

# A Resource Guide for REALTOR® Associations 2014



Resources, funding & turn-key  
implementation tools to help state & local  
REALTOR® Associations run successful  
advocacy & community outreach programs



Last printed July 2013

# A Letter from NAR 2014 President Steve Brown



Given our more than 100 years of real estate experience, professional knowledge, the code of ethics and the dedicated desire to make our communities, our states and our country better, we as REALTORS® must be responsible in protecting private property rights and incentives in place that enable millions of our citizens to realize the American Dream of property ownership.

The REALTOR® Party Initiative, launched in 2010, provides the tools, services, programs and grants to take our advocacy efforts and community involvement to a higher, more effective level than ever before. Since its inception, nearly 600 state and local REALTOR® Associations have utilized nearly 4,000 programs offered through the REALTOR® Party Initiative. These resources assist REALTOR® organizations throughout every part of the country in a wide range of programs, from political, legislative and regulatory involvement to community building projects on both the State and Local levels.

And, of course, these resources are available to all associations to help raise RPAC funds and activate member mobilization so we can elect REALTOR® Champions to public office and advance public policies to protect and encourage real estate ownership.

Please use this guide as a resource, especially as you analyze your needs and lay out your goals in the year ahead. There is a brief description of each program the REALTOR® Party offers, as well as contact information on how to learn more, and how to apply for each resource. In addition, your state has its own REALTOR® Party Consultant. This consultant is your partner who will assist you with planning and carrying out your REALTOR® Party activities. Please know you are not alone in your efforts to implement the programs that can benefit not only our industry but also our communities.

***The time is now*** to make a positive difference for our industry and our country. You are the REALTOR® party!

With my very best wishes for a productive and successful year ahead,

Steve Brown  
2014 NAR President



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# Community Involvement & Outreach

A variety of services, tools and resources are available to help your REALTOR® Association step up your involvement in three key areas – diversity, housing opportunity and smart growth.

## Diversity

### Diversity Initiative Grant

Apply for financial support to fund programs and activities that position REALTORS® as leaders in our increasingly diverse communities.

**Learn More:** [www.realtoractioncenter.com/diversity](http://www.realtoractioncenter.com/diversity)

**Contact:** Hugh Morris at 202-383-1278 or [hmorris@realtors.org](mailto:hmorris@realtors.org)

### Leading with Diversity Workshop

Take this three-hour session and learn to incorporate diversity initiatives into your association's business model, organizational policies and ultimately, your strategic plan.

**Learn More:** [www.realtoractioncenter.com/diversity](http://www.realtoractioncenter.com/diversity)

**Contact:** Fred Underwood at 202-383-1132 or [funderwood@realtors.org](mailto:funderwood@realtors.org)

### Diversity Toolkit

Use this online toolkit as the blueprint for your association to develop your own diversity programs.

**Learn More:** [www.realtoractioncenter.com/diversity](http://www.realtoractioncenter.com/diversity)

**Contact:** Hugh Morris at 202-383-1278 or [hmorris@realtors.org](mailto:hmorris@realtors.org)

### Fair Housing Resources

Get the latest fair housing information for REALTORS® and resources to share, including publications, information on Fair Housing Month, tools and products.

**Learn More:** [www.realtoractioncenter.com/fairhousing](http://www.realtoractioncenter.com/fairhousing)

**Contact:** Fred Underwood at 202-383-1132 or [funderwood@realtors.org](mailto:funderwood@realtors.org)

## Housing Opportunity

### Housing Opportunity Grant

Apply for a grant of up to \$5,000 to support programs and activities that create housing opportunities for your community or state, such as homeownership fairs, consumer education events, housing forums, and more.

**Learn More:** [www.realtoractioncenter.com/hopgrants](http://www.realtoractioncenter.com/hopgrants)

**Contact:** Wendy Penn at 202-383-7504 or [housingopportunitygrants@realtors.org](mailto:housingopportunitygrants@realtors.org)

### Expanding Housing Opportunities Class

Expanding Housing Opportunities (EHO) educates REALTORS® on the range of affordable housing opportunities and the clients seeking them. EHO increases participants' understanding of how affordability bolsters the housing market, engages clients, and builds business as well as the community. Students will learn to better leverage partnerships and resources to expand housing opportunities.

**Learn More:** [www.realtoractioncenter.com/eho](http://www.realtoractioncenter.com/eho)

**Contact:** Wendy Penn at 202-383-7504 or [eho@realtors.org](mailto:eho@realtors.org)

### Employer-Assisted Housing Class

Offer your members the Employer-Assisted Housing (EAH) Class, an innovative course that focuses on forming a team to work with local employers on developing an EAH benefit to help their employees become homeowners or afford a home close to work.

**Learn More:** [www.realtoractioncenter.com/eah](http://www.realtoractioncenter.com/eah)

**Contact:** Holly Moskerintz at 202-383-1157 or [eah@realtors.org](mailto:eah@realtors.org)

### Employer-Assisted Housing Initiative

Develop an Employer-Assisted Housing (EAH) Initiative to help provide affordable housing opportunities for your local workforce. NAR staff can provide technical assistance to help you plan an initiative, such as a local forum, EAH class or employer outreach, that fits your association and community needs. The HOP grant may help to fund your initiative. (See also the Employer-Assisted Housing Initiative Guide.)

