

# Power Up Your 2026 Advocacy: Community Development Advocacy Grants and Resources to Lead Change

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Tuesday, December 2, 2025 2 pm EST



NATIONAL  
ASSOCIATION OF  
REALTORS®

REALTORS® are members of the National Association of REALTORS®.



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# Welcome from Government Affairs Director Advisory Group Chair and Vice Chair

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**Neeley Erickson** is a Government Affairs Director with Illinois REALTORS® and Chair of the National Association of REALTORS® GAD Advisory Group. She works to ensure the REALTOR® voice is part of public policy that drives housing and community development. Through Community Development Advocacy Grants, she helps local partnerships bring meaningful, on-the-ground change to the communities REALTORS® serve.



**Josh Veverka** is Vice President of Government Affairs at the Northern Virginia Association of Realtors® (NVAR) and the Vice Chair of the National Association of REALTORS® GAD Advisory Group. He is responsible for developing and implementing the Association's strategic legislative, regulatory, and advocacy initiatives, ensuring that public policy efforts advance NVAR's vision and mission. Josh and his team are long time users of Community Outreach grants to enhance the leadership of REALTORS® in local advocacy and community development across Northern Virginia.



# COMMUNITY DEVELOPMENT ADVOCACY

New name -  
same mission  
and programs



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**Hannah Dannenfelser**

Manager, Grants & Resources



**Hugh Morris**

Manager, Community Development & Growth



**Safiyya Suhaimi**

Financial Processor



**Christine Windle**

Director



# SMART GROWTH FAIR HOUSING RURAL OUTREACH HOUSING OPPORTUNITY PLACEMAKING

## At the End of the Webinar

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Lightning Round breakout rooms with experts to ask questions directly, brainstorm ideas, and connect with peers from other state and local associations.

# Community Development Advocacy Grants

Empowers REALTOR® associations to engage members and community partners in advancing local policies and programs that promote fair housing, smart growth, and expanded housing opportunities—positioning REALTORS® as trusted advocates for thriving, inclusive communities.

**Both State & Local REALTORS® Can Apply for Community Development Advocacy Grants!**

## Grant Types

### Level 1

**Speakers, Classes & Trainings:**  
up to \$3,000

### Level 2

**Projects That Address Challenges:**  
up to \$7,500

### Level 3

**Comprehensive, Partnership-Based Efforts:** up to \$15,000

*(Level 3: Housing Opportunity and Smart Growth Only)*

## One Grant Per Level Each Year

**10% Financial Commitment Requirement Waived under Right Tools, Right Now**

Applications Accepted Until Commitment Level Reaches 100% in 2026

[Learn More](#)



HOUSING OPPORTUNITY



FAIR HOUSING



SMART GROWTH



PLACEMAKING



RURAL OUTREACH

Grant Toolkits include criteria, resources and success stories!

**APPLICATION PERIODS: 1/5/26 - 10/15/26**



# COMMUNITY DEVELOPMENT ADVOCACY GRANTS AND RESOURCES

**Empowers state and local REALTOR® associations to take the lead on building better communities through targeted grants, technical assessments, legislative analysis, and growth polling that strengthen advocacy, engagement, and education.**



## Community Development Advocacy Grants

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Up to \$15,000 to enhance influence in housing opportunity, fair housing, smart growth, rural outreach and engagement in placemaking initiatives.



## Transforming Neighborhoods

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Tackle key real estate challenges like commercial disinvestment, housing shortages, and post-disaster redevelopment.



## Land Use Initiative

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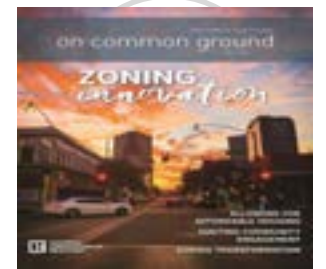
Legislative advice on proposed state and local measures harmful to real estate such as transfer taxes, building moratoria, short-term rental regulations, and more.



