



Pocatello REALTORS® “Step it Up” for RPAC With Surf & Turf Fundraiser— *October 2014*

Clocking in at just 235 members, Idaho's Greater Pocatello Association of REALTORS® (GPAR) nevertheless thinks big when it comes to RPAC fundraising.

It could be the influence of Jim Johnston, "the face of RPAC for Idaho," as Tiffany Hendricks, Executive Officer of the small but ambitious association, describes him. Johnston has held national RPAC positions and is an RPAC Hall-of-Famer, himself; GPAR is happy to claim him as one of its own. "We have an amazing, very active RPAC Committee," says Hendricks. At the association's Major Investor dinner this summer, attended by more than 100 guests, it was the RPAC Committee serving up the surf-and-turf. A whole lot of king crab legs later, the association had cleared well over \$20,000 for RPAC.

GPAR had kicked off its RPAC fundraising season the previous October with its annual Chili Feed. This friendly competition between local offices is coming up on its fourth year this fall. Judged by the local mayors and fire chiefs, it's a fun time, providing the entire membership with an easily accessible way to support RPAC -- and the opportunity to "step up" to the next level.

Many members don't realize how close they are to that next level, notes Hendricks. To offer some additional encouragement, she says, the association billed its Major Investor event held in June at Pocatello's Mystique Theater as "The RPAC Surf & Turf Step-Up Dinner." A \$5,000 RPAC Fundraising Grant from NAR covered the cost of the venue and the food, which was prepared by a chef from a local restaurant. With the RPAC Committee waiting tables, "We had good, cheap labor!" laughs Hendricks. "But seriously, it's a great group of about 15 REALTOR® members and affiliates, and I think they all had fun, getting to mingle with all these guests who were there in support of the RPAC cause."

The dinner was followed by a lively raffle. Guests received tickets commensurate with the level of their evening's RPAC investment, beginning with the initial \$100 investment that was the cost of admission per person. The prizes, ranging from televisions to rafting trips to hotel stays, were donated by GPAR affiliates. GPAR kicked in some membership dues packages, as well as a General Membership Luncheon package.

Prior to the raffle, GPAR's president Sheri Davies reminded the crowd of the importance of RPAC. "We don't want a tax on services to come to Idaho, and we need to protect the Mortgage Interest Deduction," says Hendricks. "Those are two issues that are always of concern here. So when you speak to members about RPAC in terms of affecting their ability to sell a house, they listen." In fact, 21 members did "step up," increasing their RPAC investment levels at the event, including two who joined the President's Circle. GPAR's total investment in RPAC for the year was nearly \$60,000, far above and beyond its state-assigned goal of \$45,000.



The RPAC Committee decided against any other entertainment for the evening, keeping it mellow so that everyone could better connect with each other. "People seemed to appreciate that," notes Hendricks, "the evening was a great success as a fundraiser, but also as a really enjoyable networking event." Just how successful and how enjoyable? "We'll be doing it again!" says Hendricks.

To learn more about how the REALTORS® of Greater Pocatello and their affiliates made great strides for RPAC using one of NAR's fundraising grants, contact Tiffany Hendricks, Executive Officer of the Greater Pocatello Association of REALTORS®, at gpar.eo@gmail.com or 208.237.2600.