

# Tennessee Association of REALTORS®

## Idea Sharing

### 2014 NAR Conference

#### RPAC-A-THON

This year, the Tennessee Association of Realtors took on a new initiative to take *Vote. Act. Invest.* to a new level and grow the Realtor Party. We took the phone bank concept, mixed it with the telethon premise and created RPAC-A-THON.

Through a massive effort, we set up call centers in local association offices all across the state to make that all-important Realtor-to-Realtor ask for an investment in RPAC. And to up the ante, we streamed it all live, online, allowing all our members – and even the world – see our Realtor champions in action making call after call for the Realtor Party.

We targeted our 2014 non-investors and simply asked them to step up and support their industry. While we love and truly appreciate our major investors, RPAC-A-THON was geared towards increasing RPAC participation and helping us foster that culture of giving.

The online stream of RPAC-A-THON was a real advantage because it allowed us to engage each other and show how unique each local association was in their efforts to secure RPAC investments. It also helped keep us motivated and gave us the opportunity to share the importance of Realtors and RPAC to all who tuned in to watch what Tennessee Realtors were doing.

Of course we did have our challenges. We had thunderstorms, tornado warnings and even power outages. In the end, RPAC-A-THON was worth it, raising over \$53,000 and adding a number of first time investors.

Videos:

<http://vimeo.com/106329078>

Time: 4:40

<http://vimeo.com/106329358>

Time: 2:45