National Association of REALTORS®

SMART GROWTH / ISSUES MOBILIZATION/ELECTORAL SERVICES POLLING REQUEST FORM

ASSOCIATION INFORMATION

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PROJECT SUMMARY

Please provide a brief description of the need for the poll, the issue(s) you are trying to understand and why, the geographic designation (statewide, city, legislative district, etc.)

Survey Goals

Goals should always be: **S** – Specific  **M** – Measurable  **A** – Achievable  **R** – Realistic  **T** – Time Bound

1. **Goal/Objective.** Briefly describe each goal or objective to be accomplished by the poll.

2. **Measurement.** Please include at least one measurable goal and evaluation process (expected public relation, advocacy or political campaign outcome; coalition building; press coverage, etc.)

3. **Importance.** Rank the goal as Essential, Important, or Desirable as follows:

   - **Essential** – required for job performance
   - **Important** – helpful for job performance
   - **Desirable** – asset for job performance

1ST GOAL/OBJECTIVE

Description:

Measurement:

**Importance:** [ ] Essential  [ ] Important  [ ] Desirable
2\textsuperscript{nd} \textbf{Goal/Objective}

Description:

\textbf{Importance:}  

☐ Essential  ☐ Important  ☐ Desirable

3\textsuperscript{rd} \textbf{Goal/Objective}

Description:

\textbf{Importance:}  

☐ Essential  ☐ Important  ☐ Desirable

4\textsuperscript{th} \textbf{Goal/Objective}

Description:

\textbf{Measurement:}  

\textbf{Importance:}  

☐ Essential  ☐ Important  ☐ Desirable