## State and Local Growth Polling

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Leverage consumer opinions to advocate for housing supply and walkable communities.



## On Common Ground Magazine

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Engage in dialogue with municipal leaders on top-of-mind community development issues.

# Housing Opportunity Grants

To help expand access to affordable housing

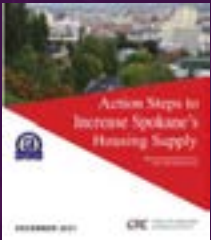


[Learn More](#)

Grant Toolkit include criteria, resources and success stories



## SUCCESS STORIES



Award-Winning Initiative to allow missing middle housing in Spokane Spurred by Housing Opportunity Grant ▶



Sacramento Association of REALTORS® Equips Local Aspiring Homeowners with Resources and Know-How to Begin Homebuying Journey ▶



Land of the Sky Association of REALTORS® Uses Housing Opportunity Grant to Boost Landlord Acceptance of Federal Rental Assistance Vouchers ▶



# Fair Housing Grants

Further the mission of fair housing.

LEVEL  
01

## Initiatives

- Education for REALTORS® to learn about fair housing, implicit bias and legal responsibilities.
- Develop a curriculum with fair housing experts to design an education course.

LEVEL  
02

## Initiatives

- Conduct a fair housing summit with stakeholders to discuss fair housing and local efforts.
- Create a fair housing marketing campaign, documentary or exhibit.
- Create a fair housing educational materials.

[Learn More](#)

Grant Toolkit include criteria, resources and success stories



## SUCCESS STORIES



Associations Around the Country Tap into Training that Helps Members Recognize and Correct a Significant Obstacle to Fair Housing: Implicit Bias ▶



[In San Francisco Bay Region, Five Associations Band Together to Advance Fair and Attainable Housing](#) ▶



[REALTOR® Association of Central Massachusetts Hosts Fair Housing Trivia Night to Reach More Members and Colleagues with Essential Education](#) ▶

# Rural Outreach Grants

Support for initiatives to address broadband, well and septic, open space preservation, environmental standards, and planning and zoning issues.



Learn More

Grant Toolkit include criteria, resources and success stories



[Greater Piedmont REALTORS® \(VA\) Use Rural Outreach Grant for Onsite Septic Field Trip](#)



[In rural Oregon, Klamath County Association of REALTORS® Conducts Wildfire Mitigation Symposium](#)



# Placemaking Grants

Create new, outdoor public spaces and destinations on unused or underused sites.

- **Level 1:** Construct outdoor demonstration and **temporary** projects to test a project's viability or inspire permanent projects that increase livability and revitalization.

**MIBOR REALTOR®  
Association**

**Pop-Up  
Park Art**



Partnered with local community foundation to bring public art to life. Temporary pop-up installation of art now permanently residing in county parks enriching community identity and sense of place.



# Placemaking Grants

Create new, outdoor public spaces and destinations on unused or underused sites.

- **Level 2:** Create **permanent** outdoor public spaces such as trails and trailheads, playgrounds, pocket parks, pedestrian plazas, community gardens, dog parks, gathering spots, and alley activations.

