

# NAR GAME CHANGING IDEA

To go where no Association has gone before.....



Request Date:

Submitting Association:

Association	Carteret County Association of REALTORS
Contact	Brenda Roney
Address	P.O. Box 630
City, State, Zip	Morehead City, NC 28557
Phone	252-247-2323
Email	BrendaRoney@ccrealtors.org

Game Changing Idea Name: Virtual Fundraising

Topic Addressed [please check]:

- |                                                            |                                                            |
|------------------------------------------------------------|------------------------------------------------------------|
| <input type="checkbox"/> Planning                          | <input type="checkbox"/> IT/MLS/Web                        |
| <input type="checkbox"/> Finance/Administration/Facilities | <input type="checkbox"/> Networking                        |
| <input type="checkbox"/> Committees                        | <input type="checkbox"/> Leadership Development            |
| <input type="checkbox"/> Marketing/Promotion               | <input checked="" type="checkbox"/> Social Media           |
| <input type="checkbox"/> Membership/Customer Service       | <input type="checkbox"/> Commercial/International Services |
| <input checked="" type="checkbox"/> Events/Community       | <input checked="" type="checkbox"/> Other                  |
| <input type="checkbox"/> Education/Training                |                                                            |



Explain your Game Changing Idea (attach any material you wish to the application):

We would like to hold virtual fundraisers such as a Reverse Drawing and Golf Outing. With technology and time constraints, our fund raisers are suffering from lack of participation and interest. We would like to move them into the virtual arena by creating an easy to maneuver on-line fundraisers. They would be easily interactive and encourage participation by stressing fun and engaging the participant thru interaction. In addition, there would be a social networking element to provide that give and take that is so necessary in today's world. Instead of demanding huge blocks of time, members could participate in a couple minutes here and there or while multitasking other activities. Basic tech support would be provided by trained association staff.

Direct Member Benefit:

Benefits would include being able to participate and contribute to a good cause while learning the virtual world in a fun, non-threatening manner. They could access and participation from their desk or home which enforces the message the association cares and respects their time. It would give them the ability to create new virtual relationships among members from different ends of our membership area, surrounding associations and the community. (We invite community involvement and outside participation) With local, familiar contacts for tech support and a fun, non-threatening context; involvement in the virtual world would be much less frightening. This in turn would lead to a more tech savvy membership; allow them to present themselves in a more positive light and to serve the public better.

#### *Value to the Association:*

The association would see increased participation in fundraising activities. The event would give us a high profile with regards to technology, which in turn enhances the association's image both to the public and membership. In addition, it would greatly increase the number of members operating and comfortable in a virtual situation. Setting the association staff up as tech support for the endeavor would enhance the member's perception of value and create another avenue for communication and service.

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