

Apex Virtual Training Building Successful Legislative Advocacy Campaigns Using Issues Mobilization Grants

June 23, 2023 | Virtual



NARdotRealtor



nar.realtor



John Winston

Director of State and Local Political Programs

jwinston@nar.realtor

(202)383-1235

The Basics

Issues Mobilization Grants Can Be Used For:



Ballot Measures

Grant money can be used to support or oppose an initiative or referendum that impacts REALTORS or the real estate industry



Passing or Defeating Legislation

Grants can be used to advocate for REALTOR-Friendly or oppose anti-REALTOR legislation using campaign-style tactics to reach out to members and non-members

Campaign Services Available

- ✓ **Top of the line data and modeling**
- ✓ **Digital and Social Media Ads**
- ✓ **Polling**
- ✓ **Phone Calls**
- ✓ **Economic Studies**
- ✓ **Radio and TV Ads**
- ✓ **Direct Mail**
- ✓ **Field Campaigns**

Money Available

\$11.8 Million

Total grant money
available in 2023

63

Average number of
grants a year

\$1,300

The smallest amount
the committee has
granted



Skin In The Game: A minimum percentage of your grant request that you must contribute towards the campaign



10%

Requests of \$25,000 or under



25%

Requests between \$25,000 and \$250,000



50%

Requests between \$250,000 and \$750,000



100%

Requests between \$750,000 and \$2 million



200%

Requests of more than \$2 million

How To Apply

STEP 1: Contact US

John Winston

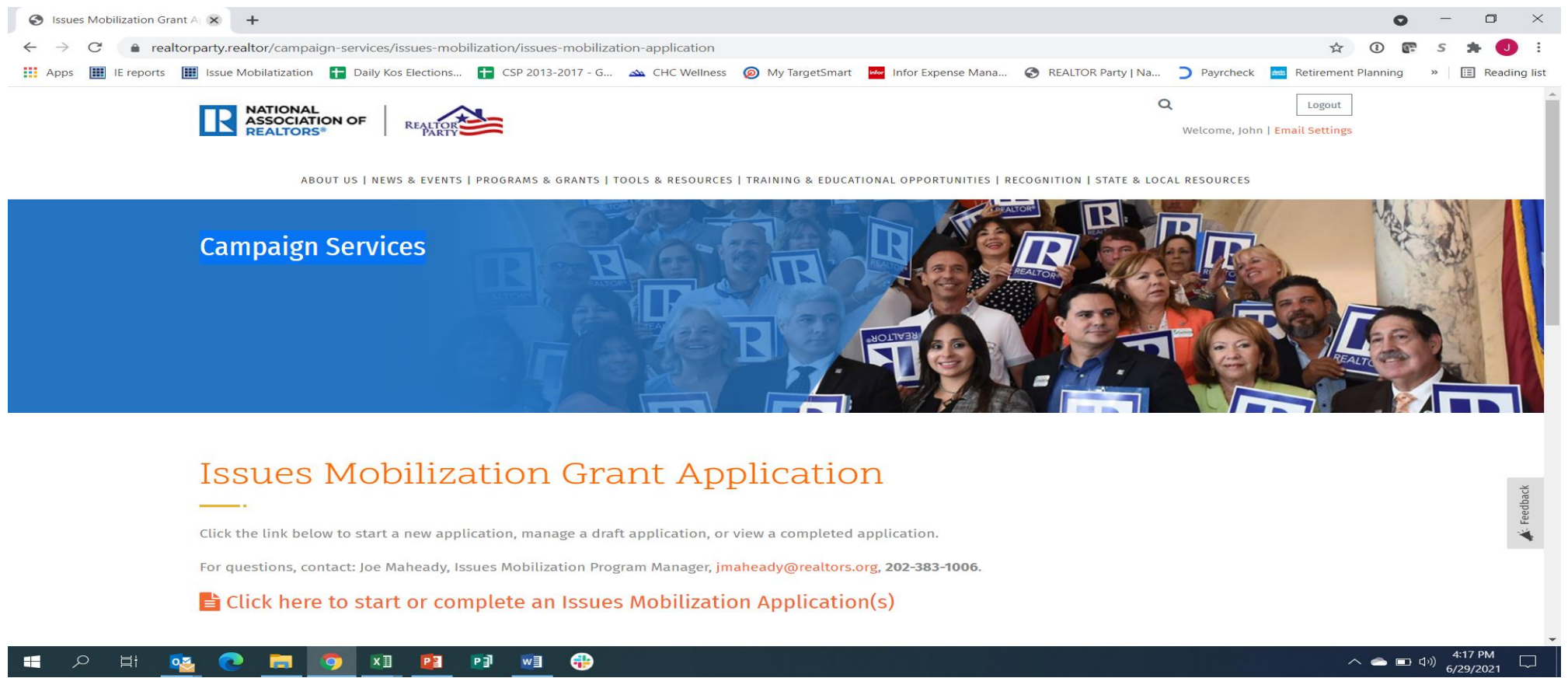
Jwinston@nar.realtor

202-383-1235

Or Your Political Representative



Step 2: Fill Out A Draft Application



The screenshot shows a web browser window with the URL `realtorparty.realtor/campaign-services/issues-mobilization/issues-mobilization-application`. The browser's address bar and tabs are visible at the top. The website header includes the National Association of Realtors and Realtor Party logos, a search bar, and a user greeting: "Welcome, John | [Email Settings](#)". A navigation menu lists various sections: ABOUT US | NEWS & EVENTS | PROGRAMS & GRANTS | TOOLS & RESOURCES | TRAINING & EDUCATIONAL OPPORTUNITIES | RECOGNITION | STATE & LOCAL RESOURCES.

The main content area features a large blue banner with the text "Campaign Services" and a background image of a diverse group of people holding "REALTOR" signs. Below the banner, the heading "Issues Mobilization Grant Application" is displayed in orange. The text below the heading reads: "Click the link below to start a new application, manage a draft application, or view a completed application. For questions, contact: Joe Maheady, Issues Mobilization Program Manager, jmaheady@realtors.org, 202-383-1006." A red button with a document icon and the text "Click here to start or complete an Issues Mobilization Application(s)" is positioned below the contact information. A vertical "Feedback" button is located on the right side of the page.

The Windows taskbar at the bottom of the screen shows various application icons, including the Start menu, search, task view, and several open programs like Microsoft Edge, File Explorer, and Office applications. The system clock in the bottom right corner indicates the time is 4:17 PM on 6/29/2021.