**Learn More:** [www.realtoractioncenter.com/for-associations/housing-opportunity/workforce-housing/employer-assisted-housing.html](http://www.realtoractioncenter.com/for-associations/housing-opportunity/workforce-housing/employer-assisted-housing.html)

**Contact:** Holly Moskerintz at 202-383-1157 or [eah@realtors.org](mailto:eah@realtors.org)



### Employer-Assisted Housing Initiative Guide

Use this online guide as a roadmap to plan and implement an Employer-Assisted Housing (EAH) Initiative to address the housing needs of working families in your community. It includes model EAH initiatives implemented by associations and tools and resources to implement your own.

**Learn More:** [www.realtoractioncenter.org/eahguide](http://www.realtoractioncenter.org/eahguide)

**Contact:** Holly Moskerintz at 202-383-1157 or [eah@realtors.org](mailto:eah@realtors.org)

### Workforce Housing Forum Guide

This online guide will help you plan and conduct a forum to identify and address your community's workforce housing needs. It includes tips and tools for setting goals, identifying partners, selecting speakers, managing resources, handling logistics; and examples of successful forums conducted by other associations.

**Learn More:** [www.realtoractioncenter.com/housingforumguide](http://www.realtoractioncenter.com/housingforumguide)

**Contact:** Holly Moskerintz at 202-383-1157 or [hmoskerintz@realtors.org](mailto:hmoskerintz@realtors.org)

### Housing Opportunity Toolkit

Use this online toolkit as a “how to” guide for creating and sustaining affordable housing opportunities, including instructions for hosting housing opportunity events, tips for applying for grants, best practices and more.

**Learn More:** [www.realtoractioncenter.com/hoptoolkit](http://www.realtoractioncenter.com/hoptoolkit)

**Contact:** Wendy Penn at 202-383-7504 or [wpenn@realtors.org](mailto:wpenn@realtors.org)

### Placemaking Initiative: Creating Great Places - NEW

This community outreach initiative encourages REALTORS® and Associations to identify and create community gathering places to enhance their neighborhoods. The Placemaking Initiative includes ideas, resources and technical and financial assistance for REALTOR® Associations.

**Learn More:** Website page TBA

**Contact:** Holly Moskerintz at 202-383-1157 or [hmoskerintz@realtors.org](mailto:hmoskerintz@realtors.org)

### Tackling Workforce Housing State by State: The Ira Gribin Workforce Housing Grants Final Report

This report provides detailed case studies on 52 state-level workforce housing programs that were created with funding from the Ira Gribin Workforce Housing Grants—a \$5 million grant program to advance workforce housing solutions and foster partnership between REALTORS® and other stakeholders. The main types of programs created included: Financial Assistance, Education (REALTORS® and Consumer), Community Outreach, Websites, and Advocacy Campaigns. Use these case studies to find programs you can try in your community.

**Learn More:** [www.realtor.org/housingopportunity](http://www.realtor.org/housingopportunity)

**Contact:** Wendy Penn at 202-383-7504 or [wpenn@realtors.org](mailto:wpenn@realtors.org)

### Housing Pulse Survey

The Housing Pulse Survey, conducted annually, surveys more than 1000 urban and suburban adults nationwide, to gain information about consumers' attitudes and concerns about affordable housing. Survey results are published nationally, and REALTOR® associations receive a webinar briefing on the results.

**Learn More:** [www.realtoractioncenter.com/for-associations/housing-opportunity/resources/housing-pulse-surveys.html](http://www.realtoractioncenter.com/for-associations/housing-opportunity/resources/housing-pulse-surveys.html)

**Contact:** Wendy Penn at 202-383-7504 or [wpenn@realtors.org](mailto:wpenn@realtors.org)

### Smart Growth

#### Smart Growth Grant

Apply for grants (up to \$15,000) that can support your efforts to implement programs and activities that position REALTORS® as leaders in improving their communities by advancing smart growth.

**Learn More:** [www.realtoractioncenter.com/sggrants](http://www.realtoractioncenter.com/sggrants)

**Contact:** Hugh Morris at 202-383-1278 or [hmorris@realtors.org](mailto:hmorris@realtors.org)

### Smart Growth for the 21st Century Class

Offer and sponsor this four-hour course that teaches REALTORS® state-of-the-art community planning concepts, the value of smart growth neighborhoods to homebuyers and their communities and how REALTORS® can help make smart growth happen.

**Learn More:** [www.realtoractioncenter.com/smartgrowth](http://www.realtoractioncenter.com/smartgrowth)

**Contact:** Hugh Morris at 202-383-1278 or [hmorris@realtors.org](mailto:hmorris@realtors.org)

### Land Use Initiative, Memo Database & Growth Management Fact Book

Get an analysis of pending local land-use regulations and ordinances. Use this service to help craft your association's response to proposed local ordinances in a way that best supports your members. Or use the Memo Database and Growth Management Fact Book to research various land use management proposals and their impact on the real estate industry.

**Learn More:** [www.realtoractioncenter.com/landuse](http://www.realtoractioncenter.com/landuse)

**Contact:** Darren Smith at 202-383-1068 or [dsmith@realtors.org](mailto:dsmith@realtors.org)

### Customized State Smart Growth Legislation Program

Use this resource to help your association set the stage for sustainable development practices in your state by proactively altering the state's land use laws.

**Learn More:** [www.realtoractioncenter.com/statelegislation](http://www.realtoractioncenter.com/statelegislation)

**Contact:** Joe Molinaro at 202-383-1175 or [jmolinaro@realtors.org](mailto:jmolinaro@realtors.org)

### State and Local Growth Polling Program

Use this resource to survey your community's residents on their attitudes toward growth and development. This information can help your association formulate wise land use policies. NAR will cover the cost of the polling.

