

# Apex Virtual Training Using Independent Expenditures to Change Your Legislative Environment

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July 28, 2023 | Virtual



NARdotRealtor



[nar.realtor](https://nar.realtor)



# What is an Independent Expenditure Campaign?

Why are Independent Expenditure Campaigns important?

# The New York Times

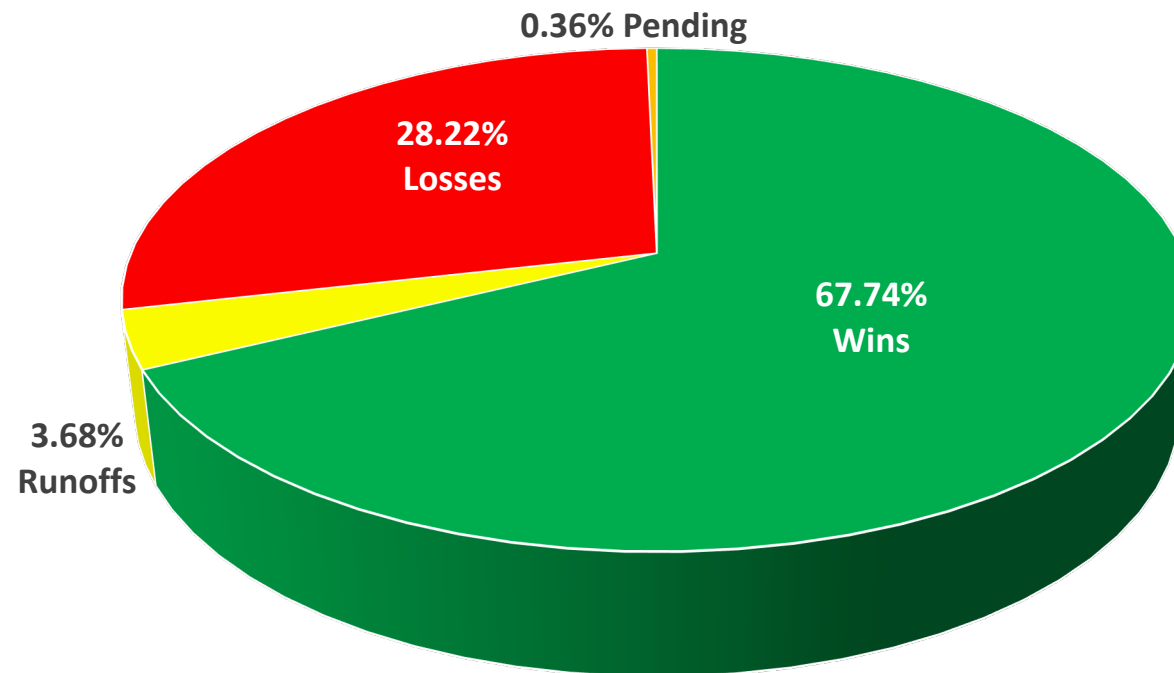
## *Virginia Official Pulls Republican's Name from Bowl to Pick Winner of Tied Race*

By TRIP GABRIEL JAN. 4, 2018



Slips of paper printed with the candidates' names, placed in old film canisters, were used in the drawing at the Virginia State Board of Elections in Richmond on Thursday. Win McNamee/Getty Images

# WE WIN ELECTIONS



# How does the REALTOR Party IE Program work?

1. Allocation
2. Pre-Application
3. Tactical Timeline
4. Application
5. Approval Timeline
6. Post-Approval

# Allocation

\$4.45

X

# of members in state

=

Total Allocated Funds

# Allocation

$$\begin{array}{r} \$4.45 \\ \times \\ 50,000 \text{ members} \\ = \\ \$222,500.00 \end{array}$$

# Allocation

Total Allocation Funds

÷

Equally to state and local races



# Allocation

**\$222,500.00**

**=**

**\$111,250.00 State and \$ 111,250.00 Local**



# Non-Allocated Funds

- First come, first served nationwide after allocations are depleted.
- \$3,052,580 for 2023
- NAR does not differentiate between allocated and non-allocated funds for the purposes of approval.
- Criteria for approval is up to the individual committee member to decide.

## Pre-Application

Things you need to know before you apply:

1. Is this a non-partisan race?
2. When is the election?
3. When does voting start?
4. Is this a primary or a general election?
5. What else is on the ballot at the same time?
6. Are there unique factors in play?

# Mitchell Norton

202-997-0464

mnorton@NAR.realtor

# Tactical Timeline

(Weeks between first contact with Mitchell and start of voting)

Polling – 12 Weeks

Mail – 7 Weeks

Online – 7 Weeks

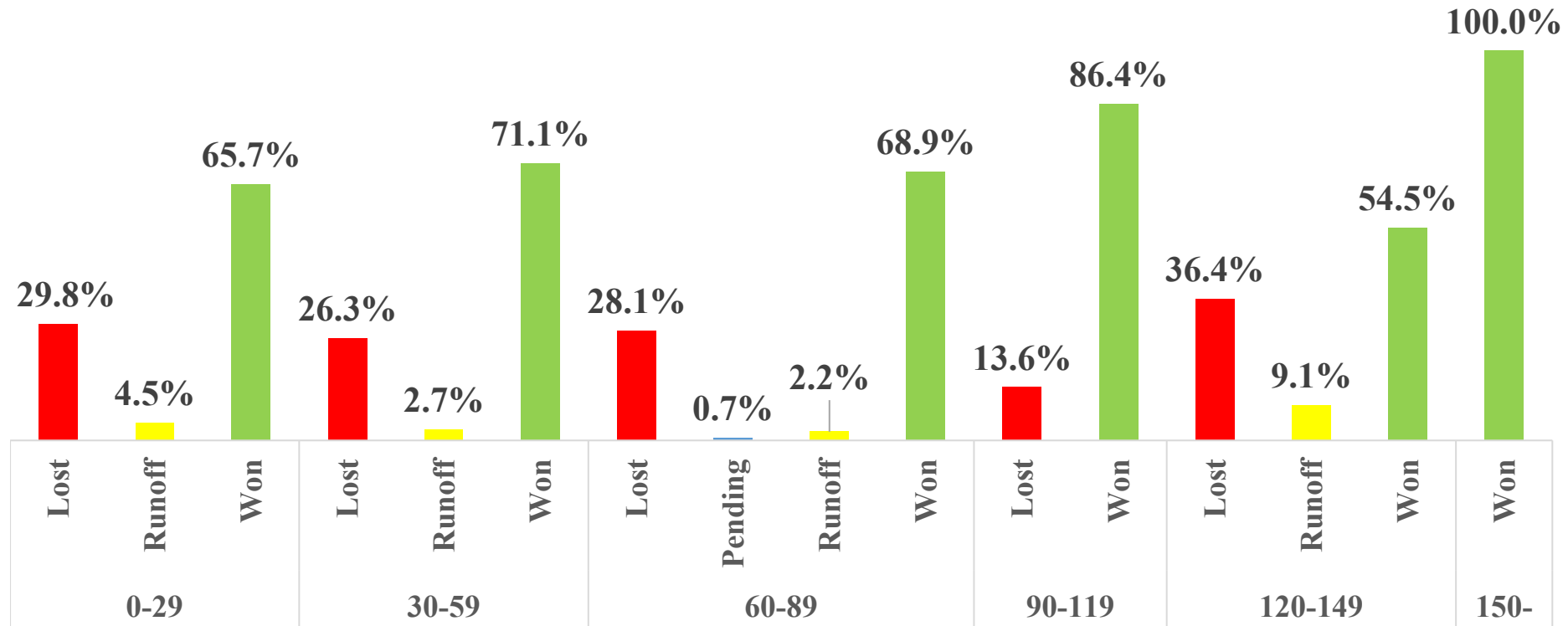
Phones – 4 Weeks

# Tactical Timeline (with Polling)

Action	Date	T - Election Day
Election Day	Nov 6	0 Days
GOTV Texts	Nov 2	4 Days
Second Mailer	Oct 25	12 Days
First Mailer	Oct 11	26 Days
Online Launch	Oct 9	28 Days
Creative Approved	Sept 30	37 Days
Creative Sent	Sept 23	44 Days
Plan Approved	Sept 25	46 Days
App Approved	Sept 21	50 Days
App Deadline	Sept 17	54 Days
Budget Costs	Sept 12	59 Days
Polling Results	Sept 4	67 Days
Polling Fields	Aug 28	74 Days
Polling Call	Aug 14	88 Days
Initial Discussion	Aug 7	95 Days

# Tactical Timeline

(Days between app approval and Election Day)



# PAC Usage

(Which PAC are you going to use?)

National Associations of REALTORS Fund

VS

Your State Association's PAC

Vs

Your Own PAC



# Vendor Usage

(Which vendor are you going to use?)

REAL Strategies (Target Smart)  
vs  
Your Own Vendor

# Application

## REALTORParty.realtor – Programs – Independent Expenditures



Q Login

[ABOUT](#) | [NEWS](#) | [EVENTS](#) | [PROGRAMS & GRANTS](#) | [TOOLS & RESOURCES](#) | [TRAINING](#) | [RECOGNITION](#) | [STATE & LOCAL RESOURCES](#)

### Campaign Services

## Independent Expenditures <sup>V</sup>

The State and Local Independent Expenditures (IE) Program is an exciting program to assist state and local associations that want to get involved in local and state elections. The program provides each state with funds that can be used to support candidates for political office who support REALTORS® and the real estate industry.

-  [PRE-APPLICATION INDEPENDENT EXPENDITURE BUDGET REQUEST](#)
-  [STATE & LOCAL CANDIDATE POLLING REQUEST FORM](#)
-  [INDEPENDENT EXPENDITURE APPLICATION](#)
-  [INDEPENDENT EXPENDITURE POLICIES & PROCEDURES](#)
-  [ADD BANK INFORMATION/PAYEE TO YOUR APPLICATIONS](#)

### Application Process






If you are interested in running an independent expenditure campaign, please review the following steps and then contact [Mitchell Norton](#).

#### Choose your Candidate

Does your association want to support someone who has helped with previous issues? Do you have a REALTOR® who wants to run for public office? The first step is for your association to choose who will make a great candidate to support.

# Application – Polling

REALTORParty.realtor – Programs – Independent Expenditures

-  **PRE-APPLICATION INDEPENDENT EXPENDITURE BUDGET REQUEST**
-  **STATE & LOCAL CANDIDATE POLLING REQUEST FORM**
-  **INDEPENDENT EXPENDITURE APPLICATION**
-  **INDEPENDENT EXPENDITURE POLICIES & PROCEDURES**
-  **ADD BANK INFORMATION/PAYEE TO YOUR APPLICATIONS**

# Polling Request Form

REALTORParty.realtor – Programs – Independent Expenditures

## State & Local Candidate Polling

Polling for state and local candidates is approved as on a case-by-case basis in concert with the State & Local Independent Expenditure (IE) Program. Associations that desire to poll a candidate or race should also have a desire to support a candidate in that race with NAR IE Funds, should the polling suggests it's needed. Not all jurisdictions are large enough to poll, but our Campaign Services team will work with you on reasonable alternatives should a traditional survey not be possible.

Please complete the following questionnaire and submit. Someone from our Campaign Services team will reach out to you within 24 hours.

