## Online Advocacy: Preparing Your Call For Action Campaign

<table>
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<th>GOALS</th>
<th>ASSOCIATION CONSIDERATIONS</th>
<th>CONSTITUENTS, ALLIES AND OPPONENTS</th>
<th>TARGETS</th>
<th>ENGAGEMENT TACTICS</th>
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<td><strong>What constitutes “victory”?</strong></td>
<td><strong>What resources does your Association plan to use for this Call For Action campaign?</strong></td>
<td><strong>What constituents do you want to engage?</strong></td>
<td><strong>Who is the primary Legislative, Executive or Regulatory Target?</strong></td>
<td><strong>For each target, list the tactics that you are using or hope to use with NAR resources to influence their position on legislation.</strong></td>
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</tbody>
</table>
| - 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. | - Include budget, number of staff working on campaign, online tools (website, social media networks, email accounts, etc.). | - REALTORS®  
  - Grassroots or Grassroots, both?  
  - Consumers | - 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 | - Email campaigns  
- REALTOR® Party Mobile Alerts  
- Social Media  
- Phone Calls  
- In person Grassroots meetings  
- Testimony at hearings  
- Town Halls  
- Media Advocacy (editorials, letters to the editor, radio, tv, billboards, etc.) |
| - Achieve x% REALTOR® Call For Action Participation? | **What resources are you seeking?** | - Coalitions  
- Partnerships | | |
| - Achieve x% Consumer Call For Action Participation? | Are there any other organizations contributing toward the Call For Action/Legislative Goal and are they activating their constituent networks of members/volunteers? | | | |
| | 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? | | | |
| | Are there any secondary targets? | | | |