**Learn More:** [www.realtoractioncenter.com/sgpolling](http://www.realtoractioncenter.com/sgpolling)

**Contact:** Hugh Morris at 202-383-1278 or [hmorris@realtors.org](mailto:hmorris@realtors.org)

### On Common Ground Magazine

Published twice a year, *On Common Ground* contains articles on cutting-edge land planning and development techniques. Order bulk amounts of this magazine to use as a leave-behind when visiting local officials or provide NAR with a mailing list and leave the delivery to us.

**Learn More:** [www.realtoractioncenter.com/oncommonground](http://www.realtoractioncenter.com/oncommonground)

**Contact:** Joe Molinaro at 202-383-1175 or [jmolinaro@realtors.org](mailto:jmolinaro@realtors.org)

### Smart Growth Toolkit

Use this online toolkit to get up to speed on land use and development practices that can be used to solve a variety of community growing pains.

**Learn More:** [www.realtoractioncenter.com/sgresources](http://www.realtoractioncenter.com/sgresources)

**Contact:** Darren Smith at 202-383-1068 or [dsmith@realtors.org](mailto:dsmith@realtors.org)

### Public School Toolkit

Use this online toolkit for the nuts and bolts of public school policies and techniques.

**Learn More:** [www.realtoractioncenter.com/sgresources](http://www.realtoractioncenter.com/sgresources)

**Contact:** Holly Moskerintz at 202-383-1157 or [hmoskerintz@realtors.org](mailto:hmoskerintz@realtors.org)

### Water Infrastructure Toolkit

Use this online toolkit as grounding in the basic issues of water infrastructure and to point to further resources. Help REALTORS® be strong advocates for their customers' water rights and find solutions to infrastructure challenges.

**Learn More:** [www.realtoractioncenter.com/sgresources](http://www.realtoractioncenter.com/sgresources)

**Contact:** Darren Smith at 202-383-1068 or [dsmith@realtors.org](mailto:dsmith@realtors.org)

### Transportation Toolkit

Use this online toolkit as a blueprint for your association to learn about the issues surrounding transportation that impact your members and community.

**Learn More:** [www.realtoractioncenter.com/sgresources](http://www.realtoractioncenter.com/sgresources)

**Contact:** Darren Smith at 202-383-1068 or [dsmith@realtors.org](mailto:dsmith@realtors.org)



• VOTE •  
• ACT •  
• INVEST •

A close-up, black and white photograph of several interlocking metal gears. The gears are made of a dark, polished metal, possibly steel or aluminum, and are arranged in a way that shows their teeth meshing together. The lighting is dramatic, highlighting the metallic surfaces and the shadows between the teeth. The background is dark and out of focus, emphasizing the intricate mechanical details of the gears.

# RPAC

The REALTORS® Political Action Committee (RPAC) is your best investment in real estate. Take advantage of these grants, promotional materials and fundraising tools to boost your RPAC receipts and create a culture of RPAC investing in your REALTOR® Association.

### RPAC Conference Grant for State Associations

Take advantage of NAR's grants to host a comprehensive fundraising training conference in your state or region.

**Learn More:** [www.realtoractioncenter.com/rpacpartnership](http://www.realtoractioncenter.com/rpacpartnership)

**Contact:** Laura Hawxhurst at 202-383-7581 or [lhawxhurst@realtors.org](mailto:lhawxhurst@realtors.org)

### RPAC Fundraising Grant for Local and State Associations

Increase RPAC receipts and participation by applying for grants of up to \$5,000 annually (subject to state law).

Use these grants to help fund special RPAC fundraising events and activities. This program is limited to states with election laws that do not ban use of corporate political contributions for use in fundraising.

**Learn More:** <http://www.realtoractioncenter.com/rpaclocalgrants>

**Contact:** Laura Hawxhurst at 202-383-7581 or [lhawxhurst@realtors.org](mailto:lhawxhurst@realtors.org)

### RPAC Professional Phone Grants - NEW

State associations on the PAC Management System who are also participating in the Online Fundraising Program can apply for a Professional Phone Campaign Grant. Through the use of a professional phone service, the state will coordinate with NAR to contact non-investors and increase RPAC Participation. Members are educated on the importance of RPAC and encouraged to make an investment over the phone.

**Contact:** Laura Camp at 202-383-7531 or [lcamp@realtors.org](mailto:lcamp@realtors.org)

### RPAC Fundraising Webinar

Participate in twice-monthly webinars for expert advice and information on all aspects of RPAC fundraising. The webinars are also archived online and can be accessed at your convenience. State-specific webinars are available upon request.

**Learn More:** [www.realtoractioncenter.com/rpacwebinars](http://www.realtoractioncenter.com/rpacwebinars)

**Contact:** Desta Wallace at 202-383-7509 or [dwallace@realtors.org](mailto:dwallace@realtors.org)

### RPAC Online Fundraising Program

For those state associations on the PAC Management System, NAR offers support to increase RPAC participation through the Online Fundraising Program. NAR provides states with strategy development, technical support and training to create a successful online solicitation campaign. Campaign materials include state-specific branding, message creation, group segmentation and more!

**Learn More:** [www.realtoractioncenter.com/rpac/for-associations/](http://www.realtoractioncenter.com/rpac/for-associations/)

**Contact:** Laura Camp at 202-383-7531 or [lcamp@realtors.org](mailto:lcamp@realtors.org)

### Customized RPAC Promotional Materials

Order RPAC marketing brochures and dues billing inserts to educate your members and increase contributions. NAR will customize the brochures with your logo and local issues and pay for the design, printing and delivery to your office. This program is limited to states with election laws that do not ban use of corporate political contributions for use in fundraising.

