

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. .

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

- The response should be brief. In a word or two, describe the kind of activity that is being planned.

3. Has the association conducted this activity before?

- If the association has conducted the activity before (e.g. an annual housing fair), answer “yes” to this question.
- If the association has never conducted this activity before, answer “no” to this question.

4. In reference to question 3, did the association receive a Housing Opportunity grant? Please note that preference is given to new activities rather than ones previously supported by the grant program.

- The grant program provides seed money rather than recurring financial support.

5. 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

6. 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.

7. 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

8. 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

9. 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

10. 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

11. 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

12. 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 work 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

13. Please provide your budget in the provided framework.

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

14. If applicable, provide other budget information or details about in-kind contributions the association will make toward the activity.

- 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

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

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

16. Has your association applied for funding for THIS activity from any other NAR grant program?

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

17. 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 on REALTORPARTY.com) as an example of a successful application?

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