



2021 Supporting Women of Real Estate Grant Application

The National Association of REALTORS® and the Women's Council of REALTORS® are offering a strategic partnership with local and state REALTOR® associations to organize one day conferences with a focus on women in real estate. The Supporting Women of Real Estate Grant provides local and state REALTOR® associations with the opportunity to receive funding to provide new and innovative programs focused on advancing women in the real estate industry. The goal of this program is to inspire women professionals to take on greater leadership roles in both business and organized real estate.

A total of 10 grants will be awarded in \$2,500 increments to REALTOR® associations that meet criteria as outlined in the application below.

I. Criteria for Supporting Women of Real Estate Grant Proposals

Proposal must include:

- A program that educates the general membership on advancing women in real estate including but not limited to: Programs that highlight successful women in the industry and how they got to where they are today, training to build strong women business leaders with topics such as negotiations, team effectiveness, the power of relationships, marketing, technology, etc.
- Programs will be 100% organized and driven by the local or state REALTOR® association. Collaboration with another local or state Women's Council of REALTORS® network(s), with the local REALTOR® association, or with a related real estate organization, is encouraged but not required.
- A program must incorporate a professional networking opportunity that facilitates relationship building and encourages audience participation.
- A clear articulation of the program concept, including measurable goals that indicate success (ie, include detailed agenda/timeline/networking activities, budget, projected number of attendees and speaker(s) names/bios).
- Program must be 4 hours in length and can be either virtual or live.
- Events that will not be considered include fundraising events, awards programs, education classes, or other programs that clearly dilute the intended purpose.

II. Grant Process

Key Dates:

Monday, April 12, 2021: Application period opens

Monday, June 14, 2021: All application materials due

Wednesday, June 30, 2021: Grant recipients contacted & funds disbursed

Friday, December, 31, 2021: Event must be completed and follow up reports due to Women's Council.

The same assessment criteria will be utilized for every submission received.

Not all applicants will receive Grants.

III. Contact Information

Primary Association Name: *

Street Address: *

City: *

State: *

Applicant Contact Name: *

First Name

Last Name

Phone Number: *

Area Code

Phone Number

Email: *

example@example.com

Association Executive or Education Director Contact Name: *

Phone Number: *

Email: *

Association website address: *

example: www.wcr.org

Total number of association members: *

If you are co-partnering to offer this event with another association or Women's Council Network please fill out the following questions. If not you may skip the next 7 questions.

Co-Partner (Association, Women's Council Network, Real Estate School) Name

Street Address:

City:

State:

Co-Partner Contact Name:

First Name Last Name

Phone Number:

Area Code Phone Number

Email:

example@example.com

Is there a local and/or state Women's Council of REALTORS Network in your area? *

Yes

No

If yes, please list the Network Name:

Please describe your previous involvement with this Network (i.e. joint programming meetings, etc.) if applicable:

IV. Program Details

Proposed Program Title: *

Please select which primary area(s) of focus your Supporting Women of Real Estate Grants program will focus on from the categories below: *

Communications/Marketing

Education/Professionalism

Legislative/Advocacy

Technology/Data

Community/Member Involvement and Networking

Leadership/Business Leadership

1. Descriptive overview of program being offered including topic, speakers, date, time. Program must be a full day program (no less than 4 hours in length) and completed by December 31, 2021: *

2. Explain in detail how your Supporting Women of Real Estate Grants program is a new or innovative format that will educate your general membership on advancing women in the real estate industry. *

3. What are the measurable goals that will indicate the success of the program (Include the number of members who would be directly served or expected to participate). *

4. Describe the built in professional networking opportunities that will be part of this program that will facilitate relationship building and encourage audience participation. *

5. Describe how the program will be continued in subsequent years by your Association: *

6. Attach a detailed budget and agenda for your proposed program. Account for the amount of the grant being requested and the resources your association plans to contribute to the implementation, both financial and staff time.

8. Before you submit your application, make certain:

Each field is completed in all three sections; Contact Information, Grant Details and Grant Narrative.

A detailed budget is included - with staff time included.

A measurable goal is included.

A program title and detailed description is included.

Speaker(s) name, title and bio.

Questions?

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