1. Association Contact (Your Name):

<input type="text"/>	<input type="text"/>
<b>First Name</b>	<b>Last Name</b>

2. State: \*

3. Association Name: \*

4. Role within your association (AE, GAD, etc): \*

# Polling Request Form

REALTORParty.realtor – Programs – Independent Expenditures

1. You and Your Association's Information
2. State or Local Race?
3. Candidate's Name?
4. What Office Are They Seeking
  - Please Include District Number If Applicable
5. District or At-Large?
6. Primary, General, Special, Runoff?
7. Election Date and Voting Start Date?
8. Last Day of Qualifying

# Application – Budget Request (Using REAL Strategies)

REALTORParty.realtor – Programs – Independent Expenditures

 **PRE-APPLICATION INDEPENDENT EXPENDITURE BUDGET REQUEST**

 **STATE & LOCAL CANDIDATE POLLING REQUEST FORM**

 **INDEPENDENT EXPENDITURE APPLICATION**

 **INDEPENDENT EXPENDITURE POLICIES & PROCEDURES**

 **ADD BANK INFORMATION/PAYEE TO YOUR APPLICATIONS**

# Application – Budget Request (Using REAL Strategies)

REALTORParty.realtor – Programs – Independent Expenditures

## Pre-Application Independent Expenditure Budget Request

Please disregard this form if you have already completed a polling request form for this race. State and Local Independent Expenditures (IE) require budgets be completely before IE applications can be submitted. This form notifies NAR that you intend to request IE funding and need budget counts from NARs preferred vendor.

Please complete the following questionnaire and submit. Someone from our Campaign Services team will reach out to you within 24 hours.

1. Association Contact (Your Name):

First Name

Last Name

2. State: \*

3. Association Name: \*

4. Role within your association (AE, GAD, etc): \*

# Application – Budget Request (Using REAL Strategies)





REALTORParty.realtor – Programs – Independent Expenditures

1. You and Your Association's Information
2. Candidate's Name?
3. What Office Are They Seeking
  - Please Include District Number If Applicable
4. City and County of Office Sought?
5. District or At-Large?
6. Primary, General, Special, Runoff?
7. Election Date and Voting Start Date?



# Application

REALTORParty.realtor – Programs – Independent Expenditures

-  **PRE-APPLICATION INDEPENDENT EXPENDITURE BUDGET REQUEST**
-  **STATE & LOCAL CANDIDATE POLLING REQUEST FORM**
-  **INDEPENDENT EXPENDITURE APPLICATION**
-  **INDEPENDENT EXPENDITURE POLICIES & PROCEDURES**
-  **ADD BANK INFORMATION/PAYEE TO YOUR APPLICATIONS**

# THE IE APPLICATION

## State and Local Candidate Independent Expenditure Program Application Form

Through the Campaign Services Program, NAR makes a variety of campaign, tools, data and services available to state and local associations. The first step is to apply for funds related to the identified candidate that you have identified for support.

### Primary Contact Information

First Name:

Last Name:

[Click here to copy your primary contact information from another application.](#)

Enter Your Email Address:

City:

State

Zip:

Association:

Position:

Phone number: work

Phone number: cell

The REALTOR® Association making the IE Request:

# THE IE APPLICATION (COMMON MISTAKE)

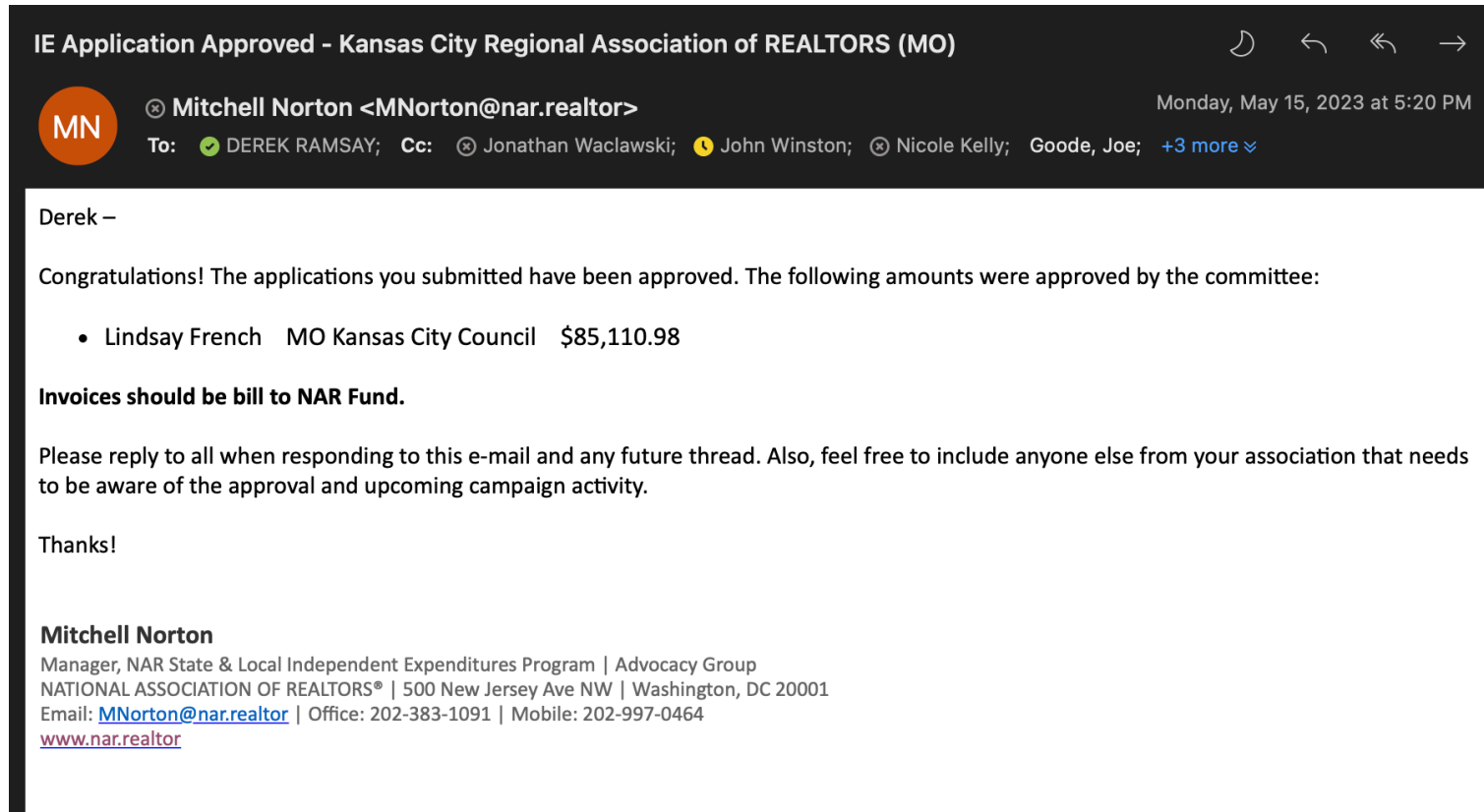
The REALTOR® Association making the IE Request:

**The REALTOR® Association making the IE Request:**

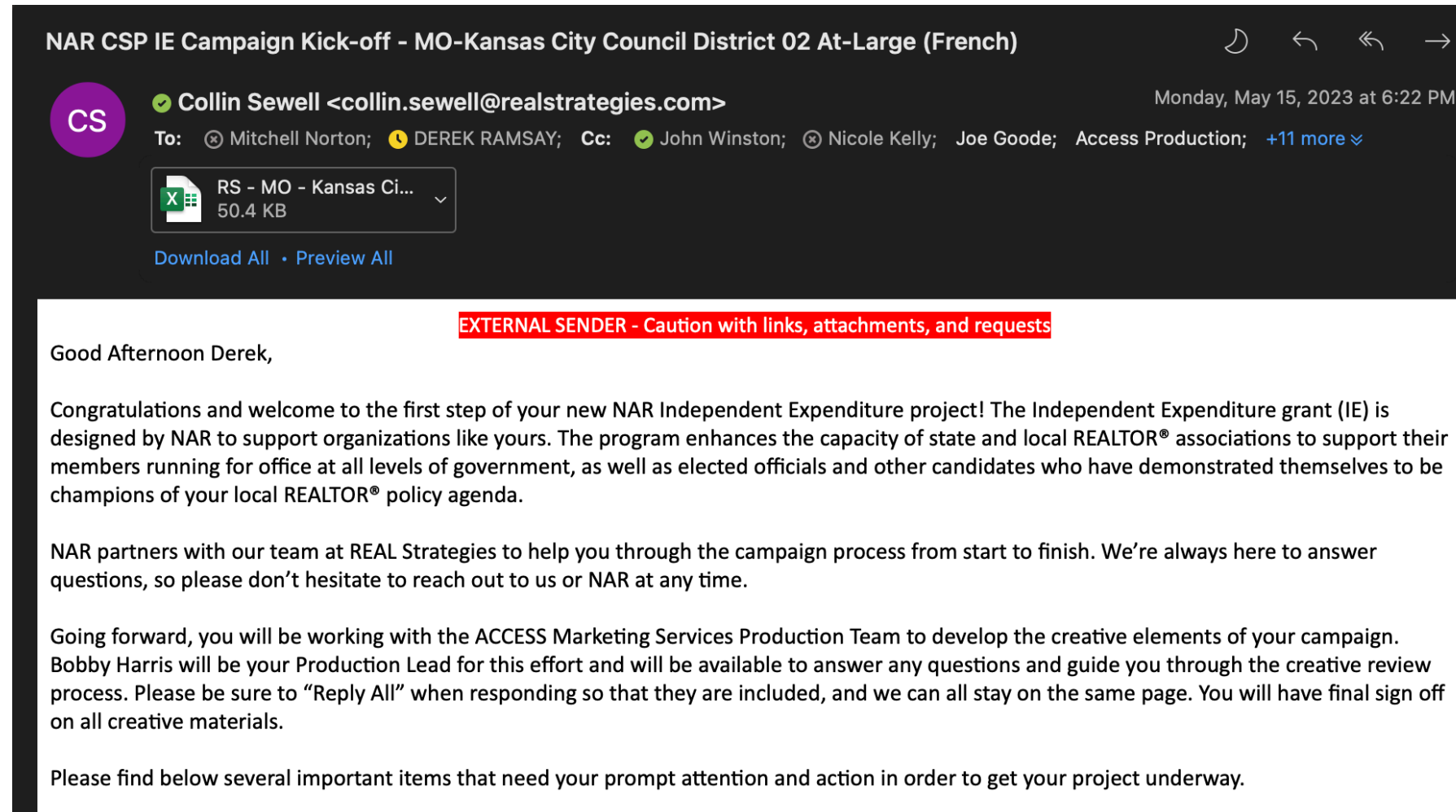
# Approval Timeline

Weekly Approvals  
Due Tuesday at 5pmET  
Subcommittee  
Committee  
Approved Monday at 5pmET  
Exceptions