## The Morgan County Association of REALTORS® (AL)



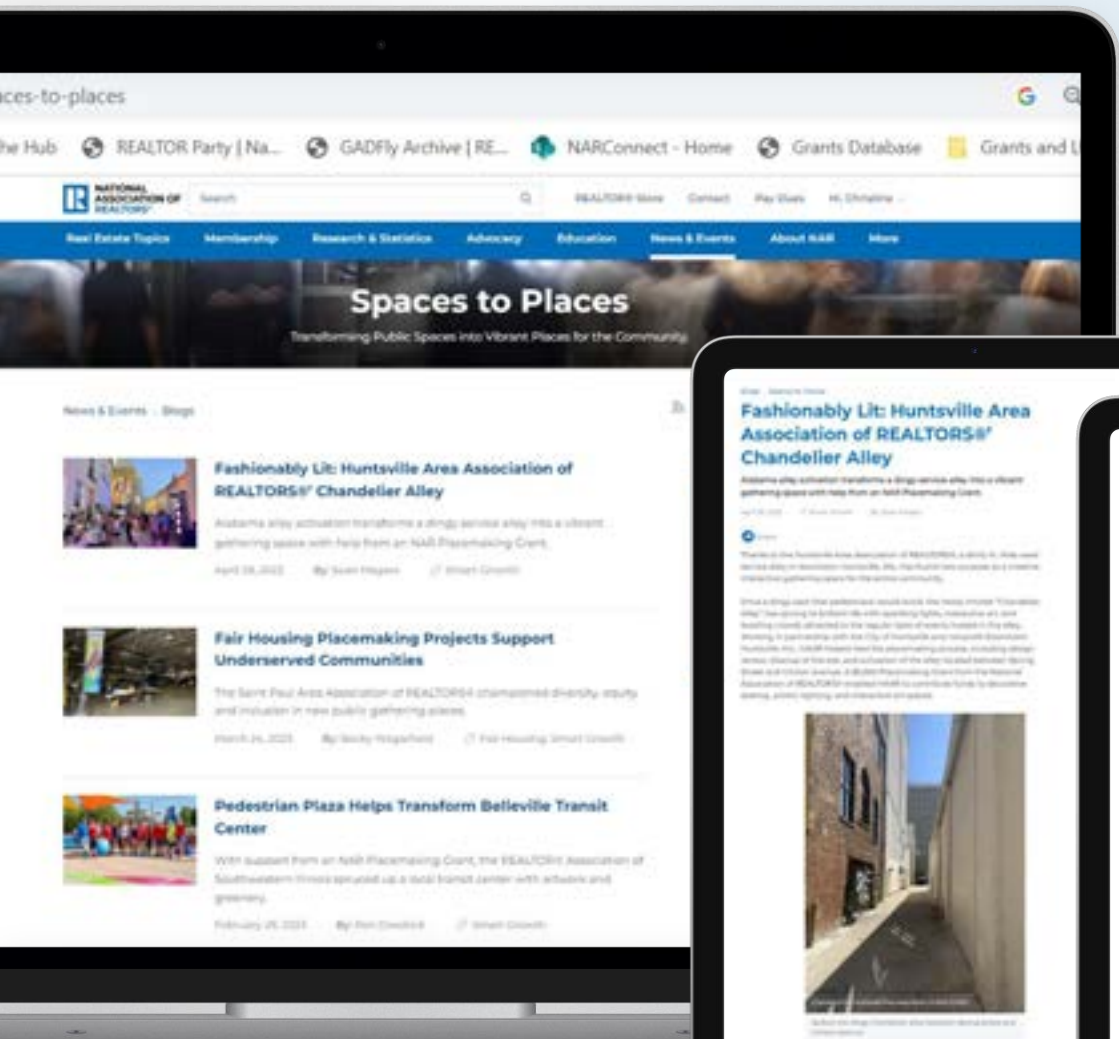
Before



After

Partnered with downtown redevelopment authority to transform an abandoned alleyway into a vibrant public space with art, a slide, lighting, and landscaping honoring a local philanthropist.

[Learn More](#)



Scan Me!



