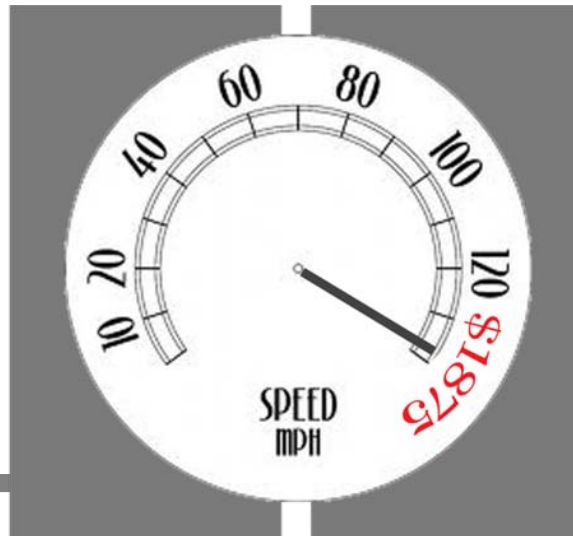


Zero to \$1,875

in **four** easy steps



Piedmont Triad Apartment Assn

Step 1 – Develop a fundraising activity with a “hook” related to the event.



- Diamonds are a fundraisers best friend
- Champagne doesn't hurt either

Step 2 – Run the event by the NAA Government Affairs staff

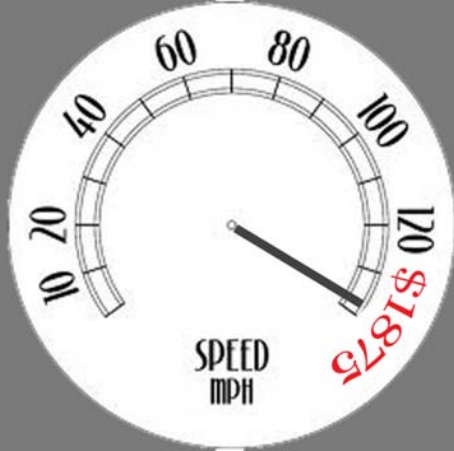


- Make sure you're dotting your "Is" and crossing your "Ts"
- Forms
- Checking each step of the way

Step 3 – Promote, promote, promote and then recruit incredible volunteers

- Promote the fundraiser at every turn
- Make space for it in the event promotions
- Strategically place your donor table
- Recruit heavy hitters to man the table (and make sure they aren't shy)

Step 4 – Send everything to NAAPAC and be ready for follow up



- Treat the money like a hot potato
- Double check the forms
- Be prepared for follow up from NAA