

NAR Funding and Technical Assistance

HOUSING OPPORTUNITY PROGRAM¹

Staff is available to discuss your employer-assisted housing initiative and provide additional resources. One of these resources is the Housing Opportunity Toolkit,² which is designed as a reference on affordable housing in local communities. The toolkit includes guidance on running housing fairs, symposiums, and forums, as well as how to develop EAH partnerships.

You should also take a look at the workforce housing programs that state associations developed with their Ira Gribin Workforce Housing Grants. Several are focused on EAH initiatives.³ For example, the Wisconsin Association of REALTORS®, in partnership with the Wisconsin Housing and Economic Development Agency, created Wisconsin Housing Works,⁴ a website to provide information and resources on EAH.

NAR staff is also available to make presentations on EAH at state REALTOR® association conferences or at housing conferences or forums you organize or sponsor. Staff has helped to organize EAH panels and presented at Triple Play,⁵ the Missoula Organization of REALTORS®,⁶ and the Maryland Association of REALTORS®.

HOUSING OPPORTUNITY PROGRAM GRANTS⁷

State and local REALTOR® associations can apply for a Housing Opportunity Program Grant of up to \$5,000 to support their employer-assisted housing initiative. Funding is available for activities such as housing symposiums, homebuyer resource websites and guides, down payment assistance programs, financial literacy efforts, workshops, and other housing-related programs. For example, the Nevada Association of REALTORS® was awarded a grant for an

EAH Breakfast Forum. If you are interested in holding the EAH Class, you may also qualify for up to \$1,000 to support that effort. For information on the grant requirements and application, visit the REALTOR® Action Center.⁸

ISSUES MOBILIZATION PROGRAM⁹

The Issues Mobilization Program, in coordination with NAR's Campaign Services, provides financial, technical, and educational support to state and local REALTOR® associations. The Issues Mobilization Grant provides funds to organize and manage effective campaigns to promote positions on public policies (government laws, regulations, courses of action, and funding priorities) that affect REALTOR® interests.

Before submitting a request for Issues Mobilization funding, you should contact Joe Molinaro at jmolinaro@realtors.org to discuss your issues campaign and grant application.

CAMPAIGN SERVICES¹⁰

The Campaign Services Program gives state and local REALTOR® associations the resources you need to run successful issues and candidate campaigns. NAR's Campaign Services can assist your association with the planning and implementation of campaigns by providing technical, educational or financial assistance. NAR provides cost effective data and tools to conduct campaigns to achieve policy objectives.

NAR offers consultant support to assist REALTOR® associations in utilizing the data for polling, campaign development, and message delivery and outreach. Using these services can help your association achieve REALTOR® advocacy goals.

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For example, you can the Campaign Services Program can help you to conduct a public opinion poll on a housing issue in your community, such as a local EAH matching fund program or a state EAH tax credit, or to target public communications and messaging to help pass a measure supported by REALTORS®. You can also use these services to help elect a candidate who supports workforce housing issues.

NAR's Campaign Services Program offers:

- Polling and Research
- Direct Mail Services & Phone Calls
- Websites & Social Media
- Consultant Campaign Management
- Voter Lists, Count Tool & Activation Network
- Voter Registration Initiative
- REALTOR® Candidate Training Academy

For more information, contact NAR's Campaign Services at (202) 383-1191 or CampaignServices@Realtors.org. After a quick conversation, NAR staff will be able to help clarify your goals and direct you to the tools and services your association will find most useful. Many of these tools and services are free, and others are offered for a nominal fee.

THE REALTOR® PARTY HUB¹¹

The "Hub" is a comprehensive, web-based, grassroots communication system for online member outreach, engagement, and mobilization. State and local REALTOR® associations can use it to send local "Calls for Action" intended to get members to contact a

local or state official or state representative to support an EAH or workforce housing-related issue. The system includes information about each NAR member's voting history, party affiliation, and voter-registration status.

LINKS

¹ <http://www.realtor.org/programs/housing-opportunity-program>

² <http://www.realtor.org/housing-opportunity-tool-kit>

³ <http://www.realtor.org/grants/ira-gribin-workforce-housing>

⁴ <http://wisconsinhousingworks.com>

⁵ <http://www.realtorstripleplay.com>

⁶ <http://www.missoularealestate.com/docs/missoulahousingsummitasearchforsolutionsagenda.pdf>

⁷ <http://www.realtoractioncenter.com/for-associations/housing-opportunity/how-to-apply-for-hopgrants.html>

⁸ <http://www.realtoractioncenter.com/for-associations/housing-opportunity/housing-opportunity-grant.html>

⁹ <http://www.realtoractioncenter.com/for-associations/issues-mob>

¹⁰ <http://www.realtoractioncenter.com/for-associations/electoralservices>

¹¹ <http://www.realtoractioncenter.com/for-associations/hub>