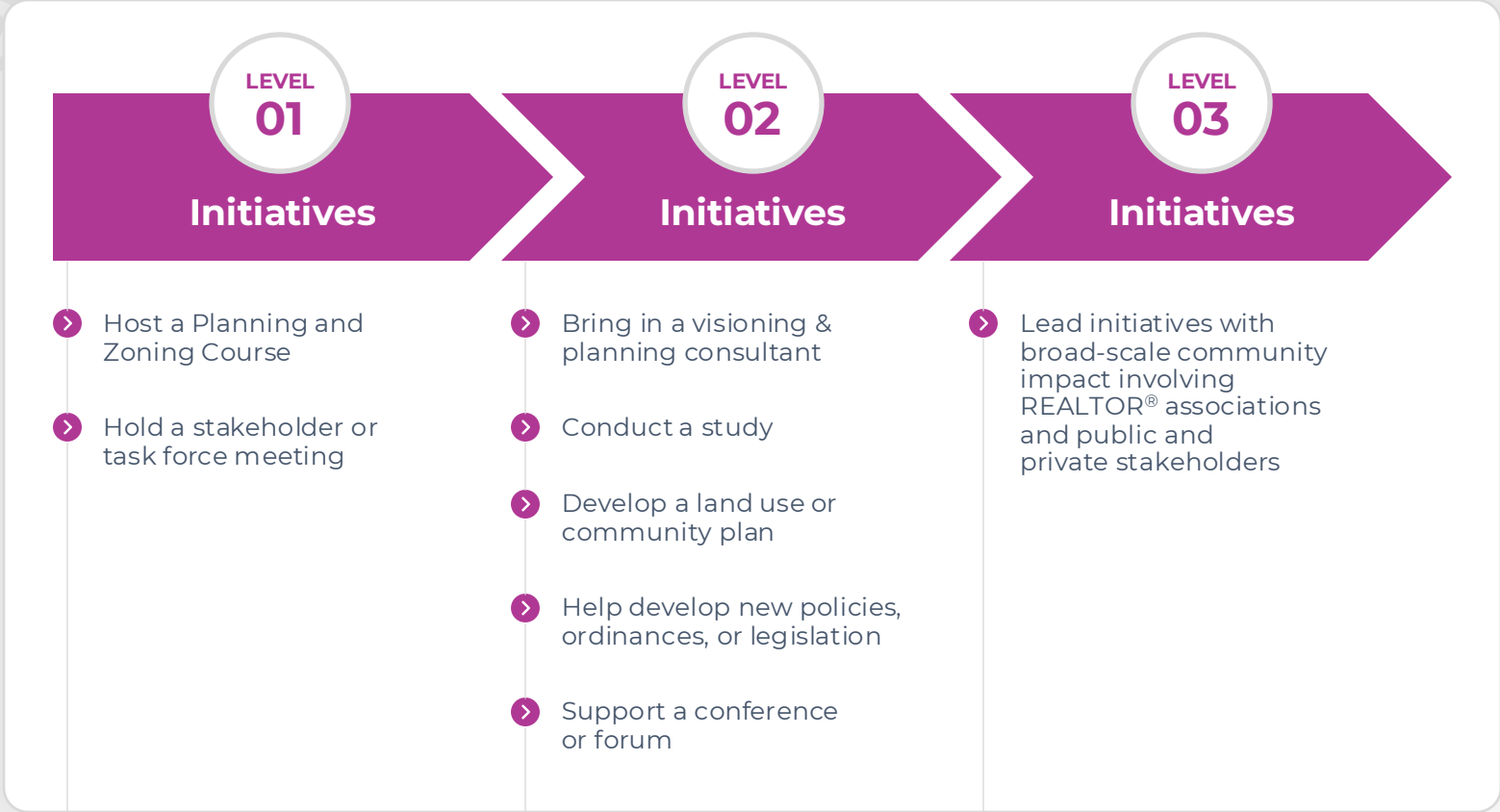
# Spaces to Places Blog

Showcase the transformative efforts of REALTORS® and REALTOR® Associations in revitalizing and improving public spaces within communities. This blog serves several important functions.

[Learn More](#)

# Smart Growth Grants

Support public policies related to mixed land uses, walkability, public transit, and green space preservation to create livable communities.



