskell congratulated everyone on a tremendous 2018 RPAC/Issues fundraising year and thanked everyone for their investments. There being no further business, the meeting was adjourned at 9:45am.

Respectfully submitted,

Kaylah Horton, Membership and Communications Director