**Learn More:** [www.realtoractioncenter.com/rpacbrochures](http://www.realtoractioncenter.com/rpacbrochures)

**Contact:** Laura Hawxhurst at 202-383-7581 or [lhawxhurst@realtors.org](mailto:lhawxhurst@realtors.org)

### Recognition Ribbons

Give your investors the recognition they deserve. Order free RPAC investor ribbons so they can display them proudly.

**Learn More:** [www.realtoractioncenter.com/rpacribbons](http://www.realtoractioncenter.com/rpacribbons)

**Contact:** Laura Hawxhurst at 202-383-7581 or [lhawxhurst@realtors.org](mailto:lhawxhurst@realtors.org)

### REALTOR® PAC Management System for Local and State Associations

Use NAR's online REALTOR® PAC Management System to streamline processing, provide comprehensive accounting and compliance reporting and to ultimately increase your association's RPAC receipts.

**Learn More:** [www.realtoractioncenter.com/rpaconline](http://www.realtoractioncenter.com/rpaconline)

**Contact:** Peter Kelly at 202-383-7599 or [pkelly@realtors.org](mailto:pkelly@realtors.org)

### RPAC Major Investor Event-Based Fundraising Program

Collaborate with NAR's fundraising staff to recruit major investors through NAR-sponsored special events.

**Learn More:** [www.realtoractioncenter.com/mdevents](http://www.realtoractioncenter.com/mdevents)

**Contact:** Christopher Nave at 202-383-1286 or [cnave@realtors.org](mailto:cnave@realtors.org)





# Advocacy

Check out this wide variety of resources to help your association be successful in campaigns to elect REALTOR® Champions to public office, as well as to advance public policies to benefit real estate. Tap these services to help influence voter opinions in your next candidate or issue campaign.

## Candidate Campaigns

### Candidate Independent Expenditure Race

Apply for funding to help influence voter opinion to elect your REALTOR® Champion to public office. Funds can help you pay for mailings, phone banks, advertising and more.

**Learn More:** [www.realtoractioncenter.com/campaignservices](http://www.realtoractioncenter.com/campaignservices)

**Contact:** Gerry Allen at 202-383-1110 or [gallen@realtors.org](mailto:gallen@realtors.org)

### Candidate Polling and Research

Use these polling and research services to help you determine if a candidate campaign is viable and what approach you want to take in a campaign. Through polling and research, your association and NAR can work together to determine the best campaign messaging and strategies.

**Learn More:** [www.realtoractioncenter.com/campaignservices](http://www.realtoractioncenter.com/campaignservices)

**Contact:** Julienne Uhlich at 202-383-1235 or [juhlich@realtors.org](mailto:juhlich@realtors.org)

### Candidate Campaign Direct Mail Services

Use NAR's technical and financial assistance to create mailings to help influence candidate campaigns in your state or local area. NAR consultants will design creative mailers to send to strategically targeted households.

**Learn More:** [www.realtoractioncenter.com/campaignservices](http://www.realtoractioncenter.com/campaignservices)

**Contact:** Julienne Uhlich at 202-383-1235 or [juhlich@realtors.org](mailto:juhlich@realtors.org)

### Candidate Campaign Automated Phone Calls and Phone Banks

Use NAR's automated call ("robocalls") and phone bank services to help influence candidate campaigns in a cost-effective, personal and direct way.

**Learn More:** [www.realtoractioncenter.com/campaignservices](http://www.realtoractioncenter.com/campaignservices)

**Contact:** Julienne Uhlich at 202-383-1235 or [juhlich@realtors.org](mailto:juhlich@realtors.org)

### Campaign Advertising Services

Use NAR's assistance to create and run online, print, radio and TV advertising to make your issue or candidate campaign successful. This service is for campaigns needing broader paid communications.

**Learn More:** [www.realtoractioncenter.com/campaignservices](http://www.realtoractioncenter.com/campaignservices)

**Contact:** Julienne Uhlich at 202-383-1235 or [juhlich@realtors.org](mailto:juhlich@realtors.org)

### Campaign Websites and Social Media

Use NAR's assistance to create and manage an effective online presence for your issue or candidate campaign. These are critical tools in raising money online and generating grassroots support.

**Learn More:** [www.realtoractioncenter.com/campaignservices](http://www.realtoractioncenter.com/campaignservices)

**Contact:** Julienne Uhlich at 202-383-1235 or [juhlich@realtors.org](mailto:juhlich@realtors.org)

### Consultant Campaign Management

Access state-of-the-art campaign tools to advance your candidate and issue advocacy agenda. Our team of consultants will help you maximize your association's resources and put REALTORS® on the winning team whether fighting a local tax on real estate or promoting a REALTOR® candidate running for office.

**Learn More:** [www.realtoractioncenter.com/campaignservices](http://www.realtoractioncenter.com/campaignservices)

**Contact:** Julienne Uhlich at 202-383-1235 or [juhlich@realtors.org](mailto:juhlich@realtors.org)

### Candidate Training Academy

Collaborate with NAR's professional campaign consultants to help groom your REALTOR® champions to be viable and successful candidates for public office. This training class walks a candidate step-by-step through the process, from making the decision to run, to fundraising, to Get-Out-The-Vote efforts on Election Day.

**Learn More:** [www.realtoractioncenter.com/candidate](http://www.realtoractioncenter.com/candidate)

**Contact:** Kyle Lambert-London at 202-383-1203 or [klambertlondon@realtors.org](mailto:klambertlondon@realtors.org)

**Voter Lists (public)**

Request a list of registered voters in your area so your association can better target campaign messages. Demographic information is included.