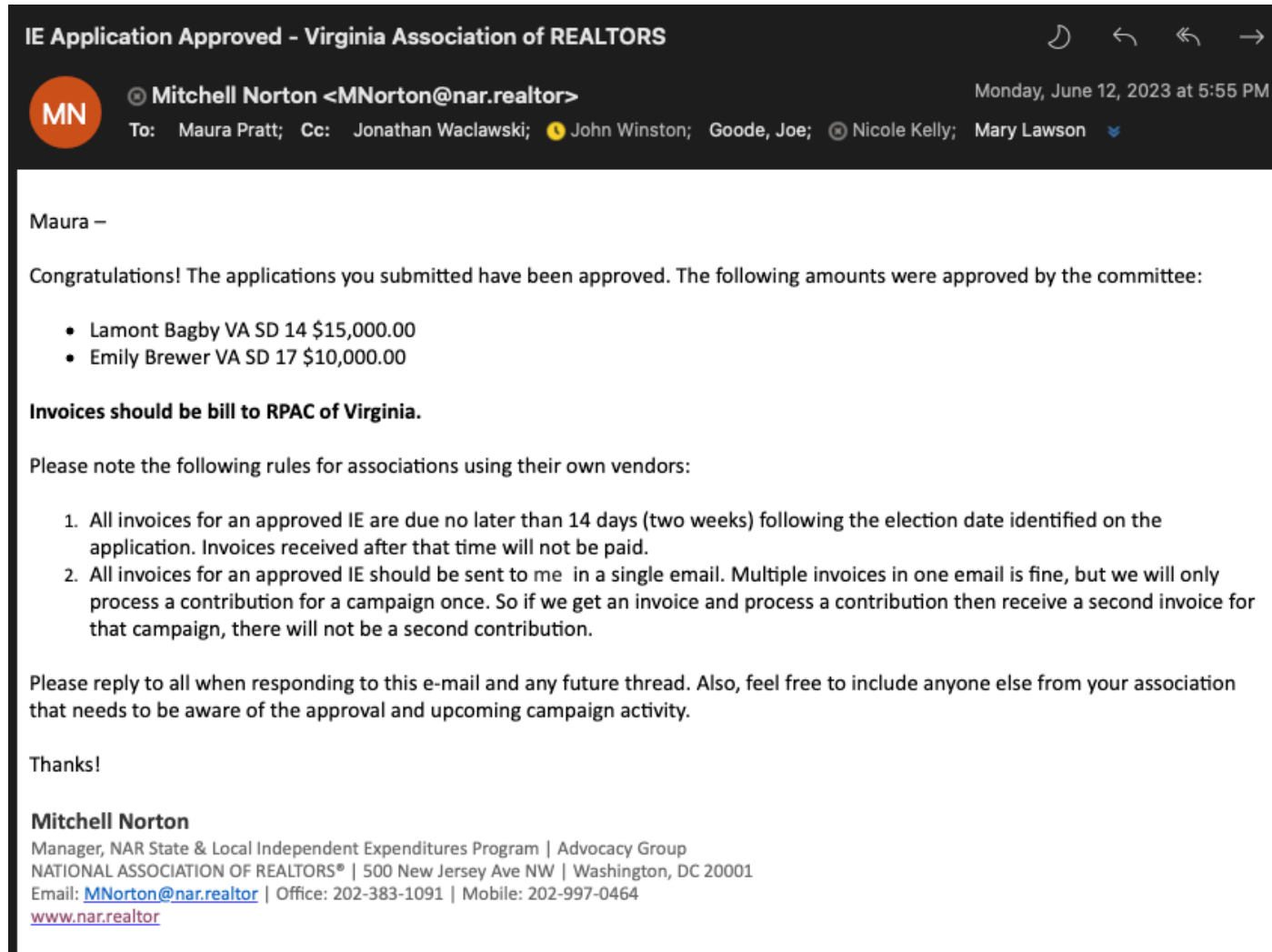
# Approval Email (Using NAR Fund)



# Vendor Email (From REAL Strategies)



# Approval Email (Using Another PAC)



# Approval Email (Using Another PAC)

1. All invoices for an approved IE are due no later than 14 days (two weeks) following the election date identified after that time will not be paid.
2. All invoices for an approved IE should be sent to me in a single email. Multiple invoices in one email is fine for a campaign once. So if we get an invoice and process a contribution then receive a second invoice for the contribution.

once reply to all when responding to this e-mail and any future thread. Also, feel free to include anyone else for



# Budget Confirmation

RS-WA-Yakima City Council District 4-Mack-Outreach Schedule and Budget.xlsx [Read-Only] - Excel

File Home Insert Page Layout Formulas Data Review View ACROBAT Tell me what you want to do... Mitchell Norton Share

Clipboard Font Alignment Number Styles Cells Editing

A1 Program Component

	A	B	C	D	E	F
1	Program Component	Drop/Launch/Deploy Date	Cost	Notes		
2	Online	Tuesday, July 18	\$1,700.00	4 weeks. Includes landing page.		
3	Mailer #1	Monday, July 24	\$755.14			
4	Mailer #2	Friday, August 4	\$755.14			
5	Live GOTV Call - Landlines	Thursday, August 10	\$345.94			
6	Live GOTV Call - Wireless	Thursday, August 10	\$568.72			
7	TOTAL		\$4,124.94			
8						
9						
10	Geography	Universe	Voters	Households	Landlines	Wireless
11	Yakima City Council District 4	Voted in all of 2016, 2015, and 2014 General Elections	1,098	864	369	212
12						
13						

Budget Schedule

Ready

# Material Approval

RS-WA-Yakima City Council District 4-Mack-Outreach Schedule and Budget.xlsx [Read-Only] - Excel

File Home Insert Page Layout Formulas Data Review View ACROBAT Tell me what you want to do... Mitchell Norton Share

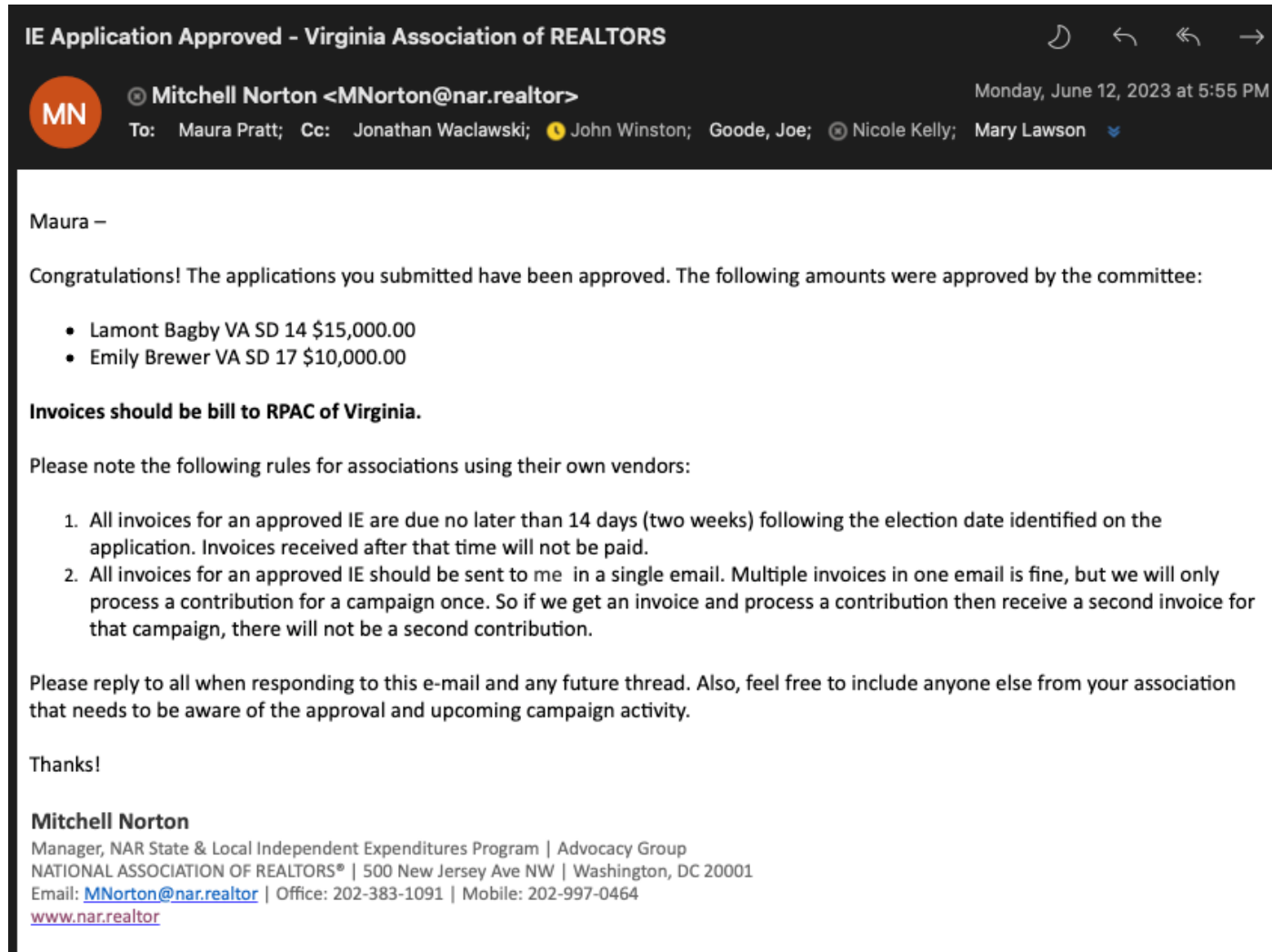
Clipboard Font Alignment Number Styles Cells Editing

	A	B	C	D	E	F	G	H
			Online	Mailer #1	Mailer #2	Live GOTV Call - Landlines	Live GOTV Call - Wireless	Notes
1								
2	Monday	7/10/2017						Plan Approval Due
3	Tuesday	7/11/2017						
4	Wednesday	7/12/2017						
5	Thursday	7/13/2017	Creative Due/Data	Creative Due/Data	Creative Due/Data	Data	Data	
6	Friday	7/14/2017	Creative Approval					Early Vote Starts
7	Saturday	7/15/2017						
8	Sunday	7/16/2017						
9	Monday	7/17/2017		Creative Approval	Creative Approval			
10	Tuesday	7/18/2017	Launch					
11	Wednesday	7/19/2017						
12	Thursday	7/20/2017						
13	Friday	7/21/2017						
14	Saturday	7/22/2017						
15	Sunday	7/23/2017						
16	Monday	7/24/2017		Drop				
17	Tuesday	7/25/2017						
18	Wednesday	7/26/2017						
19	Thursday	7/27/2017						
20	Friday	7/28/2017						
21	Saturday	7/29/2017						
22	Sunday	7/30/2017						
23	Monday	7/31/2017		In Home				
24	Tuesday	8/1/2017				Creative Due	Creative Due	
25	Wednesday	8/2/2017						
26	Thursday	8/3/2017				Creative Approval	Creative Approval	
27	Friday	8/4/2017			Drop			
28	Saturday	8/5/2017						
29	Sunday	8/6/2017						
30	Monday	8/7/2017						
31	Tuesday	8/8/2017						
32	Wednesday	8/9/2017						
33	Thursday	8/10/2017				Launch	Launch	
34	Friday	8/11/2017		In Home				
35	Saturday	8/12/2017						
36	Sunday	8/13/2017						
37	Monday	8/14/2017						
38	Tuesday	8/15/2017						
39								

Budget Schedule

Ready 100%

# Approval Email (Using Your Vendor)




# Mail





# Mail

**Improving Public Safety. Managing Our Money. Growing Our Economy.**




Chelsea Mack will be an advocate for our district. She is committed to **reducing crime**, **curbing homelessness** and **encouraging economic development** and more jobs in East Yakima.

As a Council member, she will:

- **Work to improve neighborhood infrastructure** to make our community safer while developing new youth programs to keep kids off the streets.
- **Reduce homelessness** by providing necessary support for those in need, especially combat veterans.
- Use her experience to be a smart steward of taxpayer dollars while working to attract new businesses, and in turn **bring more jobs to East Yakima** and help revitalize downtown.

**ChelseaForCouncil.com**

**Vote August 1**



Washington REALTORS® PAC  
PO Box 719  
Olympia, WA 98507

No Candidate authorized this ad. Paid for by Washington REALTORS® Political Action Committee, PO Box 719 Olympia, WA 98507. Top 5 Contributors: Seattle King County Association of REALTORS®, Spokane Association of REALTORS®, Clark County Association of REALTORS®, Washington State Commercial Association of REALTORS®, J. Lennox Scott.

**On Aug. 1, Vote CHELSEA MACK for City Council**

**Vote  
Aug. 1**

★

**CHELSEA  
MACK**  
*for*  
**City  
Council**



**LEARN MORE**

Paid for by the Washington  
REALTORS® PAC, PO Box 719,  
Olympia, WA 98507.

ine

**Vote Aug. 1**

★

**CHELSEA MACK**  
*for* **City Council**

**LEARN MORE**



Paid for by the Washington REALTORS® PAC, PO Box 719, Olympia, WA 98507.