Pre-Committee Submission



- STEP 3: Receive Feedback and Edits from Staff
- STEP 4: Make Edits and Submit Final Application
- STEP 5: Send for Signatures



NARdotRealtor



nar.realtor



Committee Consideration



Step 6

Committee Consideration

If the request is \$100,000 or less the application will be submitted through a weekly consent agenda, or if the request is more than \$100,000, it will be submitted during regularly scheduled monthly meetings.

Step 7

Questions

You will have 5 to 7 minutes to present the application if the grant is being heard at a committee meeting. No presentation is necessary, if your application is being considered through the weekly consent agenda, but you may be asked to respond (in writing) to committee questions.

Step 8

Legal Review

NAR legal will give guidance to NAR on how the grant should be paid, and whether you are eligible to receive Corporate Ally Funds (CAP) to offset skin in the game requirements.

Step 9: Launch Your Campaign!

If using NAR's consultants or campaign services they or staff will be in contact immediately upon approval with a timeline, budget, and creative for your feedback and approval.

Amendment 2 protects YOU and YOUR FAMILY without impacting school funding. See why Floridians must vote "YES" on Amendment 2 <http://everybodyisfor2.com/>



Dear Representative,

Owning a home on a tight budget, their first home.

So I urge you to support legislation which will help.

You now have

Thank you in advance for seeking to make a difference.

Sincerely,

Signature

Protect Your Property Rights

Support Your Right to Rent

There is a growing trend in local government to enact zoning bans that preemptively tell property owners they are unable to rent.

Dating back generations, the practice of vacation rental allows for use of a residence in a vacation area or near an event destination. Short-term rental is favorable among tourists throughout Michigan, and communities have long recognized this tradition as providing a **tremendously positive impact upon the local economy**. The practice helps Michigan property owners with the payment of property taxes and aids the upkeep of property.

The ability to rent residential property is fundamental to ownership. Banning the right to rent harms property owners and local businesses.

Now is the time for the Michigan Legislature to provide for reasonable regulation of short-term rentals and **protect private property rights** in Michigan.



DON'T LET LOCAL GOVERNMENT CANCEL YOUR RESERVATION

[Click Here to Support House Bill 4722 and Senate Bill 446](#)

Paid for by: Michigan Realtors® 720 N Washington Ave, Lansing, MI 48906



OPPORTUNITY IS KNOCKING For Wisconsin Families...



LEGISLATORS, OPEN THE DOOR to the Wisconsin First-Time Homebuyers Savings Account

Payment & Reporting



- STEP 10-SEND US THE INVOICES! In most cases you will need to submit invoices to us before we can get the finance department to process the funds for the grant.
- STEP 11-LET US KNOW WHAT HAPPENED-Did you win, did you lose.