[Learn More](#)

Grant Toolkit include criteria, resources and success stories



## SUCCESS STORIES



Adirondack/Champlain Valley REALTORS® Helps Area Become Model of Smart Growth Planning ▶



Boise Regional REALTORS® Trains Local Communities in the Basics of Smart Growth Development ▶



Five Years Later, Walkability Study Commissioned by Coastal Carolinas Association of REALTORS® is Still Paying Dividends ▶



# Community Development Advocacy Resources

Equips REALTOR® associations with tools and insights to drive local advocacy and community development. Through Transforming Neighborhoods, the Land Use Initiative, State and Local Growth Polling, and On Common Ground, associations gain data, analysis, and best practices to help shape policies that build thriving, inclusive communities.



## Transforming Neighborhoods

Tackle key real estate challenges like commercial disinvestment, housing shortages, and post-disaster redevelopment.

Webinar  
recording  
available



## Land Use Initiative

Legislative advice on proposed state and local measures harmful to real estate.

Webinar  
recording  
available



## State and Local Growth Polling

Leverage consumer opinions to advocate for housing supply and walkable communities.



## On Common Ground Magazine

Leverage content to engage in dialogue with municipal leaders on top-of-mind community development issues.

# New in 2026: REALTOR® Party Grants Application Portal



Training  
videos  
coming soon

Single streamlined entry point for managing three core Advocacy programs: Issue Mobilization, Independent Expenditures, and Community Development Advocacy grants to make it faster, clearer, and easier to apply, track and report on your advocacy work.

# REALTOR® Party Grants Application Portal



## One login, one dashboard

Start applications, view status, manage reimbursements, and complete reporting – all in one place



## Guided workflows

Smart prompts, required fields, and built in eligibility tips reduce back-and-forth and help you submit with confidence