**Vote  
Aug. 1**



★

**CHELSEA MACK**  
*for* **City Council**

**LEARN MORE**

Paid for by the  
Washington  
REALTORS® PAC,  
PO Box 719, Olympia,  
WA 98507.

# Phone Script

WA –YAKIMA

MACK

GOTV

7/27/2017

Hi, this is \_\_\_\_\_ and we are calling you today on behalf of the Washington REALTOR Political Action Committee because your vote for Chelsea Mack for Yakima City Council District 4 is crucial in this upcoming election. Election day is coming up, will you make a pledge to vote for Chelsea Mack when you mail in your ballot no later than August 1st?

01: Yes

GO TO **Q1**

02: No

GO TO **Q2**

03: Unsure

GO TO **Q2**

04: Answering Machine

GO TO **VOICEMAIL**

20 REFUSED

21 DO NOT CALL

25 NOT VOTING

**26 ALREADY VOTED**

30-86 – finalized records do not count as contacts (enter ID1 into ID field)

30 early hang up

31 language barrier

32 target deceased

35 privacy manager

80 wrong number (detected by agent)

86 bad/wrong number/tri-tones (detected by dialer)

**Q1** Great! This election is going to be close and your vote for Chelsea Mack for Yakima City Council is important. Please be sure to have your vote by mail ballot completed with a vote for Chelsea Mack for City Council and postmarked no later than Election Day, Tuesday, August 1st or you can also bring it to any ballot box drop off location in Yakima County on Election Day. Thank you. No Candidate authorized this ad. Paid for by Washington REALTORS Political Action Committee, PO Box 719 Olympia, WA 98507.

# The REALTOR® IE Effect

Phoenix REALTORS®  
City of Phoenix District 8 Runoff Election  
March 2023






PEOPLE

# Spotlight: Carlos Garcia

STEPHEN LEMONS | September 21, 2021

SHARE THIS  



Photography by Thomas Ingersoll

City Hall Firebrand

**Phoenix City Councilman** and newly elected Vice Mayor Carlos Garcia figures he's been arrested "11 or 12 times" protesting various objects of lefty ire, such as former Maricopa County Sheriff Joe Arpaio or Arizona's infamous immigration legislation SB 1070. Most at ease in street clothes, like the "End Police Brutality" T-shirt he sometimes wears to city council meetings, Garcia, 38, was elected to represent South Phoenix's District 8 in a squeaker of a runoff in 2019. Known for his leadership of the activist group Puente, he made police reform his primary focus on the council, fighting to pass an ordinance creating an Office of Accountability and Transparency (OAT) to investigate police shootings and allegations of misconduct. "I'm not a fool to think it's going to stop police brutality," he says. "But this whole 'cops investigate themselves behind closed doors,' we broke through that."



By: Courtney Holmes

Posted at 5:56 PM, Mar 18, 2021 and last updated 5:56 PM, Mar 18, 2021

PHOENIX — Arizona has the fourth worst affordable housing shortage in the country for households with extremely low incomes, according to the National Low Income Housing Coalition's (NLIHC) Gap report, released on Thursday.

The report concluded that Arizona has 26 affordable and available rental units for every 100 extremely low-income households. Only Nevada, California, and Oregon are worse, according to the report.


In 2022, the [Arizona Department of Housing](#) estimated a housing shortage of 270,000 units in Arizona. In a more recent study, the [Common Sense Institute](#) determined that Arizona still needs 74,419 additional housing units to meet demand in the state. Affordable housing is part of that need.

Residential Real Estate

**Arizona's housing deficit increased 1,377% since 2012, report says**

16 percent). Balanced messaging pushes Garcia over the fifty percent threshold. Nevertheless, the plurality of voters here are undecided, and further information about Washington is well received. Washington stands to gain from positive messaging on her behalf, with most voters indicating that they are open to her candidacy after hearing more about her. Also working in her favor is the electorate's relative disapproval of the city's direction, as well as voters' concerns over housing, homelessness, and crime.

- Washington starts at a deficit in an open race. Incumbent Carlos Garcia leads initially with 37 percent of the vote (including 7 percent who lean towards supporting him), with Kesha Hodge Washington trailing at 16 percent. Other candidates receive 11 percent total support, with a plurality of 37 percent undecided.

<div>  </div>				
Program Component	Drop/Launch/Deploy Date	Cost	Notes	
Mail #1 - AZ Washington CSP2022 PC1 1012 FIRST-CLASS	Wednesday, October 12, 2022	\$17,641.65	6 x 11; FIRST-CLASS Postage	
Online	Wednesday, October 12, 2022	\$28,730.13	4 weeks online; Includes landing page	
Mail #2 - AZ Washington CSP2022 PC2 1014	Friday, October 14, 2022	\$15,213.90	6 x 11; Standard Postage	
Mail #3 - AZ Washington CSP2022 PC3 1021	Friday, October 21, 2022	\$15,213.90	6 x 11; Standard Postage	
MMS Text Message #1	Wednesday, November 2, 2022	\$2,097.32	Round 1 of 1	
<b>TOTAL</b>		<b>\$78,896.90</b>		
Geography	Universe	Targets	Households	Texting
Phoenix, Arizona City Council District 08	All registered voters who did/have EITHER [voted in BOTH of the 2020 and 2018 general elections OR have a Midterm General Turnout Score of 65+] who meet ANY of [are NOT registered Democrat/Green OR are Caucasian registered Democrat age 50+]	21,611	16,185	15,811
Total Registered Voters: 98,475 Expected Turnout: App. 38,510				

### Phoenix City Council District 8

Candidate	Total Votes	% Votes
Carlos Garcia *	13,896	39.5%
Kesha Hodge Washington	13,371	38.0%
Denise Ceballos-Viner	4,057	11.5%
Nick Griemsmann	3,858	11.0%

\*Incumbent

# Getting Past the General: An Uphill Battle

# Before Message Testing

	Total
Kesha Hodge Washington	32
Lean Kesha Hodge Washington	14
Carlos Garcia	35
Lean Carlos Garcia	9
(Undecided)	10
<b>Total Kesha Hodge Washington</b>	<b>47</b>
<b>Total Carlos Garcia</b>	<b>44</b>
<b>Total Washington - Total Garcia</b>	<b>3</b>

# After Message Testing

	Total
Kesha Hodge Washington	47
Lean Kesha Hodge Washington	9
Carlos Garcia	27
Lean Carlos Garcia	9
(Undecided)	9
<b>Total Kesha Hodge Washington</b>	<b>56</b>
<b>Total Carlos Garcia</b>	<b>35</b>
<b>Total Washington - Total Garcia</b>	<b>20</b>

	Very Convincing	Smwt Convincing	Little Convincing	Not Convincing	(Dk/Ref)	Very/Smwt Convincing	A little/ Not at all convincing
A. Kesha Washington will support new emergency shelters so that homeless individuals have a place to go with the care and services they need.	32	38	17	13	0	69	31

In American Strategies We Trust



## Kesha will deliver safer neighborhoods, an effective police force, and solutions for the homeless.

As a lawyer and community leader, Kesha Hodge Washington knows what it takes to make Phoenix a safer, more affordable place to live. She will promote an accountable police force that works with the community to solve crime in our neighborhoods, and she will improve services for Phoenix's homeless population.

### As our voice on the city council, Kesha will:

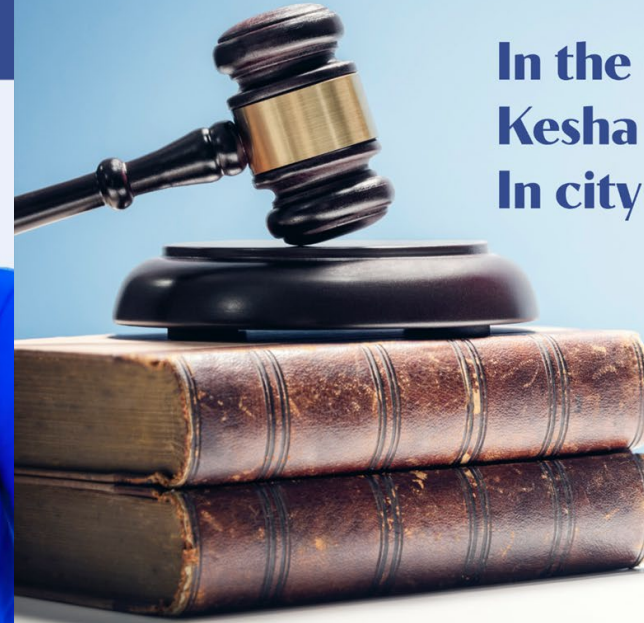
- » Invest in better training for police and emergency responders to improve response times and effectiveness.
- » Implement community-based solutions to address crime.
- » Advocate for opening new emergency shelters with the care and services our homeless population needs so they can get off the streets.
- » Support more housing options to make owning and renting a home more affordable.

 For the commonsense leadership we need to move Phoenix forward, vote Kesha Hodge Washington for City Council District 8.

Runoff Election is March 14 • Mail/Early Voting Has Begun



Vote Kesha Hodge Washington for Phoenix City Council District 8 on March 14



**In the courtroom,  
Kesha fought for justice.  
In city hall, she will fight for us.**

Phoenix REALTORS®  
7878 16th St N, Suite 150  
Phoenix, AZ 85020

Paid for by the National Association of REALTORS® Fund.  
Not authorized by any candidate or candidate's committee.

- Mailers (2) sent to 6,370 voters in 5,121 households

- 3 weeks worth of online ads reaching over

**Built-to-Order Campaign Plan**  
18k voters

**Kesha Hodge Washington**  
for Phoenix City Council • District 8

**Commonsense Leadership  
to Move Phoenix Forward**

**Vote in the Runoff Election  
on Tuesday March 14th!**

**Learn More**

Paid for by the National Association of  
REALTORS® Fund. Not authorized by any  
candidate or candidate's committee.



## Campaign to Date

### Reach

Individuals or devices served an ad at least once during a fixed time frame.

18,482

### Impressions

The number of times an ad has been served

332,978

### Frequency

The number of times an ad is served to the same individual during a specific time period.

18.0

### Clicks

569

### Click Through Rate (CTR)

The percentage of total impressions, the statistic shows how often people who are served an ad end up clicking on it.

0.17%

## This Report Period

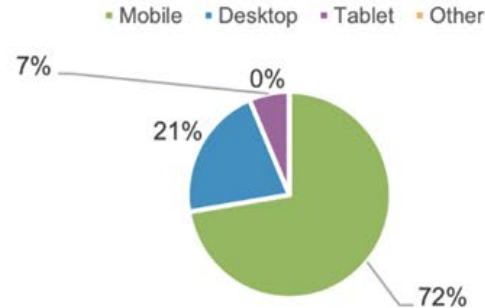
### Reach

10,574

### Impressions

121,298

## Impressions by Device Type – Campaign to Date



## Weekly Performance Summary

**Campaign Optimization:** Optimized for Reach

**Top Local Sites:** azcentral.com, azfamily.com, az.milesplit.com

**Top 3 National Sites:** msn.com, cnn.com, foxnews.com

From March 8<sup>th</sup> through March 14<sup>th</sup>, display ads delivered 121,298 impressions driving 121 clicks, with a click through rate (CTR) of 0.10%

## Ad Buy

The Industry standard Click-Through-Rate in the US for Display Ads is \*0.10%. Access Marketing strives for a goal of 0.12%. Any CTR above is outperforming the average ad. Occasionally we buy ads on specific sites, but our preferred method is to directly target people within your communications universe. This allows us to spend 100% of the budget on the targeted audience. Using our comprehensive data and proprietary onboarding platform, we match your targets to their digital profiles and deliver ads to them across the Internet and across their devices, creating an engaging experience that follows targets throughout their daily online activities.