**Learn More:** [www.realtoractioncenter.com/campaignservices](http://www.realtoractioncenter.com/campaignservices)

**Contact:** Julienne Uhlich at 202-383-1235 or [juhlich@realtors.org](mailto:juhlich@realtors.org)

**Voter Activation Network (public)**

This service takes “Voter Lists” to the next level. It is a more comprehensive package. The Voter Activation Network (VAN) allows you to use NAR’s team of consultants combined with voter files, data storage and polling to provide customized/targeted communications to registered voters.

**Learn More:** [www.realtoractioncenter.com/campaignservices](http://www.realtoractioncenter.com/campaignservices)

**Contact:** Julienne Uhlich at 202-383-1235 or [juhlich@realtors.org](mailto:juhlich@realtors.org)

**Voter Registration Initiative (public)**

If residents aren’t registered to vote, they can’t vote for office holders who support REALTOR® issues. Increase the number of registered voters in your community through customizable communications and education pieces.

**Learn More:** [www.realtoractioncenter.com/vri](http://www.realtoractioncenter.com/vri)

**Contact:** Kyle Lambert London at 202-383-1203 or [klambert@realtors.org](mailto:klambert@realtors.org)



## Issue Campaigns

### Issues Mobilization Grants

Use this program for financial support to advocate your association's position on important real estate issues. Whether attempting to pass a ballot initiative or affecting proposed legislation or regulations, communicating the REALTOR® position to targeted lawmakers and voters can significantly enhance the influence of your association.

**Learn More:** [www.realtoractioncenter.com/issuesmob](http://www.realtoractioncenter.com/issuesmob)

**Contact:** Joe Maheady at 202-383-1006 or [jmaheady@realtors.org](mailto:jmaheady@realtors.org)

### Issue Polling & Research

Use these polling and research services to help you determine if an issue campaign is viable and what approach you want to take in a campaign. Through polling and research your association and NAR can work together to determine the best campaign messaging and strategies.

**Learn More:** [www.realtoractioncenter.com/campaignservices](http://www.realtoractioncenter.com/campaignservices)

**Contact:** Julienne Uhlich at 202-383-1 235 or [juhlich@realtors.org](mailto:juhlich@realtors.org)

### Issue Campaign Direct Mail Services

Use NAR's technical and financial assistance to create mailings to help influence issue and candidate campaigns in your state or local area. NAR consultants will design creative mailers to send to strategically targeted households.

**Learn More:** [www.realtoractioncenter.com/campaignservices](http://www.realtoractioncenter.com/campaignservices)

**Contact:** Julienne Uhlich at 202-383-1235 or [juhlich@realtors.org](mailto:juhlich@realtors.org)

### Issue Campaign Automated Phone Calls and Phone Banks

Use NAR's automated call ("robocalls") and phone bank services to help influence issue campaigns in a cost-effective, personal and direct way. Access state-of-the-art campaign tools to advance your issue advocacy agenda. Our team of consultants will help you maximize your association's resources and put REALTORS® on the winning team on issues of importance to REALTORS®.

**Learn More:** [www.realtoractioncenter.com/campaignservices](http://www.realtoractioncenter.com/campaignservices)

**Contact:** Julienne Uhlich at 202-383-1235 or [juhlich@realtors.org](mailto:juhlich@realtors.org)



# Building REALTOR<sup>®</sup> Party Strength

Build on your association's grassroots power with these tools and resources. Increase your membership's involvement in the political process.



### REALTOR® Party Team Consulting

NAR field consultants are here to make your advocacy and community outreach endeavors successful. Contact them to learn more about the REALTOR® Party resources. They can help you access them and integrate them into your unique programs.

Learn More and Look Up the Consultant Assigned to Your State: [www.realtoractioncenter.com/mrpconsultants](http://www.realtoractioncenter.com/mrpconsultants)

### REALTOR® Party Hub Grassroots Communications System & Training

Sign up to join the REALTOR® Party Hub, a comprehensive, web-based grassroots communication system that utilizes Convio software. Send state or local Calls for Action and member newsletters, create event registrations or member surveys, manage member data and track member engagement levels through robust reports. This state-of-the-art software system is offered free to all associations.

**Learn More:** [www.realtoractioncenter.com/hub](http://www.realtoractioncenter.com/hub)

**Contact:** Claire McDonough at 202-383-1080 or [cmcdonough@realtors.org](mailto:cmcdonough@realtors.org)

### Shared GAD Program

If your association doesn't have a Government Affairs Director to call its own, NAR can facilitate combining resources with nearby associations to ensure that your members' legislative and regulatory interests are represented.

**Learn More:** [www.realtoractioncenter.com/sharedgad](http://www.realtoractioncenter.com/sharedgad)

**Contact:** Gerry Allen at 202-383-1110 or [gallen@realtors.org](mailto:gallen@realtors.org)

### Broker Involvement Program

Broker-owners can use this turnkey program to rally agents to bring REALTOR® Party issues to Congress' attention. Enrolled broker owners/managers are able to automatically send broker-branded NAR Calls for Action directly to their agents. This increases participation rates, while emphasizing the broker-owner's leadership role as a key provider of important information to their agents.

**Learn More:** [www.realtoractioncenter.com/brokers](http://www.realtoractioncenter.com/brokers)

**Contact:** Erin Murphy at 202-383-1079 or [emurphy@realtors.org](mailto:emurphy@realtors.org)

### Federal Political Coordinator Program

Federal Political Coordinators (FPC) are the "face of real estate," constituent lobbyists who work to educate Members of Congress on important issues facing the real estate industry. FPCs are recommended by their state president and appointed by the NAR President, to serve a two-year term that runs concurrently with the Congressional Cycle. Potential FPCs should have a willingness to learn the issues, the ability to set aside their personal politics to represent the REALTOR® Party, and desire to build and/or maintain a relationship with a Member of Congress.