## Real-time tracking

Instantly see where your request stands in the review process and what's next

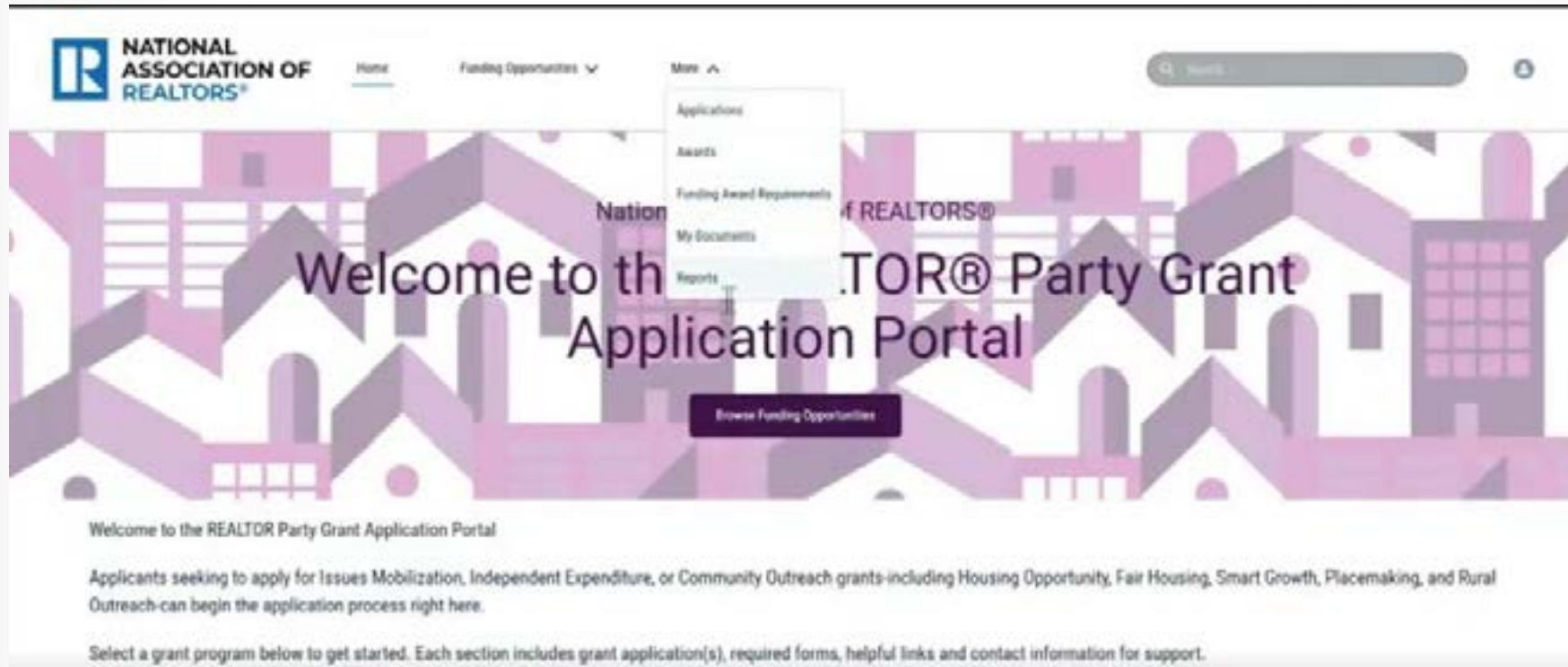


## Multiple programs in one place

Also complete applications for Issues Mobilization and Independent Expenditures programs



# Reimbursement Request Submission Portal



- The reimbursement must be submitted online
- The submission link will be included in your award approval notification
- Select “Funding Award Requirements” to submit your reimbursement request



## Community Development Advocacy Grant Reimbursement Request

Do not convert this form to a PDF.

Grant Name and Level	:	
Association Name	:	
Mailing Address	:	
Enter NAR Grant \$	:	

REVENUE GENERATED BY THE ACTIVITY (Do not include grant from NAR)	Amount
Total Revenue	\$ -
EXPENSES PAID BY THE ASSOCIATION (Items or Vendor Names)	
Total Expenses	\$ -
TOTAL EXPENSES LESS TOTAL REVENUE	\$ -
REIMBURSABLE GRANT AMOUNT	

Note :

1 . Reimbursements will cover net expenses, not initiatives with net revenue. This form requires total revenue and expenses, with reimbursements up to the grant award.

NOTE

# Reimbursements will cover net expenses, not initiatives with net revenue.

The reimbursement form submission requires total revenue and expenses, with reimbursements up to the grant award.



# Community Development Advocacy Grant Requirements

## The following are eligible uses of grant funds

- ✓ Instructor or consultant fees
- ✓ Venue rental
- ✓ Refreshments
- ✓ Marketing and event/ education related materials
- ✓ Building materials (Placemaking Grant only)

## The following are NOT eligible uses of grant funds

- ✗ REALTOR® association staff time/hours, including contract staff
- ✗ General operating expenses for the REALTOR® association or partner organization
- ✗ Donations to an organization or person
- ✗ Cash prizes or purchase of gifts and prizes
- ✗ In-house association classroom rental fee
- ✗ Registration fees and travel related expenses for REALTORS® attending events
- ✗ Annual subscription fees for video conferencing services



# Community Development Advocacy Grant FAQs

## What are the maximum funding amounts?

There are two levels of funding for Rural Outreach, Placemaking and Fair Housing grants. Three levels are available for Smart Growth and Housing Opportunity grants. Requests may be made up to the noted maximums

Level 1	Level 2	Level 3
<div>\$3,000</div> <div>Maximum Award</div>	<div>\$7,500</div> <div>Maximum Award</div>	<div>\$15,000</div> <div>Maximum Award</div> <div>(Smart Growth and Housing Opportunity Grants only)</div>



### How many grants can my association receive in a calendar year?

An association is eligible to receive one grant per funding level, per calendar year.



### Is my association required to make a financial contribution toward our activity in to qualify for a grant?

As part of NAR's Right Tools, Right Now, the 10% financial contribution requirement is waived for any association that requests reimbursement in 2026 for a Community Development Advocacy grant.

# Community Development Advocacy Grant FAQs



## What criteria are used to evaluate grant applications?

Initiative is in alignment with the purpose of the grant and significant level of commitment in terms of member involvement and staff time.