## Campaign Run

February 21<sup>st</sup>, 2023 – March 14<sup>th</sup>, 2023

**Kesha Hodge Washington**  
for Phoenix City Council • District 8

**Commonsense Leadership**  
to Move Phoenix Forward

Vote in the Runoff Election  
on Tuesday March 14th!

[Learn More](#)

Paid for by the National Association of REALTORS® Fund. Not authorized by any candidate or candidate's committee.



**Kesha Hodge Washington**  
for Phoenix City Council  
District 8

**Commonsense Leadership**  
to Move Phoenix Forward



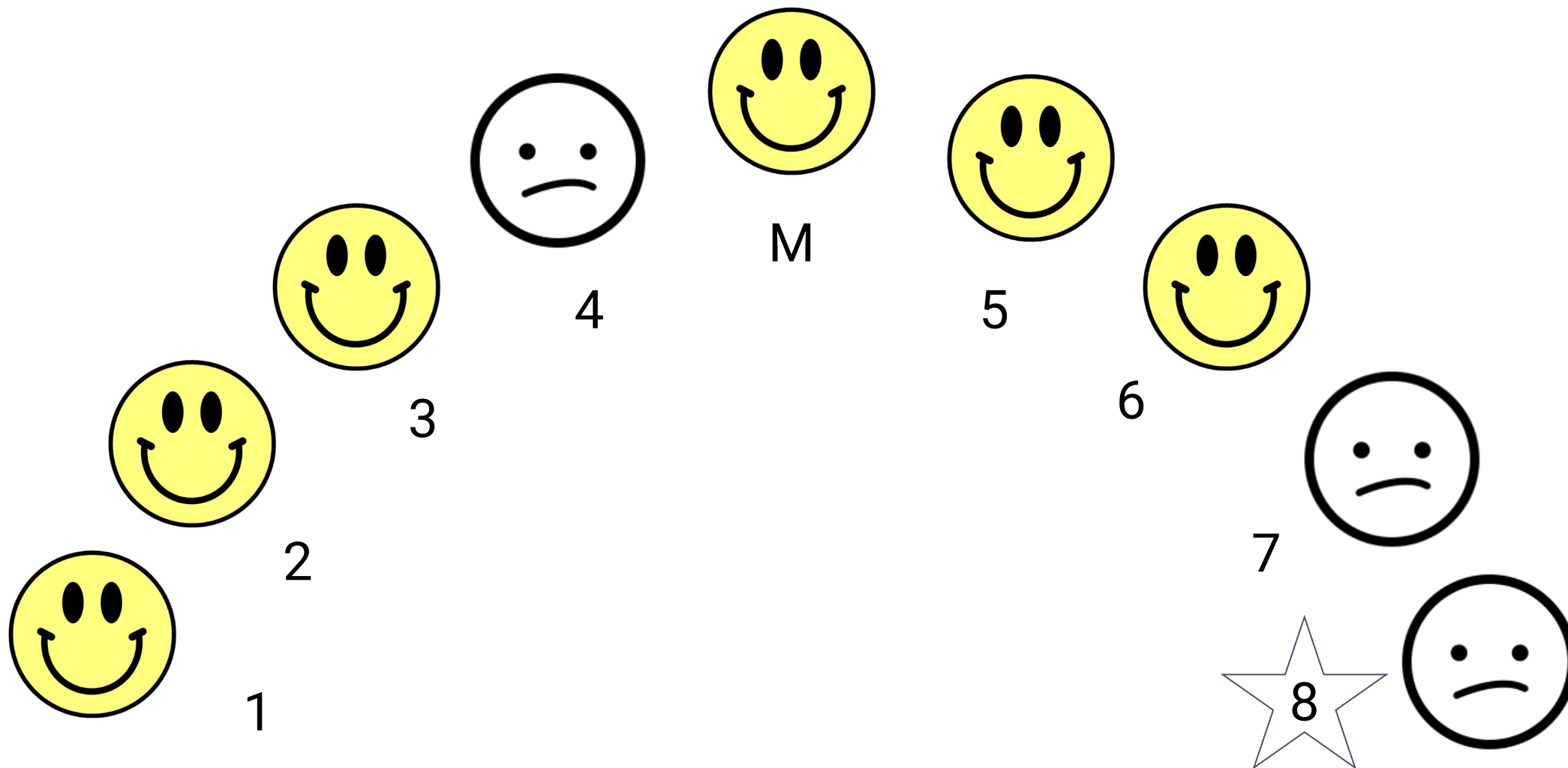
[Learn More](#)

Paid for by the National Association of REALTORS® Fund. Not authorized by any candidate or candidate's committee.

## Target Universe

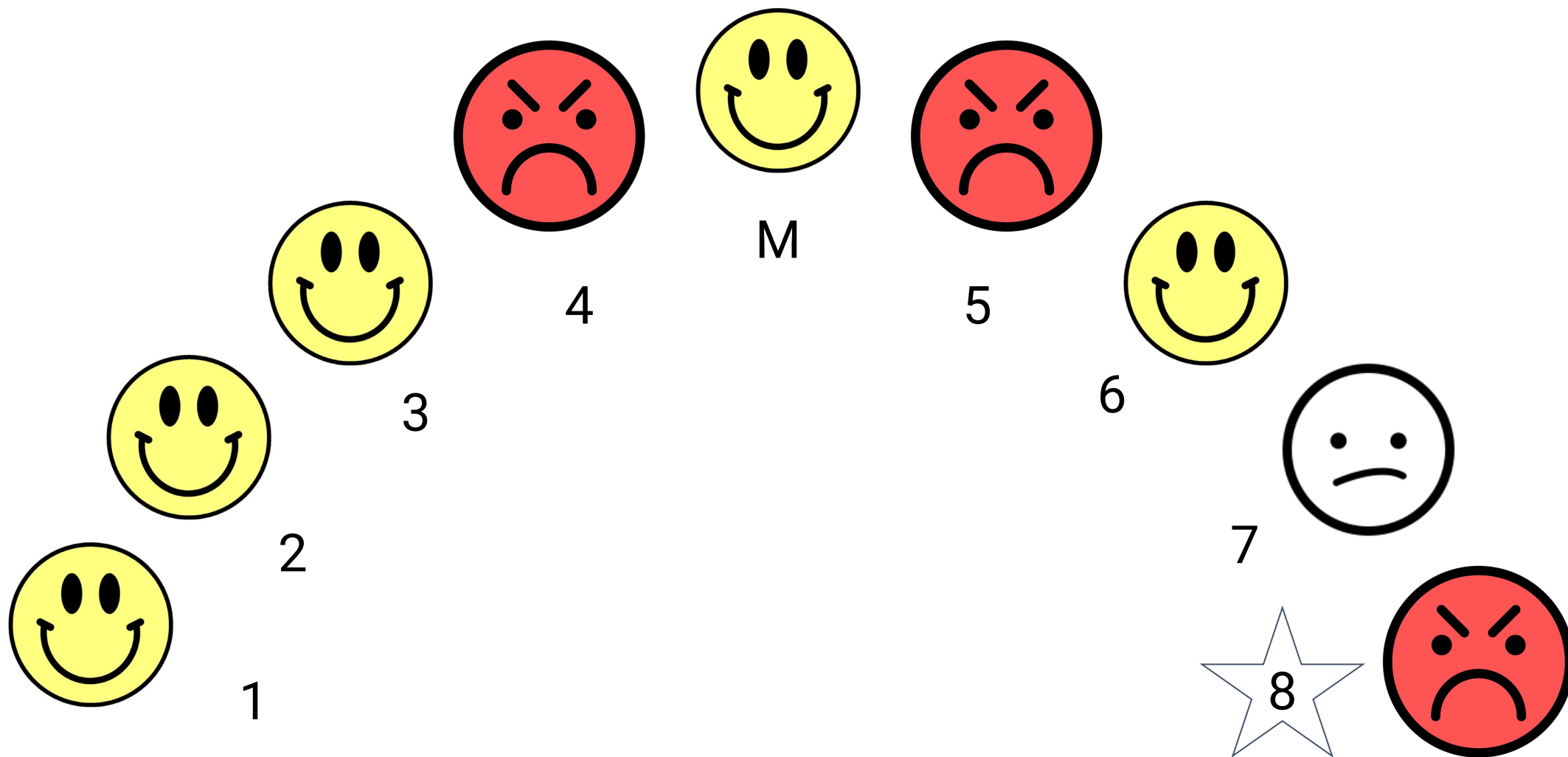
All registered voters age 30+ with a Partisan Score of less than 98.6 who voted in BOTH of the 2020 and 2018 general elections and voted in EXACTLY 1 of the 2019 Municipal Runoff election or 2017 Municipal election ADD all registered voters age 35+ with a Partisan Score of less than 98.6 who voted in the 2019 Municipal Runoff election and voted in NO MORE THAN 1 of the 2020 or 2018 general elections

# Above-Average Results



**Phoenix City Council Champion Makeup – August 2022 (Pre-IE)**





**Phoenix City Council Champion Makeup – February 2023  
(Runoff IE In Progress)**

## **Sec. 18-11.16. Discrimination in sale or rental.**

- A. A person may not refuse to sell or rent after a bona fide offer has been made or refuse to negotiate for the sale of or otherwise make unavailable or deny a dwelling to any person because of race, color, religion, sex, disability, familial status, national origin, sexual orientation, gender identity or expression, or source of income.
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**The Fallout – 5 Weeks before Election Day**



Garcia also went after Hodge Washington's endorsement from the Phoenix Realtors association, saying the group was against him because he supports banning landlords from discriminating against housing assistance voucher holders.

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**Michael Angulo** @michaelanguloAZ · Mar 9

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And here are the receipts:

**City of Phoenix**  
OFFICE OF THE CITY CLERK

17 February 2023

City Manager, Jeff Barton  
200 W. Washington St., 12<sup>th</sup> Floor  
Phoenix, AZ 85003

City Manager Jeff Barton,

RE: Add On Item - Ordinance to Ban Source of Income Discrimination in Housing

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At the direction of the City Council, the Law Department has prepared an ordinance to ban the discrimination of housing based on renter's source of income. We are requesting that this ordinance be added as an item on the formal agenda scheduled for Wednesday, March 8, 2023, for a full vote of the Phoenix City Council.

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Name of Candidate/Balot Measure: Office Sought (Candidate Only): ☒ Support or ☐ Oppose

Kesha Hodge Phoenix City Council Date of Expenditure: 2/21/2023

Communication Medium: Direct Mail, Online Ads, Text Messages

Description of Purchase: Independent expenditures in support of Kesha Hodge for Phoenix City Council

**Original Source #1 Information** ☐ Additional original sources on additional pages attached

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Address: 430 N. Michigan Ave | Chicago, IL 60611

Employer: NA

Amount: \$17,708.67 Date Received: 2/21/2023

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7:39 AM · Mar 4, 2023 · 262 Views

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**Taylor Seely**

Arizona Republic

Published 10:47 a.m. MT March 2, 2023 | Updated 9:29 a.m. MT March 10, 2023

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# End of an Era – Great Risk Begets Great Reward

Apr 17, 2023 - Politics

## Meet Phoenix council members Kevin Robinson, Kesha Hodge Washington



Jessica Boehm



Kevin Robinson and Kesha Hodge Washington. Photos: Courtesy of Robinson and Hodge Washington campaigns

Kevin Robinson and Kesha Hodge Washington officially join the Phoenix City Council Monday.

