



# Advocacy Everywhere

The goal is to increase participation in political engagement among REALTORS® and consumers, at all levels of government, through a new platform of advocacy tools.

## How Does Advocacy Everywhere Work?

Our new platform can help get you where you need to go by delivering your message to the right people, at the right time, in the fastest way. NAR is a full-service provider that can expedite the components of your calls for action (CFA), thus lowering your association’s time-commitment necessary to launch and monitor a successful CFA. Local associations will no longer need to have dedicated staff trained on the latest advocacy tools and can focus on messaging and targeting with NAR managing the technology. State associations can opt-in for these professional services or can use the tools and perform the basic functions of a CFA on their own.

## Professional Services Offered

### Core Services

When a state or local association requires an expedited launch and all advocacy campaign content materials and messaging have been completed and approved, NAR can launch a campaign with these estimated turnaround times:

<b>ACTIVITY</b>	<b>TIME*</b>
<b>TRADITIONAL CFA TO REALTORS®</b>	3-4 hours
<b>REALTOR® PARTY MOBILE ALERT TEXT MESSAGING</b>	1-2 hours
<b>BROKER STATE CFA</b>	1-2 days
<b>ONLINE ADVERTISING</b>	1-2 days
<b>PATCH THROUGH CALLS</b>	1-2 days
<b>CONSUMER CFA</b>	2-3 days
<b>CFA REPORTING DASHBOARD</b>	2 hours after launch

\*This includes standard reporting and on-going monitoring during the course of the campaign. All timelines listed above are based on regular business hours: 9a – 6p ET, Monday – Friday, excluding holidays.

### Enhanced/Add-On/Custom Services

NAR can also provide additional support services to improve campaign performance and further assist state and local associations in their advocacy efforts. These services include:

- Message Development
- Enhanced Audience Targeting
- Graphic Design and Creative Development
- Custom Reporting

Questions? Contact us at [action@realtors.org](mailto:action@realtors.org).



NATIONAL ASSOCIATION of REALTORS®