**Learn More:** [www.realtoractioncenter.com/realtors/fpc/](http://www.realtoractioncenter.com/realtors/fpc/)

**Contact:** Laura Vogel at 202.383.1021 or [lvogel@realtors.org](mailto:lvogel@realtors.org)

### Polling & Research (members)

Use these polling and research services to help you determine if an issue or candidate campaign is viable with your members and what approach you want to take in a campaign. Through polling and research of your membership you can work together with NAR to determine the best campaign messaging and strategies.

**Learn More:** [www.realtoractioncenter.com/campaignservices](http://www.realtoractioncenter.com/campaignservices)

**Contact:** Julienne Uhlich at 202-383-1235 or [juhlich@realtors.org](mailto:juhlich@realtors.org)

### Campaign Direct Mail Services (members)

Use NAR's technical and financial assistance to create mailings for your members to help influence issue and candidate campaigns in your state or local area. NAR consultants will design creative mailers to send to strategically targeted membership groups.

**Learn More:** [www.realtoractioncenter.com/campaignservices](http://www.realtoractioncenter.com/campaignservices)

**Contact:** Julienne Uhlich at 202-383-1235 or [juhlich@realtors.org](mailto:juhlich@realtors.org)



**Campaign Automated Phone Calls and Phone Banks (members)**

Use NAR's automated call ("robocalls") and phone bank services to help educate your membership about issue and candidate campaigns in a cost-effective, personal and direct way.

**Learn More:** [www.realtoractioncenter.com/campaignservices](http://www.realtoractioncenter.com/campaignservices)

**Contact:** Julienne Uhlich at 202-383-1235 or [juhlich@realtors.org](mailto:juhlich@realtors.org)

**Campaign Advertising Services (members)**

Use NAR's assistance to create and place advertising and promotions directed toward members about your issue or candidate campaign.

**Learn More:** [www.realtoractioncenter.com/campaignservices](http://www.realtoractioncenter.com/campaignservices)

**Contact:** Julienne Uhlich at 202-383-1235 or [juhlich@realtors.org](mailto:juhlich@realtors.org)

**Campaign Websites and Social Media (members)**

Use NAR's assistance to create and manage an effective online presence for your members on an issue or candidate campaign. Educating your members about the campaigns you are conducting is the first step in raising money online and generating grassroots support.

**Learn More:** [www.realtoractioncenter.com/campaignservices](http://www.realtoractioncenter.com/campaignservices)

**Contact:** Julienne Uhlich at 202-383-1235 or [juhlich@realtors.org](mailto:juhlich@realtors.org)

**Consultant Campaign Management (members)**

Access state-of-the-art campaign tools to advance your candidate and issue advocacy agenda with your members. Our team of consultants will help you maximize your association's resources and put REALTORS® on the winning team whether fighting a local tax on real estate or promoting a REALTOR® candidate running for office.

**Learn More:** [www.realtoractioncenter.com/campaignservices](http://www.realtoractioncenter.com/campaignservices)

**Contact:** Julienne Uhlich at 202-383-1235 or [juhlich@realtors.org](mailto:juhlich@realtors.org)

**Voter Lists (members)**

Request a list of your members who are registered voters to assist you in targeting membership communications and campaigns. This can be the first step in a comprehensive campaign.

**Learn More:** [www.realtoractioncenter.com/campaignservices](http://www.realtoractioncenter.com/campaignservices)

**Contact:** Julienne Uhlich at 202-383-1235 or [juhlich@realtors.org](mailto:juhlich@realtors.org)

**Voter Activation Network (members)**

This service will help you collect valuable information about your members who are voters. Tap NAR's team of consultants combined with voter data files, data storage and polling to provide customized and targeted communications to REALTORS®.

**Learn More:** [www.realtoractioncenter.com/campaignservices](http://www.realtoractioncenter.com/campaignservices)

**Contact:** Julienne Uhlich at 202-383-1235 or [juhlich@realtors.org](mailto:juhlich@realtors.org)

**Voter Registration Initiative (members)**

Increase the number of your voting members to help ensure that The Voice for Real Estate® is heard by legislators at the local, state and national levels.

**Learn More:** [www.realtoractioncenter.com/vri](http://www.realtoractioncenter.com/vri)

**Contact:** Kyle Lambert London at 202-383-1203 or [klambert@realtors.org](mailto:klambert@realtors.org)



# Game Changer Program

Have a unique advocacy or community outreach idea that is not already listed as a REALTOR® Party Association Resource? Enter it in the Game Changer Competition -- your association could win a grant to fund it.

If you have an idea of your own, apply for a Game Changer grant to fund it. Each year, a number of grants are awarded to state and local associations that develop unique ideas to engage their members in an advocacy or community outreach endeavor. Ideas are submitted via the official application available online at the link below and judged by a panel of REALTOR® Association Executives from around the country.

Winning ideas must harness the power of their grassroots in a program or event that advances REALTOR®-friendly public policies and/or improves communities. In addition, these Game Changer ideas are ones that should be replicable for other states and local associations.

At the link below, find the official criteria, an application and descriptions of previous winning ideas.