	Total
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 messaging on behalf of Robinson, his position improves dramatically to 62  
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### Phoenix City Council District 8 Runoff

Last updated: 3/15/2023, 11:41:34 AM

Candidates	Votes	Pct.
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\* = Incumbent  
 Precincts reporting: **100%**  
 Votes counted: **14,793**

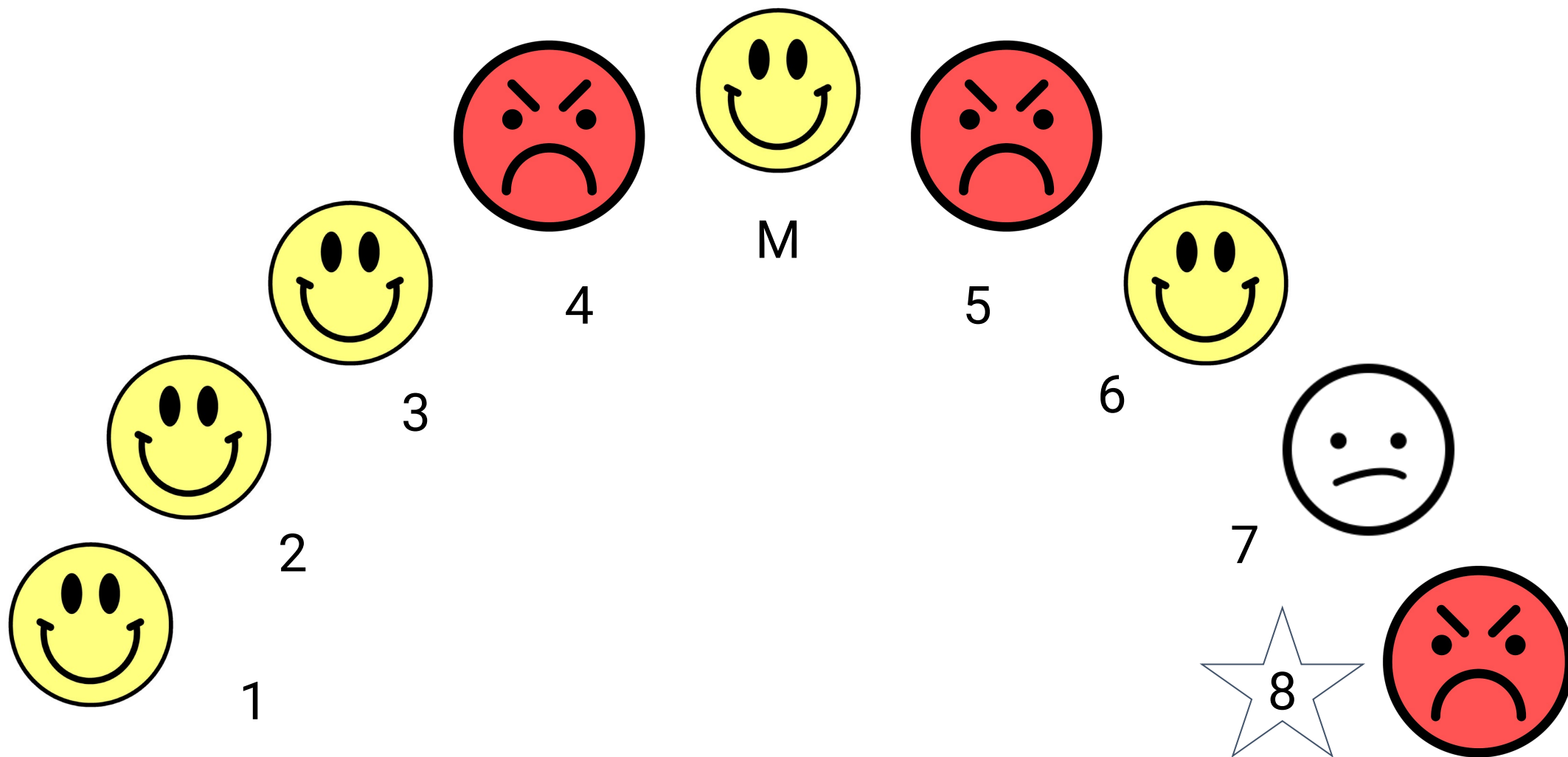
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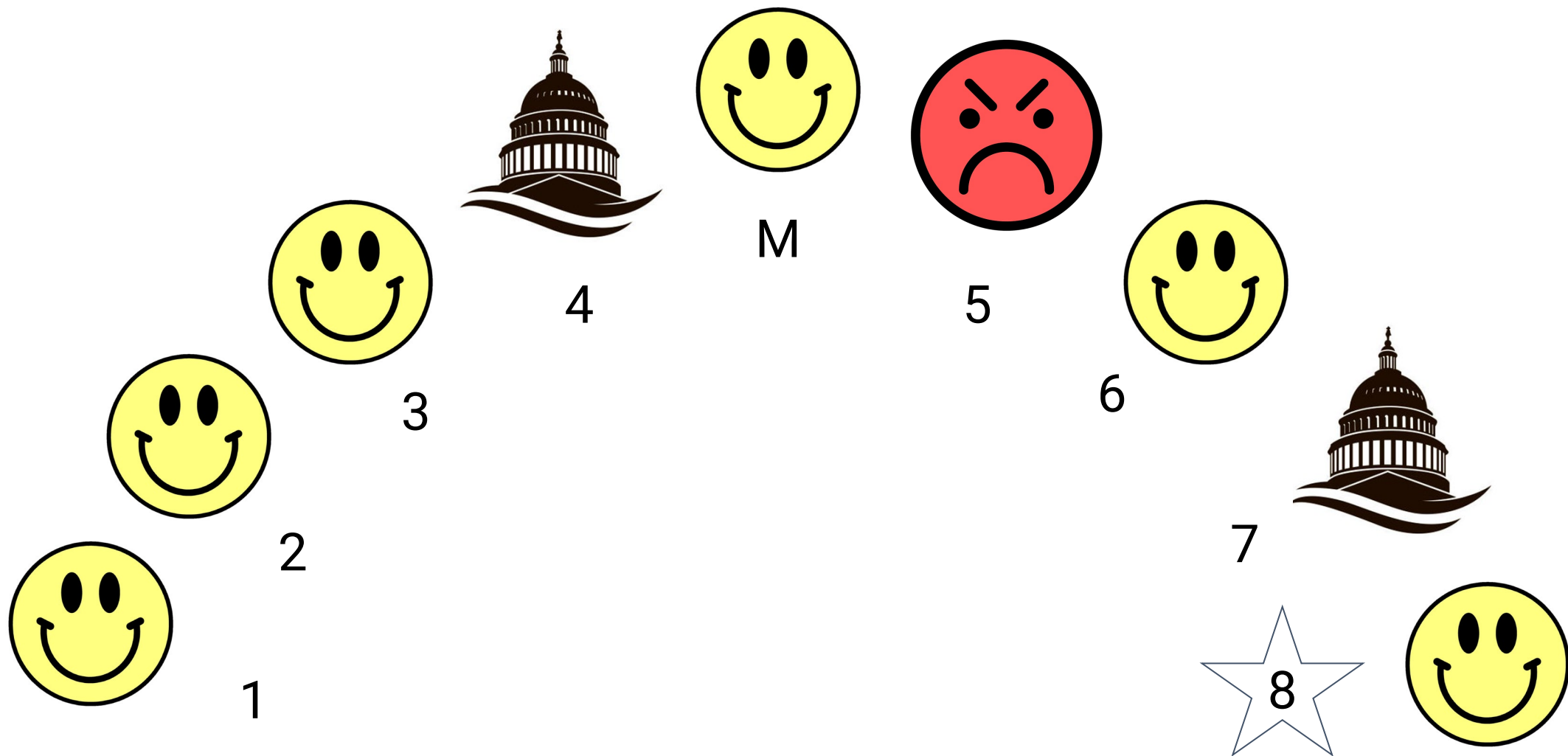
\* = Incumbent  
 Precincts reporting: **100%**  
 Votes counted: **34,287**

# Knowledge is Power



**Phoenix City Council Champion Makeup – February 2023  
(Runoff IE In Progress)**





**Phoenix City Council Champion Makeup – April 2023  
(Post-IE)**



**PHOENIX**  
REALTORS®

**Aly Perkins, Government Affairs Director**  
[aperkins@phoenixrealtors.com](mailto:aperkins@phoenixrealtors.com)  
(602) 288-0229

**Let's Chat!**

# The REALTOR® IE Effect

Phoenix REALTORS®

City of Phoenix District 8 Runoff Election

March 2023






PEOPLE

# Spotlight: Carlos Garcia

STEPHEN LEMONS | September 21, 2021

SHARE THIS  



Photography by Thomas Ingersoll

City Hall Firebrand

**Phoenix City Councilman** and newly elected Vice Mayor Carlos Garcia figures he's been arrested "11 or 12 times" protesting various objects of lefty ire, such as former Maricopa County Sheriff Joe Arpaio or Arizona's infamous immigration legislation SB 1070. Most at ease in street clothes, like the "End Police Brutality" T-shirt he sometimes wears to city council meetings, Garcia, 38, was elected to represent South Phoenix's District 8 in a squeaker of a runoff in 2019. Known for his leadership of the activist group Puente, [he made police reform his primary focus on the council](#), fighting to pass an ordinance creating an Office of Accountability and Transparency (OAT) to investigate police shootings and allegations of misconduct. "I'm not a fool to think it's going to stop police brutality," he says. "But this whole 'cops investigate themselves behind closed doors,' we broke through that."



By: Courtney Holmes

Posted at 5:56 PM, Mar 18, 2021 and last updated 5:56 PM, Mar 18, 2021

PHOENIX — Arizona has the fourth worst affordable housing shortage in the country for households with extremely low incomes, according to the National Low Income Housing Coalition's (NLIHC) Gap report, released on Thursday.

The report concluded that Arizona has 26 affordable and available rental units for every 100 extremely low-income households. Only Nevada, California, and Oregon are worse, according to the report.

In 2022, the [Arizona Department of Housing](#) estimated a housing shortage of 270,000 units in Arizona. In a more recent study, the [Common Sense Institute](#) determined that Arizona still needs 74,419 additional housing units to meet demand in the state. Affordable housing is part of that need.


Residential Real Estate

**Arizona's housing deficit increased 1,377% since 2012, report says**

Disparity in Priorities

16 percent). Balanced messaging pushes Garcia over the fifty percent threshold. Nevertheless, the plurality of voters here are undecided, and further information about Washington is well received. Washington stands to gain from positive messaging on her behalf, with most voters indicating that they are open to her candidacy after hearing more about her. Also working in her favor is the electorate's relative disapproval of the city's direction, as well as voters' concerns over housing, homelessness, and crime.

- Washington starts at a deficit in an open race. Incumbent Carlos Garcia leads initially with 37 percent of the vote (including 7 percent who lean towards supporting him), with Kesha Hodge Washington trailing at 16 percent. Other candidates receive 11 percent total support, with a plurality of 37 percent undecided.

