

# National Association of REALTORS®

## SMART GROWTH / ISSUES MOBILIZATION/ELECTORAL SERVICES POLLING REQUEST FORM

### ASSOCIATION INFORMATION

Association  
Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Date: \_\_\_\_\_

Email: \_\_\_\_\_

### PROJECT SUMMARY

Please provide a brief description of the need for the poll, the issue(s) you are trying to understand and why, the geographic designation (statewide, city, legislative district, etc.)

#### Survey Goals

Goals should always be: **S** – Specific    **M** – Measurable    **A** – Achievable    **R** – Realistic    **T** – Time Bound

1. **Goal/Objective.** Briefly describe each goal or objective to be accomplished by the poll.
2. **Measurement.** Please include at least one measurable goal and evaluation process (expected public relation, advocacy or political campaign outcome; coalition building; press coverage, etc.)
3. **Importance.** Rank the goal as Essential, Important, or Desirable as follows:  
*Essential* – required for job performance  
*Important* – helpful for job performance  
*Desirable* – asset for job performance

### 1<sup>ST</sup> GOAL/OBJECTIVE

**Description:**

**Measurement:**

**Importance:**

Essential

Important

Desirable

**2<sup>ND</sup> GOAL/OBJECTIVE**

**Description:**

**Importance:**       Essential       Important       Desirable

**3<sup>RD</sup> GOAL/OBJECTIVE**

**Description:**

**Importance:**       Essential       Important       Desirable

**4<sup>TH</sup> GOAL/OBJECTIVE**

**Description:**

**Measurement:**

**Importance:**       Essential       Important       Desirable