



## **AEI's RPAC Sweepstakes Winners Have Eyes on More than the Prize—June 2013**

Some gals have all the luck! Sure enough, at the Association Executive Institute in San Diego this spring, Lady Luck rewarded two participants who had generously invested in the REALTOR® Political Action Committee – by simply participating in the drawing.

The stakes were high (the prizes were iPad minis!) but both winners graciously point out that the chance of winning a nifty techno-gadget was not the incentive.

Lauren Hansen, Chief Executive Officer of IRES, the MLS service supporting eight local REALTOR® boards in northern Colorado, is a former AE, herself, and had contributed to RPAC, on-and-off, for years. “Then, at a recent meeting of the Leadership Council of the Colorado association, CEO Don Flynn was talking about promoting RPAC donations within his office. He said he tells his staff, ‘Remember who you work for.’ And I thought, ‘You know what? He’s right.’”

In honor of her position on the Leadership Council this year, and in response to Don Flynn’s compelling reminder, Hansen became a Major Investor with a gift of \$1,000. “The fact that Ed Lawler (formerly) of Fort Collins, Colorado, was working the RPAC table at the AE Institute, clinched the deal. (Lawler is currently RPAC Fundraising Managing Director for NAR.) I wrote him a check, and he handed me a big stack of tickets. My chances were pretty good, but it was still thrilling to win.” Because she already has an iPad, Hansen plans to repurpose her winnings by donating the iPad mini to a drawing at her own upcoming REALTOR® Summit.

The AEI raffle tickets were one for \$25, or five for \$100, with a maximum of twenty tickets for \$500. That’s what Carol Heins, Association Executive for the 1,050-member Mid-Fairfield County (Connecticut) Association invested, to round out her annual contribution of \$1,000. “I had already given \$500 this year, so this seemed like an opportune moment to complete my investment. I feel that at the local level, if I participate in RPAC as a Major Investor, my members see that I support them to the fullest, and put my money where my mouth is.” Mid-Fairfield has 226 RPAC donors so far this year, at least two of whom are Major Investors.

Heins had already left the evening program at AEI when her winning ticket number was announced, but a call upstairs to her hotel room brought her running back to accept her prize. She participates in lots of drawings, and has been lucky before – late last year, she won a Kindle in her state association’s raffle, which she donated as a prize to her recent general membership meeting. But she loves her iPad mini. “I’m using it, and loving it, and all my grandchildren are trying to get it. But this one, I’m not giving up!”

The NATIONAL ASSOCIATION OF REALTORS® raised \$17,000 for RPAC at the AE Institute, all from staff, who believe in investing in what their members do for a living - protecting the future of the industry, and homeownership opportunities for all.

*For more information about RPAC fundraising grants and activities, contact Laura Hawxhurst, NAR’s RPAC Fundraising Coordinator, at 202-383-7581 or [lhawxhurst@realtors.org](mailto:lhawxhurst@realtors.org).*



Carol Heins, Mid-Fairfield County Association Executive, shows off winning prize with James Liptak, NAR's Political Fundraising Liaison



Don Flynn, Colorado Association CEO, poses with winner, Lauren Hansen, CEO of IRES; and James Liptak, NAR's Political Fundraising Liaison