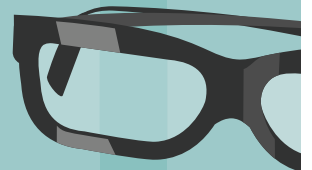
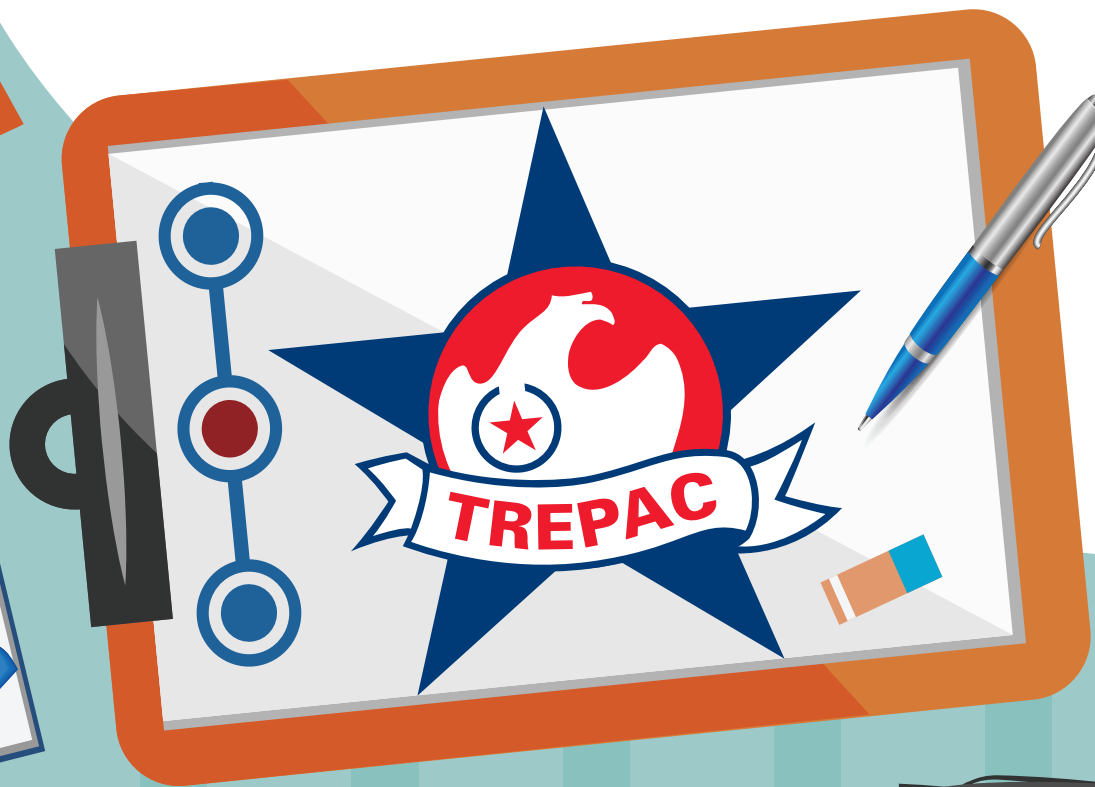


Best Practices for hosting your next Major Investor Event



Mark Your Calendar

Save the dates



- Pick 2-3 dates to host your event
- Submit application request to NAR, allowing 6-8 weeks for event execution (realtoractioncenter.com/mievents)
- Request an RPAC Speaker, PAC Leadership, and Major Investor Council member
- Contact venues with potential dates in mind and confirm once approved by NAR
- Contact TREPAC staff to get historical #'s to complete application

Let's Get Busy Planning your event



- Create target invite lists
 - Top Producers
 - TRLP
 - Past Major Investors
 - Brokers/Managers
 - Board of Directors
 - YPN
 - Move-up investors (\$500 to \$999)
 - Affiliates
 - Other potential Major Investors
- Invite list should be 3x the intended audience
- Keep in mind your event should be intimate, with fewer than 30-35 guests
- Set expected fundraising goals
- Consider co-hosting a Major Investor event or conducting during a regional meeting for smaller associations
- Set up event-planning timeline
- Create a marketing plan
 - Fliers/Post cards
 - Email invitations
 - Provide and create personalized phone scripts
 - Personal invite phone calls (ask for investment commitment over the phone)
 - Have a TREPAC Trustee or current Major Investor who is a Board President, Top Producer, or Broker to make the invitation



of your TREPAC investment

supports REALTOR® Champions—elected officials who know the value of real estate to Texas' economy and fight for REALTOR® and consumer issues.



REALTOR®-supported candidates had a
98% SUCCESS RATE
in the Nov. 2016 election.

NOTE: This is not an appreciation event. RPAC requests a minimum of \$500 in new money from each attendee.

Show Me the Money



Event costs

- Determine food and venue costs based on attendee count
- RPAC will cover up to \$65 per person for Major Investor event
- Use other available resources: RPAC Fundraising grant, advertisers, corporate dollars

It's Show Time



Event logistics

- Event email reminders and personal phone calls
- Set up agenda
- Provide podium manual or talking points (don't wing it!)
- Provide table handouts with pledge cards, TREPAC calculator, Presidents Circle, etc.
- Go over event details with Speakers/Special guests
- Determine who will be "making the ask" on the agenda
- Always use the term "TREPAC," but let attendees know RPAC is the same thing
- Have PAC Trustees at each table or walking the room
- Have a few planted Major Investors at your event
- Highlight Major Investor benefits and RPAC President's Circle Conference
- No auctions, please
- Have fun!

We're from Texas ya'll




Post-event follow-up

- Send thank you notes and follow-up with attendees
- Send a "sorry we missed you" note to those who could not attend, asking them to consider becoming a Major Investor
- Submit receipts and costs to TREPAC staff for RPAC reimbursement
- Follow-up on pledges
- Ensure all Major Investor money is submitted by the September 30 deadline

NOTE: Some TREPAC timelines and reporting requirements may differ from RPAC. Why? Because we're from Texas!



 Text TREPAC to 512-806-0316

 Follow @TexasTREPAC on Twitter

 Visit and like facebook.com/TREPAC



1,021 Texas REALTORS® were Major Investors in 2017

Help make 2018 even better!

Contact:

Major Investor Council Members

David Alan Cox - david@davidalancox.com
or **Deborah Spangler** - deborah.spangler@yahoo.com

TREPAC

Leslie Cantu - lcantu@texasrealtors.com



1115 San Jacinto, Suite 200, Austin, Texas 512-480-8200

Contributions are not deductible for federal income tax purposes. Contributions to the Texas Association of REALTORS® Political Action Committee (TREPAC) and the Texas Association of REALTORS® Federal Political Action Committee (TAR FedPAC)—which makes contributions to the REALTORS® Political Action Committee (RPAC)—are voluntary and may be used for political purposes. The amount indicated is merely a guideline, and you may contribute more or less than the suggested amount. You may refuse to contribute without reprisal, and the National Association of REALTORS®, the Texas Association of REALTORS® (TAR), and its local associations will not favor or disadvantage anyone because of the amount contributed. Until the RPAC annual goal is met, 70% of an individual's contribution goes to TREPAC and may be used to support state and local candidates; the remaining 30% is sent to TAR FedPAC to support federal candidates and is charged against your limits under 52 U.S.C. 30116. (Exception: 100% of an individual's contribution goes to TREPAC if the individual is an employee of an affiliate member of TAR.) After the RPAC annual goal is met, 100% of an individual's contribution goes to TREPAC and may be used to support state and local candidates. You may contact the TAR political committee administrator at 800-873-9155 to obtain information about your contributions.