

Housing Opportunity Grant

Tips for Completing a Level 2 Application

This document provides guidance for completing a Level 2 Housing Opportunity Grant application.

1. Date of activity (or project timeline for ongoing activity)

- Provide the scheduled date of the activity.
- If the activity is ongoing, provide a timeline of when the activity will begin and end.
- NAR will not consider applications for activities that have already taken place. The date must be at least six weeks after the submission deadline of the application.

2. What type of activity (e.g. housing fair, forum, housing study, etc.) are you planning?

- Check the box that most closely matches the type of activity you are planning.
- Use the “other” option and provide information if needed.

3. Will the activity take place in a rural community?

- Review NAR’s definition of a rural community and select yes or no as appropriate.

4. Describe the proposed activity including specific details about how the activity will be executed.

- This is your opportunity to provide detailed information about the proposed activity.
- Give the grant review committee a clear understanding of the association’s vision for the activity.
- Provide specific information about the activity. For example:
 - provide a tentative agenda
 - identify topics that will be discussed
 - explain what attendees will do at the event
 - describe the kind of information that will be produced from the study/analysis
 - describe how the activity will be marketed to potential attendees

5. Why is this activity needed in your community/state? How will the activity address that need?

- Describe the need/issue in your community or state. For example:
 - lack of information on future housing needs compared to job growth
 - need for information on financial assistance programs
- Explain how the activity will address a specific housing need, such as:
 - providing consumer education
 - building partnerships with other housing organizations
 - raising awareness about available affordable homes, etc.

6. What are the expected outcomes of the activity?

- Explain the outcomes the association expects to see as a result of this activity. For example:
 - increased knowledge among REALTORS® about a particular housing issue
 - enhanced relationships between REALTORS® and key community stakeholders

7. How will the association measure the success of the activity?

Based on the expected outcomes describe how the association will measure success.

- The response should include short-term and long-term measures if both are applicable.
- Short-term measures could include:
 - number of attendees for an event
 - attendees’ responses to a questionnaire about an event

- number of REALTOR® participants for the activity
- Long-term measures could include:
 - plans for future activities with participating organizations
 - conducting a long-range study or analysis related to the activity
 - changes to housing policy

8. How will this activity benefit the REALTOR® association and its members?

- Explain what value REALTORS® will see in the activity; why will they participate. For example:
 - becoming educated on a particular affordable housing topic
 - being in a position to interact with the community/potential buyers
 - cultivating goodwill with the public
 - having the opportunity to work with partner organizations
 - establishing relationships with public officials

9. How will REALTORS® be involved in the planning and execution of the activity?

- Describe the REALTOR® involvement.
- Activities with high levels of involvement tend to be judged more favorably.
- Provide specific examples of the work REALTORS® will do, such as:
 - planning the activity
 - teaching a class or workshop
 - providing manual labor
 - assisting with marketing/promoting the activity

10. How will association staff be involved in the planning and execution of the activity?

- Explain the roles staff members will play to carry out the proposed activity. For example:
 - working with members to plan the activity
 - selecting speakers/presenters
 - handling logistics the day of the activity

11. List any organizations that will partner with your association in the activity. Describe their role(s) in the activity.

- Provide a list of organizations that will collaborate with the association on the activity.
- Briefly describe the role(s) each organization will play, such as:
 - assisting with planning
 - providing financial assistance
 - providing in-kind donations
 - helping with marketing/promotion

12. Please provide your budget in the provided tables.

- Use the categories listed to provide information on the budget for the activity.
- Use the “Other” fields to include information not captured in the prepopulated categories.

The following are NOT eligible uses of grant funds.

- | | |
|---|--|
| - REALTOR® association staff time/hours | - Cash prizes or purchase of gifts and prizes |
| - Fundraising contributions | - Materials for construction/rehab of a property |
| - Money to hold a fundraiser | - Landscaping materials |
| - General operating expenses | - Home furnishings |
| - Donations to another organization | |

13. If applicable, provide explanations for “other” revenue or expenses noted in the tables or give details about in-kind contributions the association will make toward the activity.

- If you entered information in the “other” fields in the Revenue or Expenditures tables, provide a description of the entry.
- Describe any non-monetary contribution the association will make toward the activity, such as:
 - use of office/meeting space
 - number of staff hours dedicated to the activity
 - use of the website or newsletter to promote the activity

14. For local associations: The state association must be notified of this funding request.

- Provide the name and title of the person at the state association who is most familiar with the funding request.

15. In reference to THIS activity, as described in question #4, has your association applied for funding from another NAR grant program including Smart Growth, Diversity, Placemaking, or Issues Mobilization?

- Only respond, “yes” if a grant application was submitted to support the activity described in this application. Do not list non-related grant awards.

16. State and local REALTOR® associations shall only use resources provided by the NAR REALTOR® Party Program within their association’s territorial jurisdictions as set by NAR.

Does the proposed activity adhere to the stated requirement? Yes No

- If you answered, no, contact Wendy Penn at 202-383-7504 or HousingOpportunityGrants@realtors.org before submitting this application.

18. If this funding request is approved, do you give NAR permission to share your application with others (either directly or the REALTOR® Party website) as an example of a successful application?

- Successful applications are shared as examples for others to follow.