



## **RE: State Leadership Idea Exchange**

### **Idaho REALTORS® RPAC Fundraising Diamond Event**

“The Diamond” RPAC Event began in 2002 at our Annual Convention as a way to increase our major investor numbers and our overall RPAC investments for the coming year.

Idaho REALTORS® had the opportunity to win a fabulous diamond valued at over \$2,500! Anyone who pledged selected their favorite number(s), 1-279 on a pledge sheet and signed their name next to it. The lucky winner had the number next to their name drawn. Each line pledged to RPAC was for \$250 and received one chance to win with a complimentary glass of champagne. Pledges did not have to be paid at the reception.

That first year we received \$36,000 in pledges, \$18,000 coming from people either increasing their giving level from the previous year or those giving for the very first time. We had 22 major investors after that fundraiser.

Fast-forward 13 years and we now have 77 major investors, 24 president Circle members and 8 Hall of Fame members!

We now hold this event as the first hour of our themed night during our annual Convention and have migrated from a glass of champagne to drink tickets. As you can imagine this event has grown in popularity over the past few years.

This year we set a goal to give away 2 diamonds, however, if we reached pledges of \$100,000 within 1 hour we would give away a 3<sup>rd</sup>. I am happy to report that in just 50 minutes we reached our \$100,000 goal and the 3<sup>rd</sup> diamond was added. It took just another 15 minutes to fill every line 1-465 to received pledges of \$116,250. The winners had the opportunity to select from the 3 diamonds.

We were also lucky enough this year to have NAR President Chris Polychron attend our event and witness firsthand the pure excitement and support that the Idaho REALTORS® have for RPAC.

Thank you,

**Tiffanie Mai-Ganske**, President Idaho REALTORS®

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