

Calls for Actions: Best Practices and How to Maximize Effectiveness

September 15, 2023 | APEX Training

www.realtorparty.realtor/advocacyeverywhere

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.

Professional Services

- ☐ Traditional CFA to REALTOR® S®
- ☐ REALTOR® Party Mobile Alert Text Messaging

- ☐ Online Advertising
- ☐ Patch Through Calls
- ☐ Consumer CFA
- ☐ CFA Reporting Dashboard

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

Advocacy Everywhere – Most Popular Professional Services



Traditional CFA to
REALTOR® S®



REALTOR® party Mobile
Alert Texas Messaging



Consumer Advocacy



CFA Reporting
Dashboard

Front loading what you can



Logos

Upload a copy of your association's logo to ensure when the CFA is built, we have the latest version.



Preferred Email

Confirm with NAR staff the email you prefer CFA's to be set – verifying for security.



Email Banners

Do you have a custom graphic for CFAs?



Process!

Make sure you have a process and that is understood by all stakeholders before you begin a CFA.

Communicate Early

- ❑ The earlier we hear about it, the faster we work and the more we can do.
 - ❑ Messaging Assistance
 - ❑ Additional NAR Programs and Grants
 - ❑ Member Matching Before You Need It

Submitting the 'Official' Request for Advocacy Everywhere

Call for Actions (CFA) Application Considerations

- ☐ **Where does your membership stand on the issue?**
- ☐ Goal of the CFA?
- ☐ Association Considerations?
- ☐ Constituents, Allies and Opposition?
- ☐ Who is the target audience?
- ☐ Which engagement tactics do you want to use?

Call for Action Request Form PART 1

- **The broad strokes of your CFA**
 - Your Timeline
 - Your Audience
 - Vehicles for the CFA
 - General Idea of the Content

Call for Action Request Form PART 2

- **The details of your CFA**
 - CFA Landing Page
 - Text Messages Copy
 - Email to Political Audience
 - Customization
 - Tweet to Political Audience
 - Phone Call Script
 - Other Services?
 - Patch Thru Calls
 - Robo Calls
 - Paid Advertising

REALTOR® Party Mobile Alerts Request Form (RPMA ONLY)

REALTOR® Party Mobile Alerts (RPMA) Request Form (RPMA ONLY)



Directly connect with your REALTORS® who are the most active – Most Effective Vehicle for Engagement



[RPMA Toolkit](#)



[President's Cup – RPMA Goals Report](#)

Best Practices for Messaging (Email and Text)



REALTOR®

Messaging
Concise and easily read on a phone.



Consumer Messaging

No industry jargon! Include background information on the issue before asking them to take action.



Text Messaging

Always send texts! Highest action rate for any vehicle but remember 140 characters!

Timing Your Messages

Weekdays at 8AM, 10AM, 3PM, or 5-7PM (ET).
Don't be telemarketers so no holidays!

After the Application, What's Next?

Finalizing Your CFA

- **NAR Professional Services**

- Email (Subject: State, Local Area – Issue Name)
- Complete list of ALL items for final review and explicit approval
 - Email and Text Language
 - Copy of REALTOR and Consumer Emails
 - CFA Landing Page
 - Schedule (Email & RPMA)
 - Items to Note
 - Sharing URLs

- **State Managed CFA**

- Ensure your process has all boxes checked and communicate with AE and/or member stakeholders before launching.



Help us voice our concern to the Missouri Department of Natural Resources!

As you may have heard, there is a slaughterhouse waste lagoon slated for Jacksonville.

There are very serious health and safety concerns, as well as what residents' recourse can be when these fears come to fruition. When the foul odors and respiratory disease start to effect our residents, they won't even be able to move since no one will buy property near this lagoon.

[Please send a pre-written message urging the Department of Natural Resources and the Water Protection Program to OPPOSE this lagoon!](#)

TAKE ACTION

Please attend the meeting and voice your concerns in person - the more people who show up, the clearer it is that this slaughterhouse waste lagoon is not welcome here!

When: August 21st at 5:30 pm.

Where: Missouri Department of Natural Resources, Northeast Regional Office, 1709 Prospect Drive, Macon, MO 63552-2602

After the CFA Launches

- ☐ **Personal Dashboard**
- ☐ **Ongoing communication with NAR and Feedback**

Post-CFA Reporting And Round 2?

- ☐ Round 2?
- ☐ Follow Up Reporting
- ☐ REALTOR Party Success Story

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