



Not satisfied with simply meeting our fundraising goals, in 2014 the Virginia Association of REALTORS® leadership team, led by President Bradley J. Boland, made a commitment: VAR would not only meet NAR's Triple Crown fundraising goals, but eventually receive the President's Cup.

Reaching these goals would require a more holistic approach to fundraising. So in January 2014 we created a group tasked with planning our strategy. Consisting of both volunteers and staff, we named it the Fundraising and Broker Involvement group — the RPAC FBI.

Chaired by VAR Past President Mary Dykstra (who is also the state's NAR Major Investor Council member), the RPAC FBI team is deliberately composed of professionals with different perspectives and experience.

Included are members of several NAR councils (RPAC Trustees Fundraising, Broker Involvement, and Participation), as well as our own RPAC trustees and fundraising chairs, and members of past and current leadership teams. Representing the staff are our chief executive officer, our policy team, our chief of finance and administration, and our director of governance and committee operations.

The RPAC FBI's goal is to blend the members' knowledge and expertise into a cohesive effort — to encourage volunteers and staff across the board to work hand in hand.

The FBI first broke down our overall goals — NAR Triple Crown Status and later the President's Cup — into smaller, shorter-term tasks. For example, the group determined that raising participation levels would be the most difficult goal to achieve, so it is initially focusing its efforts there.

Meeting via monthly conference call, the members of the RPAC FBI will determine the best next steps toward each goal, and will assign tasks to staff or volunteers based on the current status of the association. In the future they'll use these electronic meetings to keep one another updated and share both successes and challenges.

Of course they'll also be kept up to date with RPAC fundraising, with reports going out to all members every other week. To date, thanks to the RPAC FBI, VAR is on track with three of the four Triple Crown goals: Fair Share, Major Investors, and President's Cup.

The display of commitment and enthusiasm by VAR committee members has been tremendously helpful. REALTOR® leaders feel engaged, and they assist in achieving goals within volunteer groups. Communication among the group is its strongest asset.