<div>  </div>					
Program Component	Drop/Launch/Deploy Date	Cost	Notes		
Mail #1 - AZ Washington CSP2022 PC1 1012 FIRST-CLASS	Wednesday, October 12, 2022	\$17,641.65	6 x 11; FIRST-CLASS Postage		
Online	Wednesday, October 12, 2022	\$28,730.13	4 weeks online; Includes landing page		
Mail #2 - AZ Washington CSP2022 PC2 1014	Friday, October 14, 2022	\$15,213.90	6 x 11; Standard Postage		
Mail #3 - AZ Washington CSP2022 PC3 1021	Friday, October 21, 2022	\$15,213.90	6 x 11; Standard Postage		
MMS Text Message #1	Wednesday, November 2, 2022	\$2,097.32	Round 1 of 1		
<b>TOTAL</b>		<b>\$78,896.90</b>			
Geography	Universe	Targets	Households	Texting	
Phoenix, Arizona City Council District 08	All registered voters who did/have EITHER [voted in BOTH of the 2020 and 2018 general elections OR have a Midterm General Turnout Score of 65+] who meet ANY of [are NOT registered Democrat/Green OR are Caucasian registered Democrat age 50+]	21,611	16,185	15,811	
<b>Total Registered Voters:</b> 98,475					
<b>Expected Turnout:</b> App. 38,510					

## Phoenix City Council District 8

Candidate	Total Votes	% Votes
Carlos Garcia *	13,896	39.5%
Kesha Hodge Washington	13,371	38.0%
Denise Ceballos-Viner	4,057	11.5%
Nick Griemsmann	3,858	11.0%

\*Incumbent

# Getting Past the General: An Uphill Battle

# Before Message Testing

	Total
Kesha Hodge Washington	32
Lean Kesha Hodge Washington	14
Carlos Garcia	35
Lean Carlos Garcia	9
(Undecided)	10
<b>Total Kesha Hodge Washington</b>	<b>47</b>
<b>Total Carlos Garcia</b>	<b>44</b>
<b>Total Washington - Total Garcia</b>	<b>3</b>

# After Message Testing

	Total
Kesha Hodge Washington	47
Lean Kesha Hodge Washington	9
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(Undecided)	9
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<b>Total Carlos Garcia</b>	<b>35</b>
<b>Total Washington - Total Garcia</b>	<b>20</b>

A. Kesha Washington will support new emergency shelters so that homeless individuals have a place to go with the care and services they need.

Very Convincing	Smwt Convincing	Little Convincing	Not Convincing	(Dk/Ref)	Very/Smwt Convincing	A little/ Not at all convincing
32	38	17	13	0	69	31

In American Strategies We Trust



## Kesha will deliver safer neighborhoods, an effective police force, and solutions for the homeless.

As a lawyer and community leader, Kesha Hodge Washington knows what it takes to make Phoenix a safer, more affordable place to live. She will promote an accountable police force that works with the community to solve crime in our neighborhoods, and she will improve services for Phoenix's homeless population.

### As our voice on the city council, Kesha will:

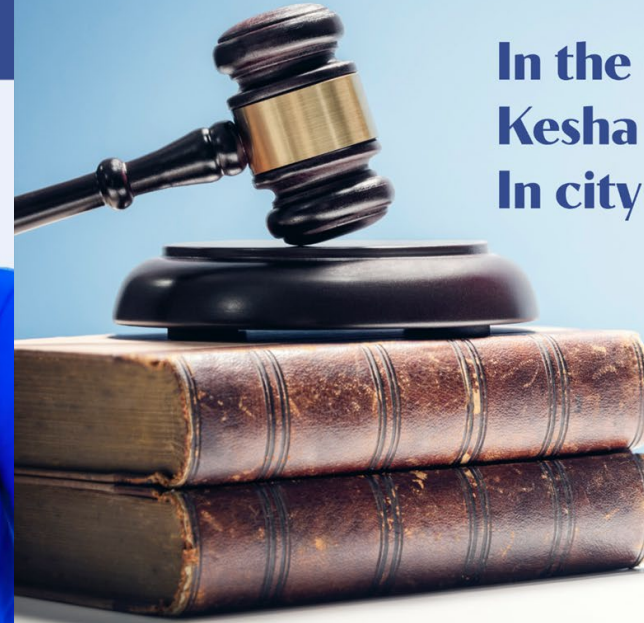
- » Invest in better training for police and emergency responders to improve response times and effectiveness.
- » Implement community-based solutions to address crime.
- » Advocate for opening new emergency shelters with the care and services our homeless population needs so they can get off the streets.
- » Support more housing options to make owning and renting a home more affordable.

 For the commonsense leadership we need to move Phoenix forward, vote Kesha Hodge Washington for City Council District 8.

Runoff Election is March 14 • Mail/Early Voting Has Begun



Vote Kesha Hodge Washington for Phoenix City Council District 8 on March 14



**In the courtroom,  
Kesha fought for justice.  
In city hall, she will fight for us.**

Phoenix REALTORS®  
7878 16th St N, Suite 150  
Phoenix, AZ 85020

Paid for by the National Association of REALTORS® Fund.  
Not authorized by any candidate or candidate's committee.

- Mailers (2) sent to **6,370 voters in 5,121 households**
- 3 weeks worth of online ads **reaching over 18k voters**
- 1 MMS text sent day before election

**Kesha Hodge Washington**  
for Phoenix City Council • District 8

**Commonsense Leadership  
to Move Phoenix Forward**

**Vote in the Runoff Election  
on Tuesday March 14th!**

**Learn More**

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# Built-to-Order Campaign Plan

## Campaign to Date

### Reach

Individuals or devices served an ad at least once during a fixed time frame.

18,482

### Impressions

The number of times an ad has been served

332,978

### Frequency

The number of times an ad is served to the same individual during a specific time period.

18.0

### Clicks

569

### Click Through Rate (CTR)

The percentage of total impressions, the statistic shows how often people who are served an ad end up clicking on it.

0.17%

## This Report Period

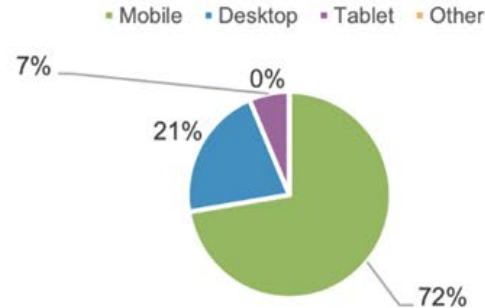
### Reach

10,574

### Impressions

121,298

## Impressions by Device Type – Campaign to Date



## Weekly Performance Summary

**Campaign Optimization:** Optimized for Reach

**Top Local Sites:** azcentral.com, azfamily.com, az.milesplit.com

**Top 3 National Sites:** msn.com, cnn.com, foxnews.com

From March 8<sup>th</sup> through March 14<sup>th</sup>, display ads delivered 121,298 impressions driving 121 clicks, with a click through rate (CTR) of 0.10%

## Ad Buy

The Industry standard Click-Through-Rate in the US for Display Ads is \*0.10%. Access Marketing strives for a goal of 0.12%. Any CTR above is outperforming the average ad. Occasionally we buy ads on specific sites, but our preferred method is to directly target people within your communications universe. This allows us to spend 100% of the budget on the targeted audience. Using our comprehensive data and proprietary onboarding platform, we match your targets to their digital profiles and deliver ads to them across the Internet and across their devices, creating an engaging experience that follows targets throughout their daily online activities.

## Campaign Run

February 21<sup>st</sup>, 2023 – March 14<sup>th</sup>, 2023

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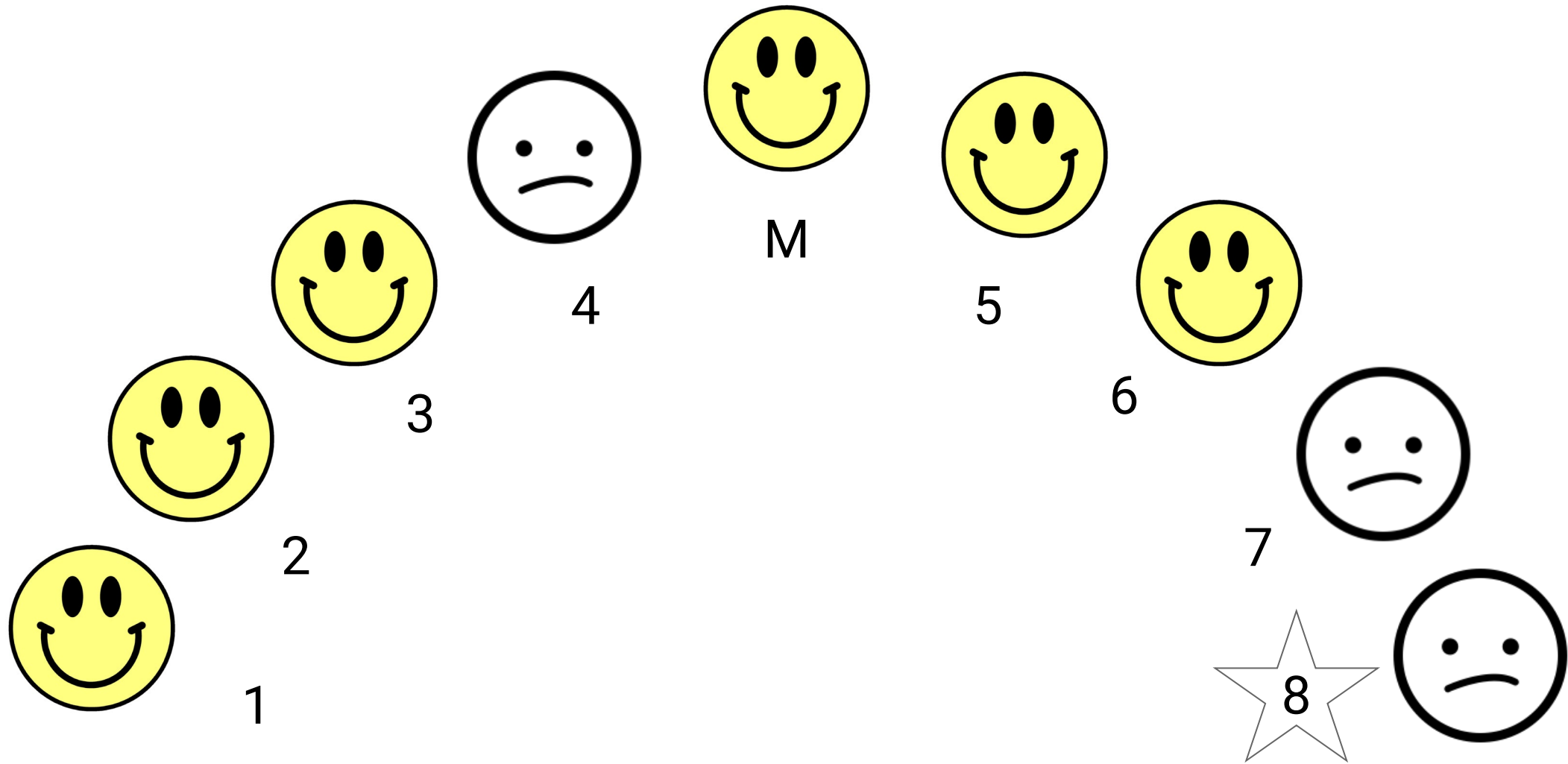
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## Target Universe