**Learn More:** [www.realtoractioncenter.com/gamechanger](http://www.realtoractioncenter.com/gamechanger)

**Contact:** Kyle Lambert London at 202-383-1203 or [klambert@realtors.org](mailto:klambert@realtors.org)

## Community Involvement & Outreach

### Diversity

- § Diversity Initiative Grant
  - Leading with Diversity Workshop
  - Diversity Toolkit
  - Fair Housing Resources

### Housing Opportunity

- § Housing Opportunity Grants
  - Expanding Housing Opportunities Class
  - Employer-Assisted Housing Class
  - Employer-Assisted Housing Initiative
  - Employer-Assisted Housing Initiative Guide
  - Workforce Housing Forum Guide
  - Housing Opportunity Toolkit
  - Tackling Workforce Housing State by State: The Ira Gribin Workforce Housing Grants Final Report
  - Housing Pulse Survey

### Smart Growth

- § Smart Growth Grants
  - Smart Growth for the 21st Century Course
  - Land Use Initiative, Memo Database & Growth Management Fact Book
  - Customized State Smart Growth Legislation Program
  - State & Local Growth Polling Program
  - On Common Ground Magazine
  - Smart Growth Toolkit
  - Public School Toolkit
  - Water Infrastructure Toolkit
  - Transportation Toolkit

### RPAC Fundraising

- § RPAC Conference Grants for State Associations\*
  - § RPAC Fundraising Grants for Local Associations\*
    - RPAC Fundraising Webinars
    - Online Fundraising for State Associations\*
    - Customized RPAC Promotional Materials
    - Recognition Ribbons\*
    - REALTOR® PAC Management System for State Associations\*
    - RPAC Major Investor Event-Based Fundraising Program
- \*This RPAC program offering is subject to state election law

## Advocacy

### Candidate Campaigns

- § Candidate Independent Expenditure Races
  - Candidate Polling & Research
  - Candidate Campaign Direct Mail Services
  - Candidate Campaign Automated Phone Calls & Phone Banks
  - Candidate Campaign Advertising Services
  - Candidate Campaign Websites & Social Media
  - Consultant Candidate Campaign Management
  - Candidate Training Academy
  - Voter Lists (public)
  - Voter Activation Network (public)
  - Voter Registration Initiative (public)

### Issue Campaigns

- § Issues Mobilization Program
  - Issue Polling & Research
  - Issue Campaign Direct Mail Services
  - Issue Campaign Automated Phone Calls & Phone Banks
  - Issue Campaign Advertising Services
  - Issue Campaign Websites and Social Media
  - Consultant Issue Campaign Management

### Building REALTOR® Party Strength

- REALTOR® Party Team Consulting
- Convio/REALTOR® Party Hub Grassroots Communications System & Training
- Shared GAD Program
- Broker Involvement Program
- Federal Political Coordinator Program
- Polling & Research (members)
- Campaign Direct Mail Services (members)
- Campaign Automated Phone Calls & Phone Banks (members)
- Campaign Advertising Services (members)
- Campaign Websites & Social Media (members)
- Consultant Campaign Management (members)
- Voter Lists (members)
- Voter Activation Network (members)
- Voter Registration Initiative (members)

### Game Changers

- § Submit your own idea for consideration & funding in this annual competition for the best ideas in community outreach, RPAC Fundraising, advocacy or Building REALTOR® Party Strength

§ Actual Funding Provided

### Smart Growth Action Grants

NAR's Smart Growth Action Grant program is available to support REALTOR® association efforts to implement programs and activities that position REALTORS® as leaders in improving their communities by advancing smart growth principles.

- **Amount/Range:** Up to \$15,000
- **Approval Process/Frequency:** \$1,500 grants for education are approved by staff, grants between \$5,000 and \$15,000 are approved by the five REALTOR® members on the grant review panel. These members are part of the Smart Growth Program Advisory Group.
- \* **Deadline/Approval Dates:** Smart Growth grant applications are accepted four times per year (Jan. 31, April 30, July 31, and Oct. 15). Decisions are made approximately one month later.
- **Staff Executive:** Hugh Morris

### Diversity Initiative Grants

Local and state associations can apply for financial support for programs and activities that position REALTORS® as leaders in our increasingly diverse communities by increasing the diversity of the membership and association leadership. The Diversity Committee believes that providing resources to state and local associations is a key strategy in NAR's overall diversity program.

- **Amount/Range:** \$5,000 maximum
- **Approval Process:** Grants up to \$5,000 are approved by the five REALTOR® members on the grant review panel. These members are part of the Diversity Committee.
- \* **Deadline/Approval Dates:** Diversity Grants applications are accepted four times per year (Jan. 31, April 30, July 31, and Oct. 15). Decisions are made approximately one month later.
- **Staff Executive:** Hugh Morris

### Housing Opportunity Program Grants

Housing Opportunity Program Grants are available to state and local REALTOR® associations to support activities that create and expand affordable housing opportunities.

- **Amount/Range:** up to \$5,000
- **Approval Process:** Grants up to \$1,000 to assist with holding an EHO or EAH class are approved at the staff level. Other grants of up to \$5,000 are approved by a review committee of REALTOR® leaders.
- \* **Deadline/Approval Dates:** Grants of up to \$1000 to hold an EAH or EHO Class are accepted on a rolling basis. Housing Opportunity grant applications for up to \$5,000 are accepted four times per year (Jan. 31, April 30, July 31, and Oct. 15). Decisions are made approximately one month later.
- **Staff Executive:** Wendy Penn

### RPAC Fundraising Grants

Fundraising event grants for state and local associations

- **Amount/Range:** \$100-\$5,000/fundraising year

- **Approval Process:** Application/ Volunteer workgroup approval/rolling. Grants are up to \$5K, but are based on your fundraising plan and your ability to raise 3x the grant amount.
- **Deadline/Approval Dates:** Funding approved on rolling basis.
- **Staff Executive:** Jessica Naake

### RPAC Fundraising Conference Grants

Fundraising training conference grants for state associations

- **Amount/Range:** \$5,000- \$15,627 (based on state application with conditional actions membership)
- **Approval Process:** Application with conditional actions required/ Staff approval
- **Deadline/Approval Dates:** September 15 deadline but reviewed on a rolling basis.
- **Staff Executive:** Jessica Naake

### Issues Mobilization Program Grants

Assists state and local associations through financial support and technical assistance to organize and manage effective issue campaigns to advance REALTOR® public policy.

