

Online Advocacy: Preparing Your Call For Action Campaign

GOALS	ASSOCIATION CONSIDERATIONS	CONSTITUENTS, ALLIES AND OPPONENTS	TARGETS	ENGAGEMENT TACTICS
<p>What constitutes “victory”?</p> <ul style="list-style-type: none"> • Pass, stop or stall legislation? If Reauthorization of an appropriation or ongoing budget request, list time and dollar amount wanting to achieve to benchmark success. • Achieve x% REALTOR® Call For Action Participation? • Achieve x% Consumer Call For Action Participation? 	<p>What resources does your Association plan to use for this Call For Action campaign?</p> <ul style="list-style-type: none"> • Include budget, number of staff working on campaign, online tools (website, social media networks, email accounts, etc.). <p>What resources are you seeking?</p> <ul style="list-style-type: none"> • Email, REALTOR® Party Mobile Alerts texts, social media posts, phone call campaigns, issue campaign website, etc. 	<p>What constituents do you want to engage?</p> <ul style="list-style-type: none"> • REALTORS® <ul style="list-style-type: none"> ○ Grasstops or Grassroots, both? • Consumers <p>Are there any other organizations contributing toward the Call For Action/Legislative Goal and are they activating their constituent networks of members/volunteers?</p> <ul style="list-style-type: none"> • Coalitions • Partnerships <p>Who opposes the Association’s position on this legislation/Call For Action? Are they activating their constituent networks of members/volunteers? What is their primary message/talking points your Association is trying to nullify?</p>	<p>Who is the primary Legislative, Executive or Regulatory Target?</p> <ul style="list-style-type: none"> • Assembly/House Committee • Assembly/House Chamber • Specific Assembly/House Member • Senate Committee • Senate Chamber • Specific Senate Member • Governor • Agency • City Council • Commission • Mayor • School Board <p>Are there any secondary targets?</p> <ul style="list-style-type: none"> • Include people who have strong influence over the primary targets such as other legislator(s), businesses, spouses, etc. 	<p><i>For each target, list the tactics that you are using or hope to use with NAR resources to influence their position on legislation.</i></p> <ul style="list-style-type: none"> • Email campaigns • REALTOR® Party Mobile Alerts • Social Media • Phone Calls • In person Grasstops meetings • Testimony at hearings • Town Halls • Media Advocacy (editorials, letters to the editor, radio, tv, billboards, etc.)