THANK YOU.



nardotrealtor



nar.realtor

ISSUES MOBILIZATION IN MARYLAND

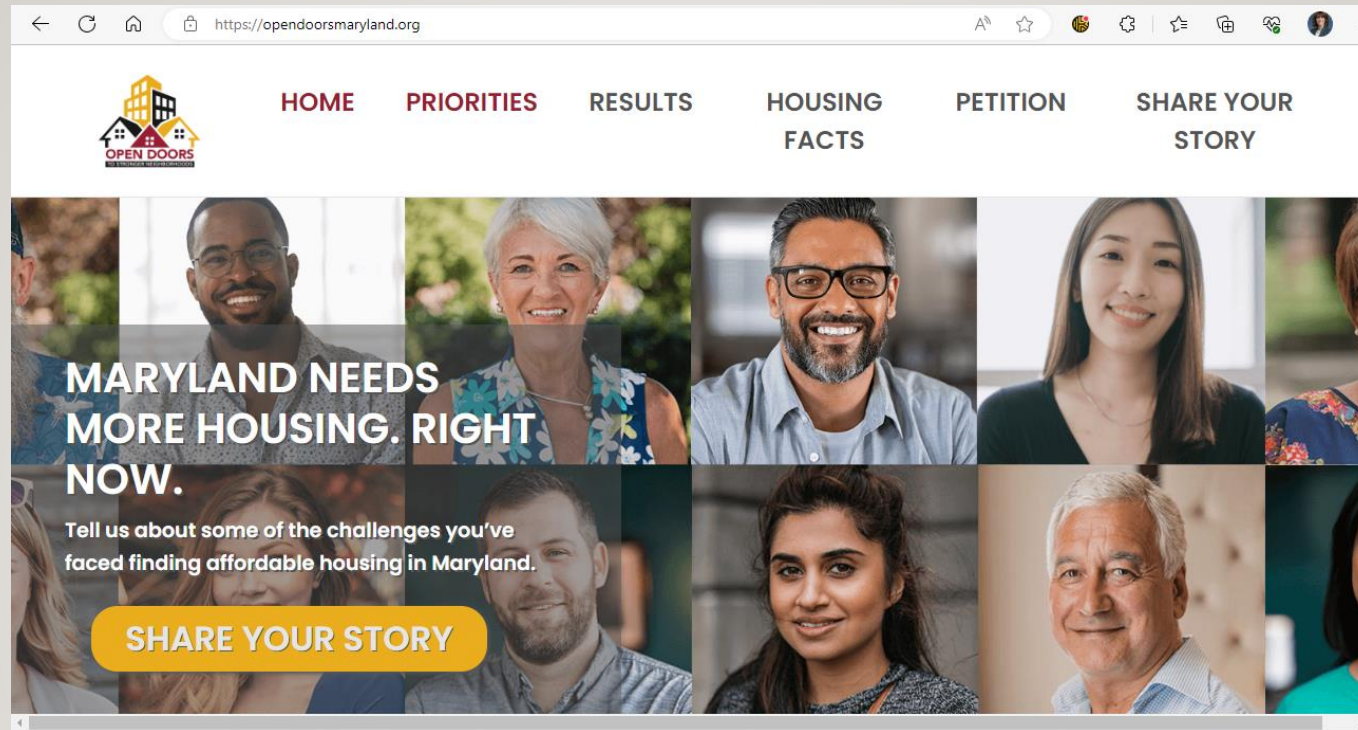
LISA MAY, DIRECTOR OF ADVOCACY AND
PUBLIC POLICY

JUNE 23, 2023



TWO WORLDS OF ISSUES MOB

- Issues Mobilization for Larger Campaigns
 - 2023 Maryland REALTORS® ADU Campaign
- Issues Mobilization for Specific Issue
 - 2023 Local Maryland Association Campaigns



