

Arizona REALTORS® - Idea Exchange - Expo 2014
Evan Fuchs, AAR President

Community Outreach: To tap into the nobility of what REALTORS® are doing within the community, the Arizona REALTORS® organized a two day workshop through our 501(c)(3) foundation, the Arizona REALTORS® Foundation for Housing and Community Housing Outreach. The gathering included leadership from the Foundation, State and Local Associations, and Association Executives. The purpose of the workshop was to re-energize community outreach efforts and share ideas on ways REALTORS® can make an impact on their communities, such as the Foundation's Lighter, Quicker, Cheaper Challenge, which will award \$1,000 in each of Arizona's five regions for a community project. The local associations shared success stories to spark ideas on community outreach and at the same time meet the NAR Consumer Outreach Core Standards. We found this workshop to be an extraordinary way to not only share ideas but to strengthen our membership as a whole. The Foundation Workshop flyer is attached.

Advocacy: To assist our local associations with RAPAC fundraising efforts, the Arizona REALTORS® held a one day REALTORS® of Arizona Political Action Committee (RAPAC) Training Workshop, which was attended by State and Local Association leadership, Association Executives, RAPAC Trustees and RAPAC Champions. The importance of RAPAC was discussed, along with RAPAC successes and challenges. We provided information on National and State tools and resources as well as information and talking points. During the Workshop, every association received assistance in developing a detailed 15 month plan on how to communicate, engage and plan for RAPAC fundraising events and outreach. Arizona Association staff followed up with each local association with their tailored fundraising plan and worksheets, including action items for each month and verbiage for newsletter communication. This very successful training event, along with other statewide efforts, contributed to a 31.51% increase in RAPAC investments from the previous year. The RAPAC Workshop agenda is attached.



Arizona REALTORS® Foundation Presents

PRELIMINARY PROGRAM

August 28, 2014

Noon - 1pm: Registration

1:00 pm-1:30 pm: Welcoming Remarks

Moderator will highlight successful community outreach programs throughout the country and the importance of REALTORS® involvement

1:45 pm-3:15 pm: Success Showcase

20 minutes from each followed by Q and A

- CARE Fund, Inc.
- Lake Havasu REALTOR® Olympics
- Tucson Association of REALTORS® Homeworks and Soccer Kick Off
- Scottsdale/SEVRAR/Sedona Lockbox for Seniors
- Arizona REALTORS® Employer Assisted Housing program

3:30 pm - 4:30 pm: NAR Core Standards -

Overview of Core Standard #3, consumer outreach, and how it relates to community involvement and outreach. What would qualify as a core standard and how the Foundation can assist Arizona's local associations in meeting these standards.

4:30 pm - 6:00 pm: Workshop Reception

Short welcome by President Kerry Melcher; suggest participating Success Showcase participants set up tables to highlight their successes and be available for attendees with more questions

August 29, 2014

7:30 am: Breakfast

8:00 am -10:00 am : REALTOR® ROUNDUP

Presentation regarding available funds/resources from NAR REALTOR® Action Center followed by break outs by region to discuss ideas and proposed projects, joint efforts, etc. This time is to be used to brainstorm community outreach endeavors that will satisfy NAR Core Standards.

10:15 am -11:00 am : Group to discuss their ideas and let Directors know what they think they may need from the Foundation

11:15 am -Noon : Closing Lunch



August 28-29, 2014 • Phoenix, AZ

2014 FOUNDATION WORKSHOP

Workshop to discover community outreach opportunities

Invitees are the Foundation directors, local association executives with one other volunteer from their association along with AAR line officers. Attendees will learn more about possible available partnership opportunities for community outreach programs and will learn more about successful programs from several local associations.

Registration Fee: \$25.00

<https://www.regonline.com/2014foundationworkshop>





RAPAC Training

Time	Topic	Speaker
10:00 AM –	Welcome and Introductions (Kiva)	Lori Doerfler
10:15 AM –	Overview of the importance of RAPAC	Summer Greene
10:30 AM-	AE's Breakout <ul style="list-style-type: none"> • How to utilize AI360 for RAPAC (Mohave III) Jennifer Hamilton 	
10:30 AM –	Discussion of Successes in Arizona for RAPAC <ul style="list-style-type: none"> • SEVRAR Major Investors • Tucson March Madness Event • Small but Mighty – Yuma Association 	Nicole LaSlavic
10:45 AM –	Discussion of Challenges in Arizona for RAPAC <ul style="list-style-type: none"> • Challenges facing your association • Matching local association needs with Arizona 	Lori Doerfler
11:45 AM –	Break for lunch (Mohave I and Mohave II)	
Noon –	How REALTORS® Can Effect Elections	Commissioner Brenda Burns
1:00 PM –	Resources to Assist Associations <ul style="list-style-type: none"> • RPAC Grants, Major Donor, training & materials • AAR resources in partnership 	Chip Ahlswede Nicole LaSlavic
2:00 PM –	Plan Making Session (Part 1) <ul style="list-style-type: none"> • Develop a needs-based goal • Identify what volume & number of donors reach goal 	Breakouts
2:30 PM –	Session Break	
2:45 PM –	Plan Making Session (Part 2) <ul style="list-style-type: none"> • Develop your associations comprehensive 2015 RAPAC Plan • Identify necessary resources necessary • Develop a follow up schedule 	Breakouts
3:30 PM –	Information Sharing	Lori Doerfler
3:45 PM –	Wrap up Q & A	
4:00 PM –	Optional one-on-one session with Jennifer Hamilton to set-up their program in AI360.	