## We are partnering with another REALTOR® association for an activity. Can we both apply for a grant?

Up to four state and local associations can apply for funding for the same activity. However, associations cannot submit reimbursement for the same expenses. In addition, please note NAR's Territorial Jurisdiction Policy.



## If my association is approved for a grant, when will we receive the funding?

Funds are disbursed through a reimbursement process. The association must submit an evaluation form, reimbursement form, W9, proof of payment (receipts/cancelled checks) within 90 days of initiative completion to receive reimbursement.

***Note: Reimbursements will cover net expenses, not initiatives with net revenue.***

# Picture Submissions: New Guidelines

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## **New guidelines coming soon**

Pay attention to your approval notifications for guidance on pictures to effectively highlight great initiatives



## **Content Recommendations**

Capturing engaging content



## **Copyright and trademark best practices**

Protecting association from risk and ensuring compliance



## **Professional services**

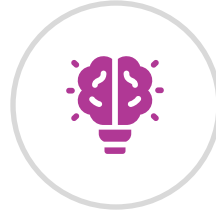
Recommendations on hiring professional services



# Community Development Advocacy Planning Sessions



30 Minute Zoom Session  
with Community Outreach  
Team for GADS, AEs



Brainstorm ways to use a  
grant or resource



Wednesdays and Thursdays,  
1 pm or 2 pm ET

Sign up at [RealtorParty.realtor/community-outreach-planning-sessions](https://RealtorParty.realtor/community-outreach-planning-sessions)



