

ARIZONA REALTORS® KEY CONTACT PROGRAM

# 2024 EDUCATION & ENGAGEMENT CALENDAR

2024 Key Contact Education and Engagement Opportunities



The Arizona REALTORS® Key Contact Program is of the utmost importance to REALTORS® throughout the state of Arizona, as the Key Contact network will be on the front lines of our organization's advocacy efforts, communicating directly with assigned lawmakers on key issues.

## ONGOING OPPORTUNITIES

### MONTHLY

#### KEY CONTACT UPDATE NEWSLETTER

Each month, Arizona REALTORS® staff will send the Key Contact Update newsletter to inform Key Contacts and Contact Team members of what issues are being discussed at the state house, mobilization opportunities for Key Contacts to make an impact on pending legislation, and upcoming events.

### MONTHLY

#### KEY CONTACT UPDATE WEBINARS

AZ REALTORS® staff will host an exclusive webinar for Key Contact members to update advocates on key policy developments, upcoming events, and to answer questions and provide support for the Key Contact network. Training webinars will vary from Advocacy 101 for newly appointed Key Contact members to more advanced topics including media training, advanced relationship building, effective communication, etc.

### QUARTERLY

#### KEY CONTACT SOCIAL MEDIA "CONTENT PACKAGES"

Every three months (more frequently if an urgent issue arises) Arizona REALTORS® staff will curate social media content for Key Contacts and Contact Team members to share on their personal and/or company social media pages if they choose to do so. This content will include copy, graphics, and relevant links that all focus on issues impacting Arizona's real estate industry. The goal of posting this content over the course of each quarter will be to educate lawmakers, the broader REALTOR® community, and the general public on our priority issues.

# ENGAGEMENT AND EDUCATION CALENDAR

**MAY 30**

## **INTRODUCTION TO ADVOCACY FOR KEY CONTACTS**

This advocacy training will allow the Key Contact network to learn more about how to be an effective advocate, communicate with lawmakers, and make a tangible impact on policy discussions. An introductory session on advocacy, exploring its importance for REALTORS®, understanding advocacy issues in Arizona, and how REALTORS® can get involved. Gain insights into the legislative process in Arizona, including how bills are introduced, committees' function, and laws are enacted, empowering realtors to navigate the legislative landscape effectively.

**JUNE 26**

## **KEY CONTACT MEDIA TRAINING**

This exclusive training will cover engaging with local and state media, building media relationships, working with the media to make a positive impact on policy discussions in Arizona and much more. This training will take place virtually, and all Key Contacts and Contact Team members are invited to attend. Discover how REALTORS® can leverage social media and digital advocacy tools to amplify their voices, engage with stakeholders, and advocate for their interests online.

**JUNE 31**

## **GOTV/ELECTION WEBINAR**

This presentation will cover the upcoming elections, as well as inform Key Contacts of the various ways they can continue building relationships with lawmakers through election cycle activities.

**AUGUST 21**

## **BUILDING RELATIONSHIPS AT ANNUAL REALTOR® CAUCUS**

This training will cover advanced relationship building topics when interacting with peers, legislators, and others within the real estate industry. Understand the importance of building relationships with policymakers and legislators and learn practical strategies for establishing and maintaining productive relationships.

**SEPTEMBER 25**

## **EFFECTIVE COMMUNICATION STRATEGIES**

This training will cover advanced relationship building topics when interacting with peers, legislators, and others within the real estate industry. Learn essential communication skills for advocating effectively, including crafting persuasive messages, active listening, and utilizing various communication channels.

**OCTOBER 30**

## **KEY CONTACT HAPPY HOUR**

All Key Contacts and Contact Team members are invited to attend a happy hour during the Fall Conference to socialize with friends, network with other Key Contacts, and celebrate 2024 wins!

**DECEMBER 4**

## **ADVOCACY IN ACTION: REFLECTION AND PLANNING FOR ADVOCACY IN THE NEW YEAR**

Reflect on advocacy achievements and challenges from the past year and collaborate on setting advocacy goals and priorities for the upcoming year, ensuring continued engagement and impact. Arizona REALTORS® will distribute the first edition of an annual Key Contact "Year-End Report" which will break down legislative successes, key metrics, and other relevant Key Contact information from 2024.

The above engagement elements are opportunities for you to strengthen your skills as a Key Contact and build a foundation for being an effective advocate. As a Key Contact, you will contact your lawmaker when issues arise, but the above opportunities are here to help you succeed as a member of the program and beyond.