**Alaska Association of REALTORS®**

**Small State Idea Exchange**

Greatest Idea:

In 2014, Alaska and North Dakota waged a friendly competition on who could have the highest member participation in RPAC for 2013. In order to increase the participation level, the two largest boards conducted a one day RPAC telethon. Approximately 3-5 people met at the board office at the designated time and were given a list of members that had not given to RPAC.  The contribution target amount was $25 and payment information was taken over the phone.  As an incentive each RPAC contributors name was entered into a drawing to win a Kindle Fire HD. Sponsors were scheduled each hour that provided a giveaway every hour in addition to the Kindle Fire.  Refreshments were provided at the office so members could stop by and make their investment in person and have a chance to enter into the hourly giveaways. The telethon was a great success and served two purposes; increasing member participation and getting the word out about RPAC.