

REALTORS® Issues Mobilization

Do you have an issue in your community that needs funding support? Issues Mobilization is a tool to help support your community issues financially. The REALTORS® Issues Mobilization Committee (RIMC) reviews and approves funding requests from local associations to expend their own local issues mobilization reserve balances as well as requests to the state reserves of the Issues Mobilization fund. Please remember that financial support of candidates is not an authorized use of these funds. Requests are often decided upon within 3 business days. The RIMC is governed through by-laws and is comprised of REALTOR® members from various areas across the state.

Examples of Issues That Can be Funded Include: Postcard Campaigns, Local Board Issues, Newspaper Ads, Forums, Educational Print Materials, or Coalition Participation Fees.

(Include links here to forms)

REALTORS® Issues Mobilization Funding Requests Process

LOCAL RESERVES REQUESTS

■ Local associations may only make funding request from their local reserves with the approval of their Executive Committee, Board of Directors or “authorized REALTOR® body”.

■ A completed ‘Local Reserves’ request form must be completed and faxed or emailed to Megan Cummings at 602-351-2474.

STATE RESERVES REQUESTS

■ A local association may only make a general reserves funding request with the approval of their Executive Committee or Board of Directors or “authorized REALTOR® body”.

■ All RIMC State Reserves Funding Request Forms must have the signature of the local association President, Government Affairs Director or Executive Officer.

■ A cost analysis or budget of the overall campaign, as well as a written explanation of how the requested funds will be used, must accompany the RIMC Funding Request Form on issues mobilization state reserve fund requests.

■ Funding support from the state reserves of the issues mobilization fund for lengthy campaigns may be disbursed incrementally. If incremental funding is exercised, a campaign progress report must be received by the AAR Government Affairs staff at least 20 days prior to the additional funding being released. A final report, together with accounting for funds provided, is due 30 days following resolution of the issue. Any unused funds shall be returned to the RIMC state reserves fund. Failure to provide a final campaign report will be taken into consideration on future funding requests. Additional reporting may be required at the discretion of the RIMC.

■ Applicants should indicate whether other localities could be affected by the issue. If so, applicants should demonstrate that funds for campaigns have been solicited from other potentially affected individuals and/or other groups, if applicable, prior to requesting funds from the RIMC.

■ Although not a prerequisite, local associations are encouraged to allocate their local issues mobilization reserves and/or association funds towards the campaign (as should any other local associations affected by the issue).

■ State Reserve requests will be considered by the RIMC on an individual basis. Equally important considerations by the RIMC include the following:

- Importance of issue to all REALTORS® in Arizona
- Active REALTOR® involvement and control of the campaign
- Campaign or issue viability
- Funds raised in the community
- Broad-based community support

- Coalition building
- Previous activity on the issue

Process for Administering the Issues Mobilization Program

Procedures

- An RIMC financial request form must be fully and properly completed and submitted to the AAR RIMC staff with the understanding that action on the request may require up to 30 days. Applicants may be asked to make a formal presentation to the RIMC in support of their financial request(s).
- AAR staff will make a formal recommendation during executive session to the REALTORS® Issues Mobilization Committee for each financial request discussed. After review and discussion and during executive session of each financial request, the RIMC will then take one of the following actions:
 1. Grant to support request in full
 2. Grant a portion of the request
 3. Deny the request
 4. Provide additional support (as conditioned by the RIMC)
 6. Postpone a decision until the Committee receives more definitive information
- The RIMC will not consider financial assistance requests from local associations for an issue campaign that is concluded (post-decision).
- Local association funding requests which exceed \$100, 000 must be approved by the AAR Executive Committee.
- If it is deemed necessary that a funding request be considered between RIMC meetings (decision made by the RIMC Chair, Vice Chair, and staff), a conference call or fax or email vote request consisting of the full REALTORS® Issues Mobilization Committee will be convened.

Guidelines

Requests for educational and financial assistance from a local association concerning issue campaigns promoting REALTOR® Association policy will be considered.

Examples of appropriate activities considered under these guidelines are as follows:

- Ballot Measure Campaigns
 - Local
- Grassroots Lobbying Activities
 - Mailgrams/ postcard campaign
 - Advertisements/Mass Media/Public Relations
 - Radio
 - Television
 - Newspaper
 - Promotional material – Get Out the Vote on Issue Campaigns
- Education
 - Provide an educational forum for the community – the purpose of which is to raise the level of knowledge linked to a specific issue.
- Coalition Building with Respect to a Common Issue
 - Develop grassroots lobbying strategies with other organizations, that is, community-based organizations that are not partisan in nature such as the Chamber of Commerce, the Taxpayers Association, the Building Industry Association, Apartment Association, League of Women Voters (non-REALTOR® related groups).
 - Consider coalition-building with "internal" REALTOR® groups that could help to advance or win an issue. For example, minority or commercial REALTOR® groups.

■ Financial Assistance to pay for technical activities that will aid local associations in developing a lobbying strategy.
For example:

- Public Opinion Surveys
- Association Polling Program
- NAR Smart Growth
- Customized local legislation
- Phone banks
- Expenses associated with employing a consultant (to include, but not limited to: Lobbying, PR, Research, Media)
- Computer Applications
- Membership: demographics/voter registration/precinct ward & by supervisor District I.D.
- Other

**Arizona Association of REALTORS®
Issues Mobilization Funding Request Form**

Local Associations are entitled to request funds from their local reserve which is 25 percent of the total Issues Mobilization contributions collected from their membership through dues or direct contributions. The maximum total amount held in reserve on behalf of a local association is \$30,000 per local association as set forth by the REALTORS® Issues Mobilization Committee (RIMC) bylaws.

Local associations also may request state reserve funds in excess of their reserves.

Local Associations also are empowered to request funds from the Issues Mobilization state reserves when an issue exhibits importance to all REALTORS® in Arizona, is a broad-based community issue or has the ability to become a statewide issue.

If a Local Association is requesting both local and states reserves, two separate forms must be filled out.

Type of Request (please check one): _____ Local Reserves _____ State Reserves
Date of Request: _____
Local Association Requesting Contribution: _____
Contact at Local Association: _____ Phone: _____
Name of Committee/Organization (if applicable): _____

Date Committee/Organization was formed: _____
Make Check Payable to: _____
Committee/Organization's Address: _____
Mail Check to: _____
Date Check is needed (please use an actual date): _____
Amount Requested: _____

Issue Information

Briefly describe the issue. Attach any current promotional materials, public documents, or ordinances applicable to the campaign.

What is the significance of the issue to REALTORS® in your area?

What is the impact of this issue locally and/or statewide?

Assess the level of REALTOR® involvement in this matter.

What is the current or likely extent of coalition building on this issue? (Name group(s) and what the group(s) may be doing).

What is the assessment of the campaign viability/success of this issue?

What, if any, financial support has been raised or committed to this point?

List group(s)/or organization(s) that oppose your position and how well organized they are.

Briefly outline your plan to address this issue. Attach any current materials used in your campaign.

Date local Executive Committee, Board of Directors or “authorized” REALTOR® body” approved request

_____.

Authorizing Signature

Title

Please fax this form to: Megan Cummings 602-351-2474; For more information, please contact Megan Cummings at 602-248-7787 or 1-800-426-7274.