OPEN DOORS WEBSITE: CONSUMER ADVOCACY + ISSUES MOBILIZATION

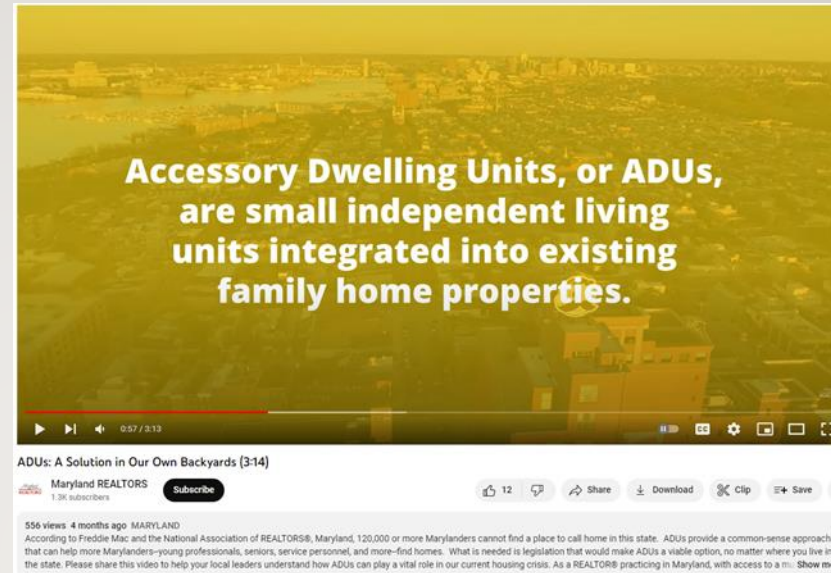
STATE OF HOUSING SURVEY

REALTOR® PARTY PLUS CONTRACT



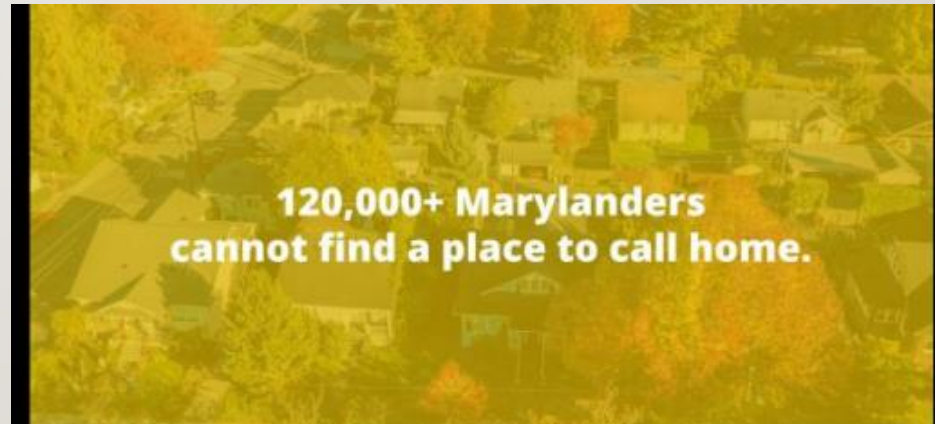
ADU VIDEO: HOUSING OPPORTUNITY

WWW.YOUTUBE.COM/
@MARYLANDREALTORS



MARYLAND ADU CAMPAIGN 2023

- \$100,000 budget (20% contribution)
- Online advertising, b-roll, and geo-fencing



EARNED MEDIA

One-third of Marylanders considering leaving state for cheaper housing

Share



Updated: 4:55 PM EST Feb 7, 2023

Infinite Scroll Enabled

Jenyne Donaldson f t e
Anchor/Reporter



EDITORIAL

Can the in-law apartment make a comeback? | COMMENTARY

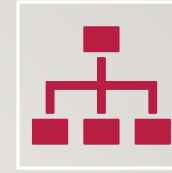
By Baltimore Sun Editorial Board
Baltimore Sun • Mar 22, 2023 at 12:43 pm



RESULTS



HB 239/SB 382 – ADU
Policy Task Force



Administration Bill –
2024



Bonus Bill!



State of Housing '24?

LESSONS LEARNED



Collaborate Early



Different Audiences – Different Results



Other Measures of Success?

MARYLAND'S LOCAL CAMPAIGNS 2023

- Greater Capital Area
 - Recordation Tax/ Property Tax
- Southern Maryland
 - Excise Tax
- Prince George's County
 - Rent Control
- Carroll County
 - Recordation Tax

CARROLL COUNTY RECORDATION TAX

- 25% Increase in Recordation Tax
- April 24 – Confirmation of Proposal
- May 9 – Public Hearing on Budget
- May 25 – Budget Adoption Hearing



TWO CAMPAIGNS IN ONE!

BEFORE MAY 11



AFTER MAY 11



ADDITIONAL RESOURCES



Annual State of Housing Survey
from the Maryland REALTORS®

Open Doors to Stronger
Neighborhoods
<https://opendoorsmaryland.org/>

ADU Video: <https://www.youtube.com/@MarylandREALTORS>

Thank You!

Lisa May

Director of Advocacy and
Public Policy

lisa.may@mdrealtor.org

