The NAR Issues Mobilization Program: Making It Work For You

January 10, 2019
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
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.
Scope

Program does NOT include:

• Candidate Campaigns
• Legal Action
• Federal Action
• Completed Activities
Campaign Tools

- Voter Data
- Economic Research
- Political Research (Polling/Focus Groups)
- Mail
- Phones
- Digital and Social Media
- TV and Radio
- Field
- Member Mobilization
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
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)
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.
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
Grant Application Submission & Consideration
Committee Consideration

Criteria

• Importance/Scope of Impact for Real Estate Industry
• REALTOR® Involvement
• Winnability
• Community Support
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.
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
Program Information

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

• Grant Application
• Meeting Schedule with Application Deadlines
• Program Policy Document
Contacts

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Questions?
Thank You!