**National Association of REALTORS®**

**2015 NAR Commercial Innovation Grant**

**Executive Summary**

**Innovation Name:**

**Association Name:**

**Contact Person:**

1. **Project Summary (purpose and concept)**
   1. **Statement of purpose**
   2. **Original Goals**
   3. **Objectives**
   4. **Success criteria**
2. **Project Financials**
   1. **Project Budget Overview**
   2. **Income (fees, grant, etc)**
   3. **Expenses (how was money spent?)**
3. **Performance Measures & Benchmarks ( i.e. how many attended your event, how many used your product or outcomes from your meeting)**
   1. **To what level of success was achieved?**
4. **Project Timeline (how long did it take)**
5. **Project Management**
   1. **Marketing Strategy**
   2. **Planning Meetings**
   3. **Day‐to‐Day Project Management**
6. **Lessons Learned/Outcomes**
   1. **Who Benefitted From Your Project?**
   2. **Project Highlights**
   3. **Project Best Practices**
   4. **What processes worked well**
   5. **What could have been improved, and how?**
   6. **Advice/Comments for Implementing in Another Association**
7. **Supporting Documents**