

Nevada Association of REALTORS®

President Greg Martin created the Presidents' Push for the President's Cup. It is a campaign designed to corral the leadership and enthusiasm of each local association president in an effort to meet the goals of the RPAC President's Cup. Nevada has achieved the Triple Crown in prior years but not the President's Cup. The campaign laid out the 3 President's Cup goals we wanted to reach in which Nevada always fell short: Mobile Text Alert numbers, Call for Action numbers and Major Investor Numbers. The Presidents' Push campaign was multi-level.

- 1- Greg began with a letter to each of the local presidents asking for their help. This plea was highly effective in 80% of our local associations in getting the local president activated in the campaign (attached)
- 2- We also reached out to the local AE's for their help and support of their presidents. We asked for MTA emails to members, and coordinated a state-wide local/state/national effort for CFAs that was ultimately successful. We coordinated messaging and timing of CFA messaging to get the greatest response for the CFA and learned a great deal about what/when pressure works on our members, including "time is running out", "We only need 25 more responses" and "\$100 gift card for signing up" messages.
- 3- The most important part of the campaign was Greg's request to get in front of as many groups as he could with a Legislative update from our Government Affairs staff followed closely with a plea for PAC "investment." We targeted local association meetings/lunches, broker's offices, WCR meetings
- 4- The term "Investment" was used at all levels and at every meeting. This term was highlighted, conversations were interrupted, to correct the misuse of words like "donation" or "contribution".

To date we have reached the CFA number, are within 80 MTA registrations, and within about 20 of the MI goal with two months yet to ask.