- **Amount/Range:** No limit
- **Approval Process/Frequency:** Grants up to \$10,000 approved by committee leadership. Grants over \$10,000 must be approved by full committee, and those \$100,000 or more must then be approved by Board of Directors (at the two major NAR meetings) or by the NAR Leadership Team. Committee meets at the two major NAR meetings plus web conference meetings at least bi-monthly.
- **Staff Executive:** Joe Maheady

### State & Local Independent Expenditures

State and local associations independent expenditure program.

- **Amount/Range:** Total state allocations determined by membership size
- **Approval Process/Frequency:** IE approved by REALTOR Party Trustees for State and Local Campaign Services Committee subgroup that meets on a weekly basis. If a full REALTOR Party Trustees for State and Local Campaign Services Committee meeting is required, the entire REALTOR Party Trustees for State and Local Campaign Services Committee will have a scheduled monthly call with notice that an additional call during any month may be
- **Deadline/Approval Dates:** Applications received by 5:00 PM (Eastern) on Monday will be considered as part of the next scheduled Wednesday conference call. Applications requiring a decision of the entire REALTOR Party Trustees for State and Local Campaign Services Committee will take place at the next scheduled monthly REALTOR Party Trustees for State and Local Campaign Services Committee call. If necessary due to time constraints, a special conference call of the REALTOR Party Trustees for State and Local Campaign Services Committee can be arranged.

\* Above dates are for 2013. 2014 dates will be finalized by December 31st

▪ Staff Executive: Gerry Allen



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	Meredith R. Weisel	<a href="mailto:meredith@gastrategies.com">meredith@gastrategies.com</a>	301-437-2554
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	Justin Allen	<a href="mailto:justin@slrealtors.com">justin@slrealtors.com</a>	801-698-5334
	Paula Martino	<a href="mailto:paulamartino@hotmail.com">paulamartino@hotmail.com</a>	301-752-2852

**Senior Management & Managing Directors**

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Bill Malkasian, Vice President of Political Strategic Planning	608-345-9004	bmalkasian@realtors.org
Becky DeVaughn, Senior Executive Assistant (to Walt Witek)	202-383-1137	bdevaughn@realtors.org
Joe Molinaro, Managing Director, Smart Growth & Housing Opp.	202-383-1175	jmolinaro@realtors.org
Gerry Allen, Managing Director, Campaign Services	202-383-1109	gallen@realtors.org
Brooke Roth, Managing Director, RPAC Fundraising	202-383-1158	broth@realtors.org
Ed Lawler, Director RPAC Major Donor Soft Dollar Fundraising	202-383-1156	elawler@realtors.org
Rick Miller, Director Consumer Outreach	202-383-1107	rmiller@realtors.org
Tim Ryan, Chief of Staff & Managing Director	202-383-1098	tryan@realtors.org

**Communications**

Liz Giovaniello, Communications Utility Infielder	202-306-6437	lgiovaniello@realtors.org
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**Campaign Services**

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Julienne Uhlich, Campaign Services Manager (Open) Campaign Services Coordinator	202-383-1235	juhlich@realtors.org

**RPAC Fundraising Program**

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Jessica Naake, RPAC Fundraising Representative	202-383-7510	jnaake@realtors.org
Christopher Nave, RPAC Major Investor Fundraising Rep.	202-383-1286	cnave@realtors.org
Laura Hawxhurst, RPAC Fundraising Coordinator	202-383-7581	lhawxhurst@realtors.org
Destia Wallace, RPAC Major Investor Coordinator	202-383-7509	dwallace@realtors.org

**REALTOR® Advocacy Programs**

(Open) Managing Director, Advocacy and Communications		
Erin Murphy, Manager, Broker Involvement Program	202-383-1079	emurphy@realtors.org
Laura Vogel, Manager, Federal Member Advocacy	202-383-1021	lvogel@realtors.org
Claire McDonough, Director, Web Advocacy	202-383-1080	cmcdonough@realtors.org
Brandon Maddox, Programs Systems Manager	202-383-1043	bmaddox@realtors.org

**Smart Growth/Green Building/Housing Opportunity Programs**

Hugh Morris, Manager, Smart Growth Programs	202-383-1278	hmorris@realtors.org
Wendy Penn, Manager, Housing Opportunity Program	202-383-7504	wpenn@realtors.org
Holly Moskerintz, CPA Representative	202-383-1157	hmoskerintz@realtors.org
Darren Smith, Policy Rep., Smart Growth/State & Local Issues	202-383-1068	dsmith@realtors.org

**Diversity Program**

Fred Underwood, Director, Diversity & Community Outreach	202-383-1132	funderwood@realtors.org
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**Issues Mobilization Program**

Joe Maheady, Issues Mobilization Program Manager	202-383-1006	jmaheady@realtors.org
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**Administrative Services**

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Beth Brittingham, Political Events Manager	202-383-1209	bbrittingham@realtors.org
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Ted Wright, Program & Policy Coordinator	202 383-1201	twright@realtors.org



For more information on the entire REALTOR® Party Initiative and how REALTOR® associations can tap into the resources to build your own advocacy and community outreach programs, go to [www.realtoractioncenter.com/rpi](http://www.realtoractioncenter.com/rpi)

