

Tennessee Association of REALTORS®

Tennessee did its second annual RPAC-A-THON fundraiser this year. My Logo as President of the Tennessee Association of Realtors this year was "\$15 in '15"! We raised \$50K in four hours and had a great time doing it!

I broadcast from the TAR headquarters and we streamed to all local associations in Tennessee that were equipped to participate. As you can see by watching the video, a great time was had by all and everyone participated.

I encouraged members from smaller associations around Nashville to come to Nashville and make their calls from there so they could be a part of the visual effects as well as being a caller. We had lots of food and drinks

Local "celebrities" dropping in at the local associations....professional sport mascots, college and university mascots, etc. We had "\$15 in '15" signs hanging everywhere and the members really got into the spirit and all did a fabulous job of calling to raise RPAC dollars!

I hope each year we do our RPAC-A-THON we can improve on the year before and learn from each proceeding year. This is a great vehicle for fundraising and increasing the participation rate.

Thanks!

Pat Beech

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Here's the video link:

<https://vimeo.com/139521560>



\$15 in '15

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