

The NAR Issues Mobilization Program: Making It Work For You

January 10, 2019



NATIONAL
ASSOCIATION *of*
REALTORS®



Purpose

Provide financial and technical assistance to state and local REALTOR® associations to support public policy advocacy campaigns that affect REALTOR® interests

Public Policy includes:

- Legislation
- Ordinances
- Regulations
- Ballot Initiatives



NATIONAL
ASSOCIATION *of*
REALTORS®



Goal

Enhance and support capacity of state and local associations to be the leading authorities and primary points of contact on public policies that impact REALTORS® and the real estate industry



NATIONAL
ASSOCIATION *of*
REALTORS®



Scope

Program does NOT include:

- Candidate Campaigns
- Legal Action
- Federal Action
- Completed Activities



NATIONAL
ASSOCIATION *of*
REALTORS®



Campaign Tools

- Voter Data
- Economic Research
- Political Research (Polling/Focus Groups)
- Mail
- Phones
- Digital and Social Media
- TV and Radio
- Field
- Member Mobilization



NATIONAL
ASSOCIATION *of*
REALTORS®



Numbers

2017

- \$6.6 Million Grants Budget
- 66 Grants Awarded
- Range: \$1,500 - \$750,000
- Grant Recipients: 29 State, 37 Local

2018

- \$14.55 Million Grants Budget
- 68 Grants Awarded
- Range: \$2,250 - \$3 Million
- Grant Recipients: 26 State, 42 Local

2019

- \$11.8 Million Grants Budget
- Proposed shift from 1-year to 2-year budget cycle



NATIONAL
ASSOCIATION of
REALTORS®



Committee

State and Local Issues Mobilization Support Committee

- 29 members: 27 REALTORS®, 2 association staff (1 GAD, 1 EO)
- Leadership
 - Chair Greg Herb (PA)
 - Vice Chair Nancy Cardone (FL)
 - Immediate Past Chair Chris Rost (KS)
 - Liaison Jim Cormier (MN)



NATIONAL
ASSOCIATION *of*
REALTORS®



Grant Application Submission & Consideration

General Information

- Application submitted on realtorparty.realtor website
- NAR Staff
 - Can assist with drafting application and developing campaign plan
 - Will thoroughly review application and campaign plan to ensure that we understand and are comfortable with *everything*
- Signatures: Final step in application submission process
- NAR Contract Vendors
 - Provide most campaign services...polling, online ads, direct mail, etc.



NATIONAL
ASSOCIATION of
REALTORS®



Grant Application Submission & Consideration

Staff Review

- Who are the targets?
- How are we reaching them?
- What is the message?
- How many repetitions of the message?
- Is the budget both comprehensive and cost effective?

Grant Application Submission & Consideration

Requests Over \$100,000

- Committee meets monthly
- 9 Webex conference call meetings, 3 in-person meetings
- Brief applicant presentation and Q&A
- Consider/vote in Executive Session
- **NOTE:** Approved grant requests over \$500,000 require subsequent approval by NAR Leadership Team or Executive Committee/BOD

Grant Application Submission & Consideration

Requests of \$100,000 or Less

- Weekly “Consent Agenda” process
- Deadline: Monday 5pm Eastern Time
- First Subcommittee, then full Committee
- Consider/vote by email
- Silence means consent
- Decision by Friday 12noon Eastern Time
- **NOTE:** Any member can object and remove grant application from Consent Agenda



NATIONAL
ASSOCIATION *of*
REALTORS®



Grant Application Submission & Consideration

Committee Consideration

Criteria

- Importance/Scope of Impact for Real Estate Industry
- REALTOR® Involvement
- Winnability
- Community Support



NATIONAL
ASSOCIATION *of*
REALTORS®



Requirements

- Applications on ballot initiative campaigns must be submitted at least 45 days prior to date on which first vote can be cast
- “Skin in the game” contribution requirement (*can be waived with 2/3 vote*):
 - \$25,000 and Under: 10%
 - \$25,001 to \$250,000: 25%
 - \$250,001 to \$750,000: 50%
 - \$750,001 to \$2 Million: 100%
 - Over \$2 Million: 200%
 - **NOTE:** 1) Relates to grant request amount, not to overall campaign budget;
2) Corporate Ally Program funds can be used to cover 100% of skin in the game contribution



NATIONAL
ASSOCIATION of
REALTORS®



Legal and Accounting

- Campaign finance and lobbying laws vary by state and locality
- May impact grant payment process, disclaimers, etc.
- Deadline on availability of grant funds
 - Earlier of: 1) campaign end date; or 2) Dec 15 of year in which funds are granted



NATIONAL
ASSOCIATION *of*
REALTORS®



Program Information

<https://realtorparty.realtor/campaign-services/issues-mobilization>

- Grant Application
- Meeting Schedule with Application Deadlines
- Program Policy Document



NATIONAL
ASSOCIATION *of*
REALTORS®



Contacts

Joe Maheady, Issues Mobilization Program Manager
jmaheady@realtors.org; 202-383-1006

John Winston, Campaign Services Manager
jwinston@realtors.org; 202-383-1235

Jon Waclawski, Political Compliance Counsel
jwaclawski@realtors.org; 202-383-1248

Caroline Stewart, Campaign Services and Advocacy Specialist
cstewart@realtors.org; 202-383-1295



NATIONAL
ASSOCIATION *of*
REALTORS®



Questions?



NATIONAL
ASSOCIATION *of*
REALTORS®



Thank You!



NATIONAL
ASSOCIATION *of*
REALTORS®

