**This program was created to assist local and state REALTOR® associations with funding for game changing ideas that have a commercial member benefit or add value to commercial real estate professionals.**

**Innovation Goals:**

1. Enhance the membership value and experience of members involved in commercial real estate.

2. Connect and engage members in relationship building programs within the association.

3. Elevate the exposure and expertise of the local commercial real estate professional and REALTOR® association within the market area and community.

4. Develop a sustainable and impactful service or program.

**Innovation Criteria:**

1. This Innovation Grant proposal impacts the REALTOR® association with a new or enhanced product, program, process or service to improve the member’s experience.

2. This proposal educates the general membership on commercial real estate issues or programs.

3. This proposal increases awareness of REALTORS® who are commercial real estate practitioners.

4. There are clearly demonstrated measurable goals that indicate the potential success of the project and there is a plan to make the project self-sustaining in the future.

5. There is a reasonable understanding of budget and timeline necessary to achieve success.

6. The applicant recognizes factors that may inhibit the ability of the project to meet its goals.

7. The idea can be adapted to other REALTOR® associations.

**Innovation Grant Process**

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

2. Please complete the application form completely and submit it to NAR with appropriate attachments no later than July 31, 2015.

3. Associations will be notified by email on or about September 1st, 2015 as to the status of their application.

4. Individual grants will only be awarded in amounts ranging from $500 up to $2,500.

Applications may be emailed to svarner@realtors.org or mailed to:

NATIONAL ASSOCIATION OF REALTORS®

430 North Michigan Avenue

Chicago, IL 60611

Attn: Shara Varner

**Important Notes:**

* **Not all applicants will receive grants.**
* **NAR does not fulfill requests for funding towards general Operating Expenses.**
* **If you have received a 2014 Innovation Grant you must have submitted your 2014 Executive Summary in order to be considered for a 2015 Innovation Grant.**

Association Name: Click here to enter text.

Address: Click here to enter text.

City/State/Zip: Click here to enter text.

Applicant Contact Name: Click here to enter text.

Phone: Click here to enter text.

Email: Click here to enter text.

Association Executive Contact Name (if different from above): Click here to enter text.

Phone: Click here to enter text.

Email: Click here to enter text.

Summarize your association’s mission statement (2-3 sentences)Click here to enter text.

Has your association earned the Commercial Services Accreditation? Y N

Number of total association members: Click here to enter text.

Number of identified commercial members: Click here to enter text.

**INNOVATION PROJECT TITLE:** Click here to enter text.

Please select which area the project impacts from categories below:

Communications/Marketing

Education/Professionalism

Legislative/Advocacy

Technology /Data

Community/Member Involvement and Networking

**AMOUNT REQUESTING: $**Click here to enter text.

**PROPOSAL NARRATIVE**

1. **Describe your new or enhanced commercial product, program, process or services to improve your member’s experience.** Click here to enter text.
2. **How will your Innovation Project connect and engage members in programs/services.** Click here to enter text.
3. **How will your Innovation Project elevate the exposure and expertise of your members and the association in the commercial real estate market & community?** Click here to enter text.
4. **What is the single most important thing you want members to remember or take away from the “innovation”?** Click here to enter text.
5. **Please provide a detailed budget and timeline for your proposed project. Include the resources your association plans to contribute to the implementation, both financial and staff time and the budget allocations for how the grant will be spent (i.e., design fees, materials, etc.)**Click here to enter text.
6. **What will be the measure of success of your Commercial Innovation project and what will be the number of members directly served and how many are expected to participate?**Click here to enter text.
7. **What is the strategy to continue the program and make certain it is self-sustaining in the future?**Click here to enter text.
8. **What factors may create challenges to the success of this Commercial Innovation project?** Click here to enter text.
9. **Does your project involve engaging other related industry groups, community partners, the general public or other entities? Please explain.** Click here to enter text.
10. **How could your idea be implemented in other markets and/or REALTOR® associations?** Click here to enter text.

All selected submissions and final innovations will be shared with other REALTOR® associations as guidance and examples of innovations they may implement in their organizations. By submitting this application, you grant the NATIONAL ASSOCIATION OF REALTORS® a nonexclusive, irrevocable, worldwide license to use, share, reproduce, distribute, and create derivative works based on the submission in any way possible without further compensation or consideration to you or your association. Not all associations applying will receive a grant. Grants will be awarded based on the evaluation of this application with close attention focused on the direct member benefit and value to the association.

Signature of Association Executive: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Print Association Executive Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**All completed applications are due no later than July 31, 2015.**

Email, fax or mail completed application to:

Attn: Shara Varner

Commercial Membership Development Coordinator

National Association of REALTORS®

430 North Michigan Avenue

Chicago, IL 60611

e: svarner@realtors.org

f: 312.329.8358

p: 312.329.8282