REALTOR® Association Engagement in the 2020 General Election
OUR 2020 OPPOSITION: APATHY, IGNORANCE, CYNICISM AND A DEADLY VIRUS

I'AM AGAINST CRIME, AND I'M NOT ASHAMED TO ADMIT IT.
NUGGETS OF WISDOM COLLECTED FROM LISTENING TO OUR QUARANTINE PLAYLISTS DURING A PANDEMIC
Another Benefit of the REALTOR® Family Three-Way Agreement
We R Family! REALTOR® Party Family

- Another Benefit of the Three-Way Agreement
- Vote, Act, Invest
- Overview of our Presentation
Why State and Local Associations Should Care About Elections
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• Reasonable Elected Officials equals more housing inventory, more private property rights, and higher quality of life.

• Election Involvement Great Opportunity to Develop and Strengthen Relationship With Elected Officials and Demonstrate Value and Influence of the Association. Successful Local Officials Often Become State and Federal Officials.

• Internally, the reason the REALTOR® fam does IE (Independent Expenditure races) is because more housing inventory and less regulation and cost on real estate marketing and transactions means happier members and more sales. Externally, the reason is to provide more housing options to consumers of all budgets, stages of life, etc. and to preserve housing affordability and attainability for consumers.

RELEVANT PLAYLIST TRACKS: GIMME SHELTER BY THE ROLLING STONES; PARANOID ANDROID BY RADIOHEAD; MONEY BY PINK FLOYD
Why State and Local Associations Should Care About Elections

Different philosophical approaches associations can take to engage in elections:

• Just be friends with whoever is in office (Only play with incumbents, guaranteed winners, and debt reduction play; typically a more modest approach)

• Try to influence who gets elected! (candidate recruitment, interviews, open seats, support challengers, go big for REALTOR® Champions)

BONUS PLAYLIST TRACKS: YOU’VE GOT A FRIEND BY CAROLE KING OR JAMES TAYLOR; ANOTHER ONE BITES THE DUST BY QUEEN
Member Voter Registration and GOTV (Get Out The Vote)
Member Voter Registration and GOTV

Making sure members are registered to vote and then All Fired Up to show up on Election Day (or beforehand when Early Vote/Vote-By-Mail is available) is imperative.

• Voter Registration Initiatives for Members and Voters
  • NAR can easily run a list for you of members that are either not registered or may need to update their voter registration address

• Voter Registration Drive: NAR Resources Available
  • https://realtorparty.realtor/campaign-services/voter-registration-program.html

• Members can be mobilized to vote by state or local outreach, or in coordination with NAR programs like IE program (Independent Expenditure Program - https://realtorparty.realtor/campaign-services/independent-expenditures) and RPMA (REALTOR® Party Mobile Alerts - https://realtorparty.realtor/member-consumer/rpma).

• When in doubt, REAL Strategies is here to help with data and outreach options for members and the public; or to help find the right NAR program for your goals.
Selecting REALTOR® Champions
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Candidate Support Selection Process Best Practices:

• Electing REALTOR® Champion Course for Members
  https://realtorparty.realtor/training/realtor-champions-course.html
• Have Policies In Place
• Incumbent Policy
• Local Issues Policy Statement
• Process for Monitoring, Interviewing, and Decision-Making
• Compliance!
What Is a “Campaign”?
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The word “Campaign” gets used differently across our organizations so let’s get specific...

• Direct Giving vs Coordinated vs IE (Independent Expenditure) vs Issue/Advocacy

• Types of Outreach for IE and Pros and Cons
  • Meet your voters where they are: issues and mediums
  • Digital advertising and video content continue to grow
  • Some traditional methods like mail are gaining renewed effectiveness
  • Need to be flexible and nimble
  • Pick the approach that is right for YOUR association

• IE’s and Issue Campaigns of Now: What do you have available through NAR and/or REAL Strategies

• Campaign Management Training Resources for Staff and Candidate Training Academies for Members and Allies
  • [https://realtorparty.realtor/training/candidate-training-academy.html](https://realtorparty.realtor/training/candidate-training-academy.html)
Other Ideas for Assisting REALTOR® Champions
Additional Opportunities to Strengthen a Friendship

- Encourage Members to Vote for REALTOR® Champion
- Encourage Members to Volunteer for Campaign
- Find Sign Locations for Candidates
- Encourage Small Individual Donations from Members
- Promote Formal Association Endorsement
- Have Members Host Meet the Candidate Events
- After election season, Help with Non-Campaign Constituent Outreach Activities like Town Halls, Constituent Surveys, Community Events, etc.
- Solicit Support for Candidate from Coalition Partners
Prepare Now for an Uncertain, Challenging 2021!

Don't Stop Believin'
Journey
FACE THE FUTURE WITH PLANNING AND BOLDNESS

PREPARE NOW FOR CRAZY DAYS AHEAD

• Use the 2020 Election Cycle to Build Goodwill
  • Formal Candidate Endorsements and Strategic IE (Independent Expenditure) Activity
  • Engage Members in Campaigns where possible: Volunteering, yard signs, candidate meet-and-greets
• Tee Up your Issues Mobilization efforts with Research and Early Elected Official and Consumer Engagement Now
• Organize Your Member Grassroots
  • RPMA (REALTOR® Party Mobile Alerts)
  • Key Contact Programs
• Time to Get the Band Back Together for Coalition Work
• During offseason, help with non-campaign constituent outreach activities like town halls, constituent surveys, etc.
Your one-stop shop: realtorparty.realtor
THANK YOU!

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