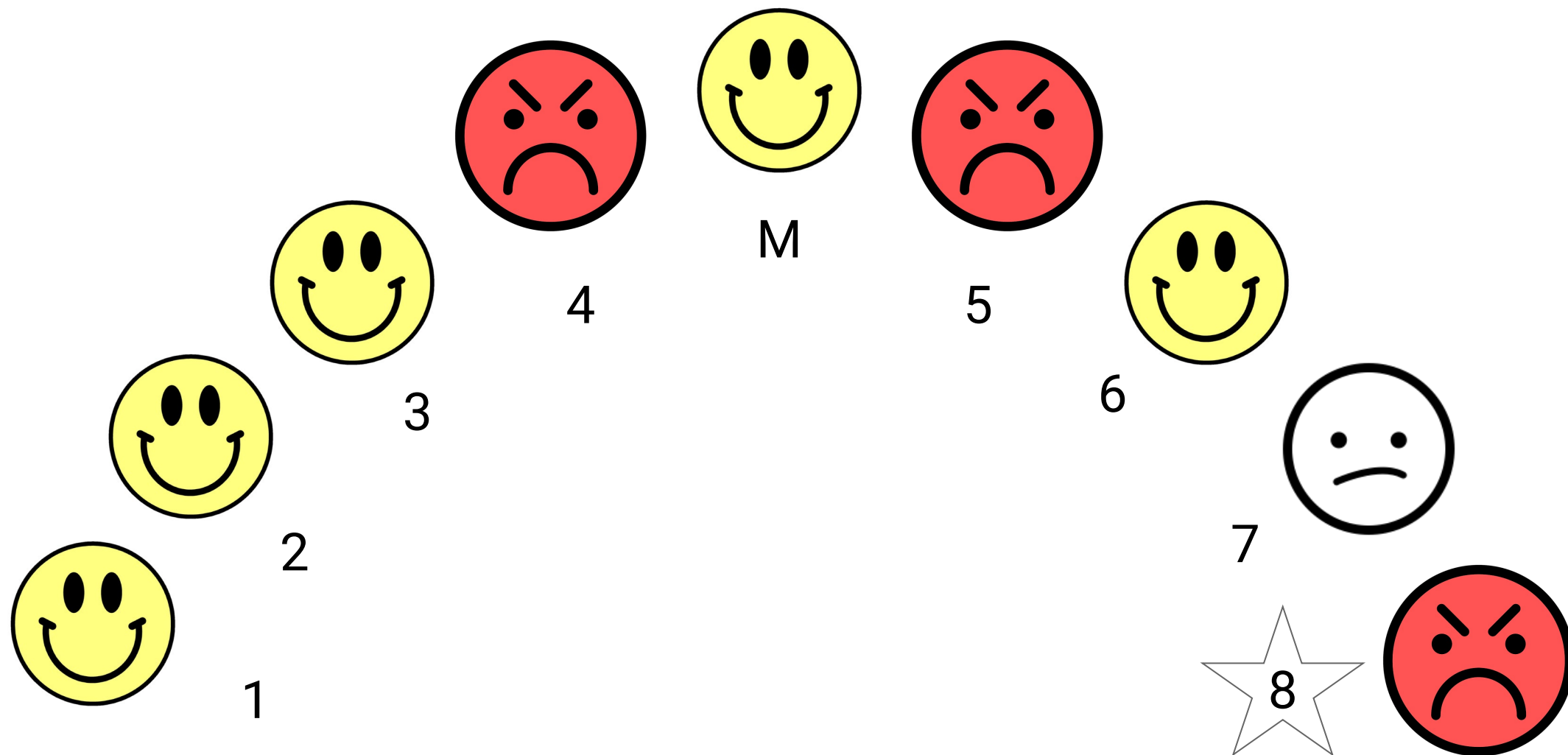
All registered voters age 30+ with a Partisan Score of less than 98.6 who voted in BOTH of the 2020 and 2018 general elections and voted in EXACTLY 1 of the 2019 Municipal Runoff election or 2017 Municipal election ADD all registered voters age 35+ with a Partisan Score of less than 98.6 who voted in the 2019 Municipal Runoff election and voted in NO MORE THAN 1 of the 2020 or 2018 general elections

# Above-Average Results



Phoenix City Council Champion Makeup – August 2022 (Pre-IE)





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City Manager Jeff Barton,

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We believe that discrimination has no place in Phoenix. It is imperative we act urgently to address the issue of discrimination in housing in our city. Seven of the eight members of the Phoenix City Council and the Mayor are all in agreement that the denial of rental tenants based on their source of income goes against the fundamental and right to fair housing. Now is the time for us to act.

Over the past few weeks, we have heard numerous testimonies from Phoenix residents who have shared personal discriminatory experiences related to housing. Too often, the practice of considering a source of income is used to discriminate against renters who use housing vouchers, Social Security disability, foster family credits, or benefits from the Department of Veterans Affairs.

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AXIOS Phoenix

News Things to Do Politics Food and Drink Real Estate Sports Business

Apr 17, 2023 - Politics

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Jessica Boehm



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 **VotingHQ**

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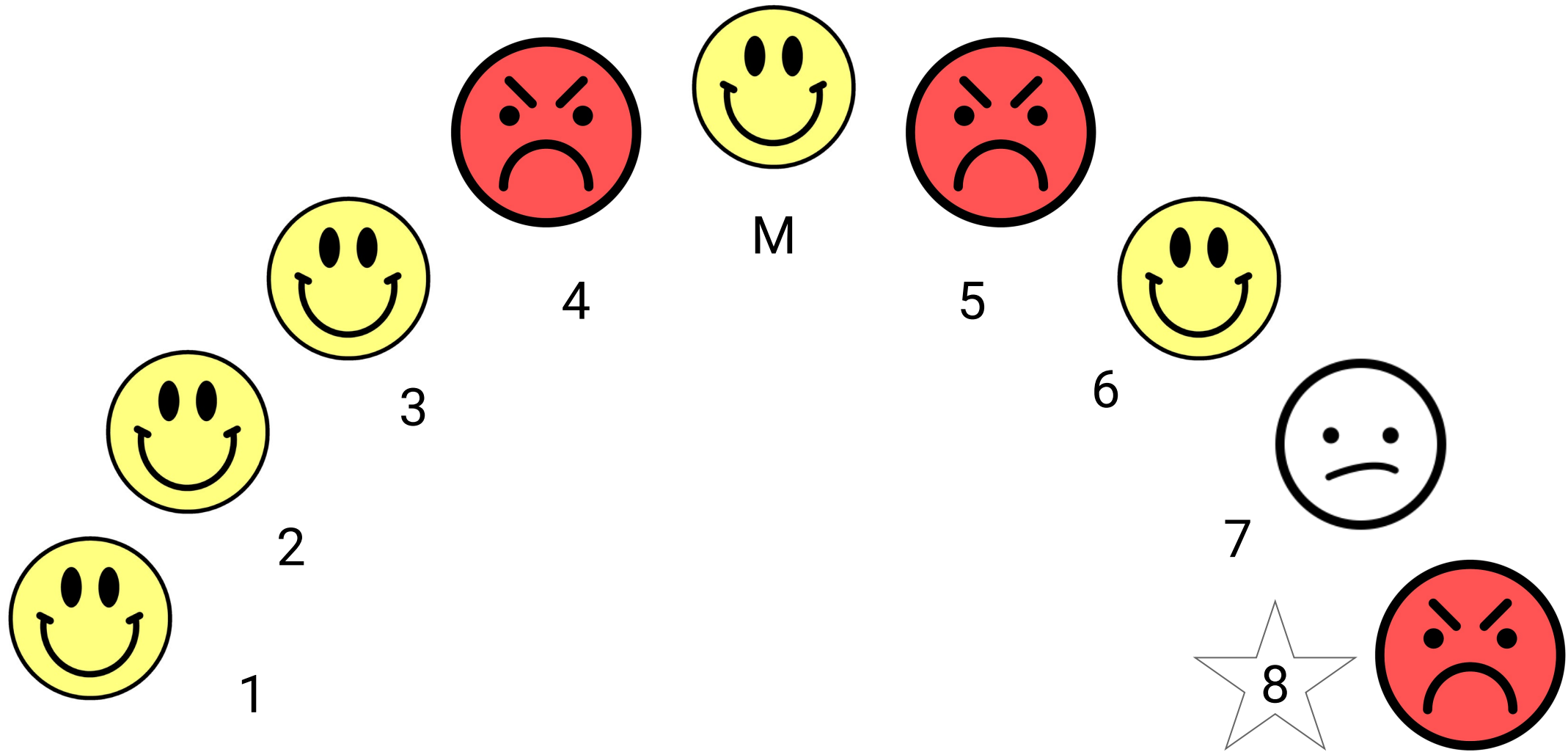
\* = Incumbent

Precincts reporting: **100%**

 **VotingHQ**

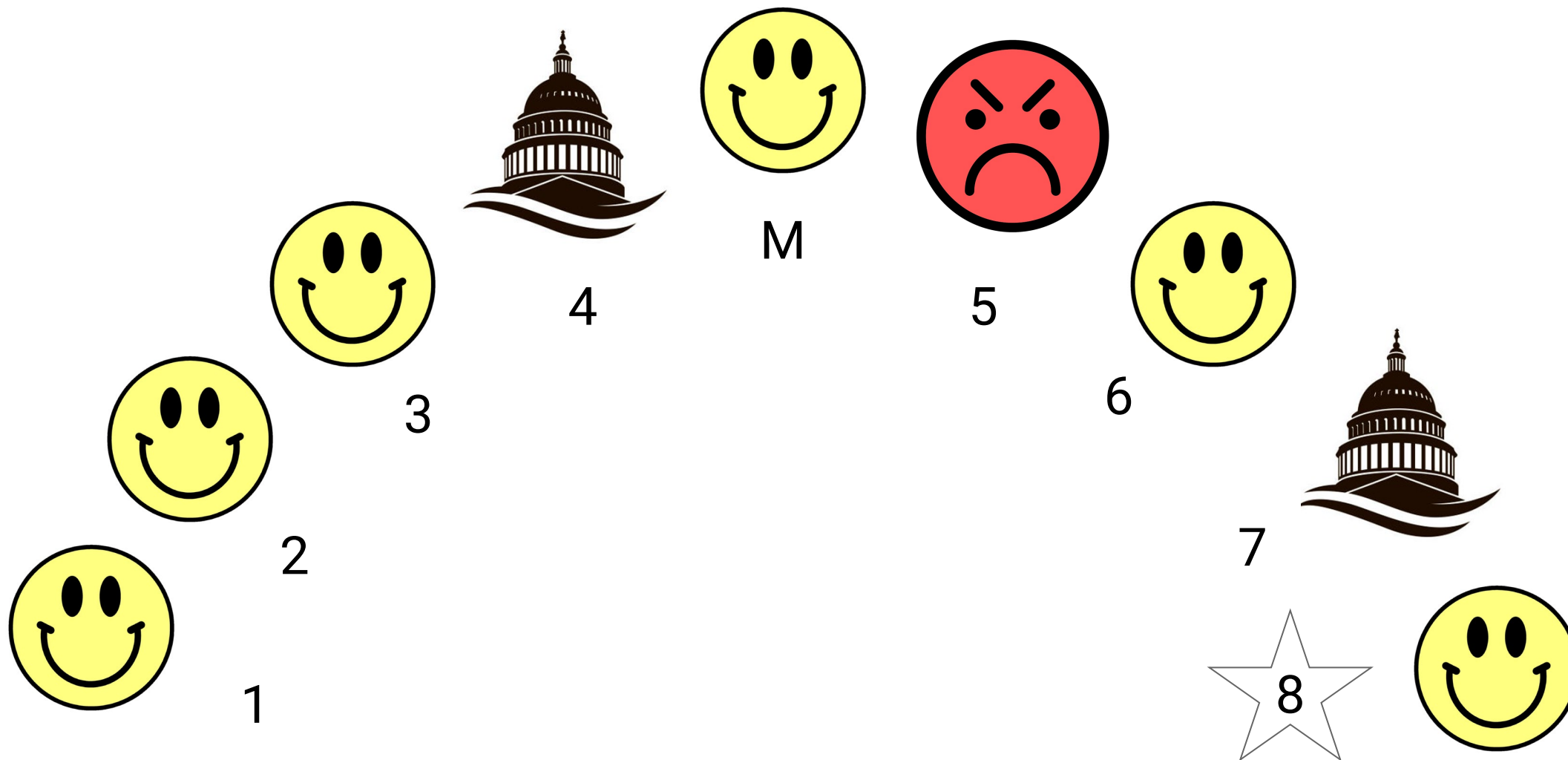
Votes counted: **34,287**

# Knowledge is Power



Phoenix City Council Champion Makeup – February 2023  
(Runoff IE In Progress)





Phoenix City Council Champion Makeup – April 2023  
(Post-IE)



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**Let's Chat!**