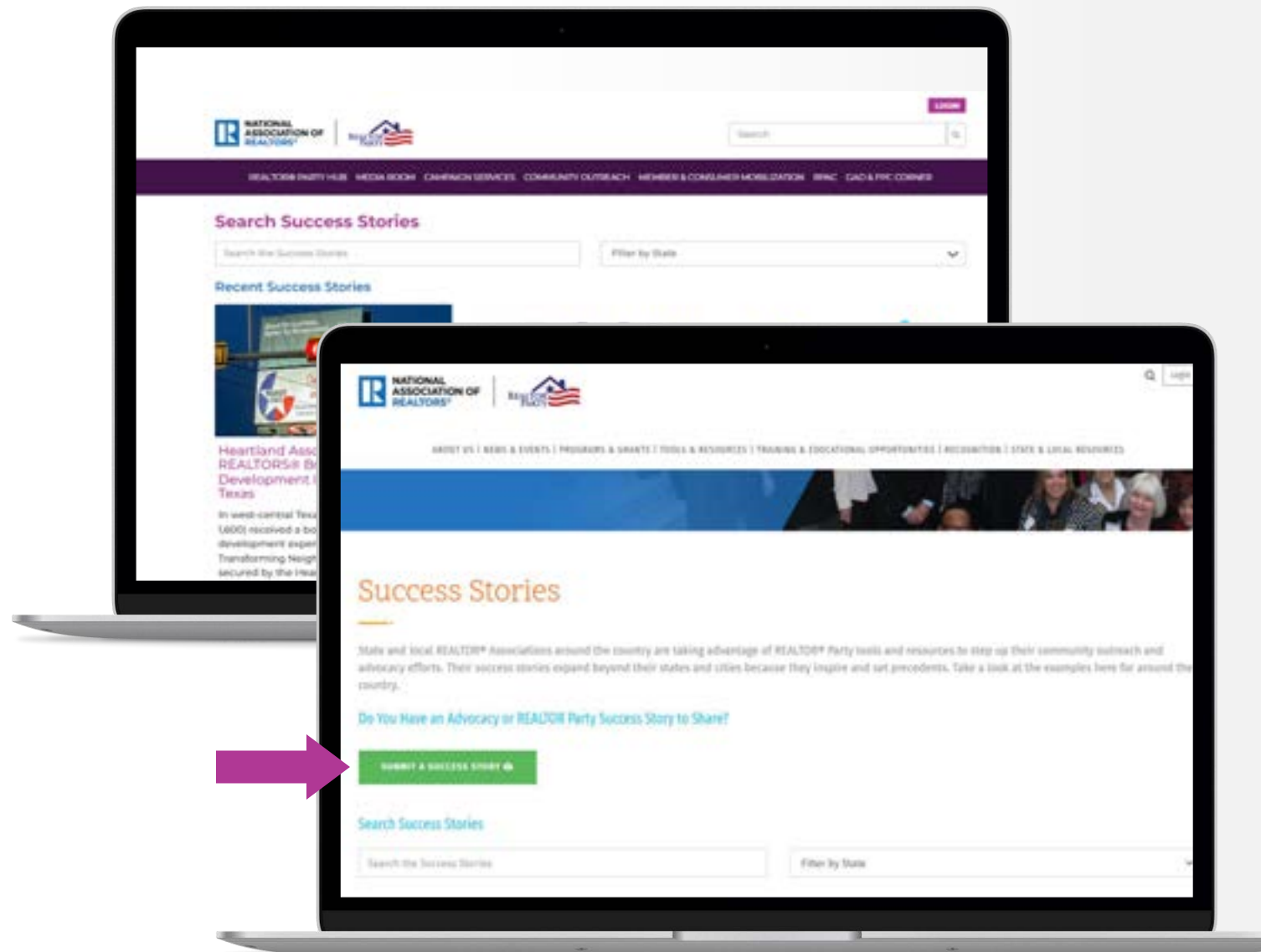


# Success Stories



**Highlight achievements and best practices of REALTOR® Associations in advocating for real estate industry interests, strengthening communities, and promoting property ownership.**

<https://realtorparty.realtor/news/success-stories>





# QUESTIONS?



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# 2025 Community Outreach Webinars



Deep dive into a variety of Community Outreach tools and resources provided to state and local REALTOR® associations to enhance engagement and influence in community development issues.

  
**WEBINAR  
RECORDINGS  
AVAILABLE**

Stay tuned  
for 2026  
webinars and  
learning labs

<https://realtorparty.realtor/training/community-outreach/community-outreach-webinars>



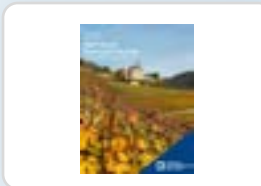
**MARCH 2025**

Fair and Attainable Housing Ideas Forum: Collaborating for Inclusive Homeownership



**APRIL 2025**

Chart Your Community's Future with Smart Growth Resources



**JUNE 2025**

Space to Grow: Using Rural Outreach Grants to Tackle Broadband Access, Open Space Preservation, Environmental Standards and More



**AUGUST 2025**

Leverage the Land Use Initiative to Oppose Transfer Taxes, Impact Fees, Growth Moratoria, Short-Term Rental Restrictions, and More



**SEPTEMBER 2025**

Transforming Neighborhoods: Help Your Community Solve a Challenging Real Estate Problem



# VIRTUAL LIGHTNING ROUNDS

*Choose your breakout room*



## CHRISTINE WINDLE

*Director, Community Outreach*

- Housing Opportunity Grant
- Land Use Initiative



## HUGH MORRIS

*Community Development & Growth Manager*

- Smart Growth Grant
- Transforming Neighborhoods
- On Common Ground Magazine
- State & Local Growth Polling Program



## HANNAH DANNENFELSER

*Grants & Resources Manager*

- Placemaking Grant
- Fair Housing Grant
- Rural Outreach Grant



## SAFIYYA SUHAIMI

*Financial Processor*

- Grant reimbursement filing and key grant requirements



## JOSH VEVERKA

*Vice President, Government Affairs,  
Northern Virginia Association of  
REALTORS®*

GAD Advisory Group Vice Chair



## NEELEY ERICKSON

*Government Affairs Director, Illinois  
REALTORS®*

GAD Advisory Group Chair

# THANK YOU



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