

The REALTOR® Party Initiative

A Blueprint to Help REALTOR® Associations Maximize

Community Involvement, Community Leadership & Political Power

Your Community Outreach & Advocacy Package – Built to Suit at No Charge

The REALTOR® Party Initiative provides the opportunity for each and every REALTOR® Association in America to design your own package of community involvement and political leadership programs. Just as every market is different, so is every REALTOR® Association. By accessing any number of the 40-plus tools, funds and turn-key implementation services offered, you can custom build the community outreach and advocacy package that best fits your association's unique needs.

Services are far-reaching and varied, including programs to enhance your community involvement; run issue and candidate campaigns, raise RPAC money and build REALTOR® Party strength. These are provided to REALTOR® Associations **at no cost**, but you need to ask for them.

From Online Menu to Personalized Assistance

At www.realtoractioncenter.com/rpi, REALTOR® Associations large and small can pick and choose from a menu of grants, campaign funding, tools, consultant help and other resources. Your package can be as simple or as comprehensive as you like. (See reverse side for the REALTOR® Party menu of resources.)

In addition to the web site, REALTOR® Party Team Members will work directly with you to make sure that your package is customized and delivered to meet your needs and goals. We help your association do the work and your members get the recognition and credit. Your success is our mission.

The REALTOR® Party Team is There for You

For instance, your REALTOR® Party Team can help you:

- Determine strategy on how you can engage in local candidate and issue campaigns.
- Gain access to NAR Campaign Services to help you get involved in local candidate or issue campaigns.
- Conduct REALTOR® Party strategic planning to help your association engage your members in a comprehensive government affairs program.
- Access grant money for an RPAC Fundraising Program or a Smart Growth Program
- Implement your own “Game Changer Idea”

Or, if your association already has a plan and you know what services you'd like to tap, your REALTOR® Party Team Member will make sure your package of options is delivered at the right time in the right way – from concept to completion.

Bottom Line

The REALTOR® Party Associations Resources will help you make your association a more powerful force in protecting and supporting private property rights and REALTOR® business interests.



REALTOR[®] Party -- Menu of Services, Tools and Resources

Community Involvement & Outreach

Diversity

- \$ Diversity Initiative Grant
- Leading with Diversity Workshop
- Diversity Toolkit
- Fair Housing Resources

Housing Opportunity

- \$ Housing Opportunity Grant
- Employer-Assisted Housing Initiative
- Employer-Assisted Housing Initiative Guide
- Employer-Assisted Housing Class
- Workforce Housing Forum Guide
- Expanding Housing Opportunities Initiative
- Expanding Housing Opportunities Class
- Housing Opportunity Toolkit

Smart Growth

- \$ Smart Growth Grant
- Smart Growth for the 21st Century Course
- Land Use Initiative, Memo Database & Growth Management Fact Book
- Customized State Smart Growth Legislation Program
- State & Local Growth Polling Program
- On Common Ground Magazine
- Smart Growth Toolkit
- Public School Toolkit
- Water Infrastructure Toolkit
- Transportation Toolkit

RPAC Fundraising

- \$ RPAC Conference Grant for State Associations*
- \$ RPAC Fundraising Grant for Local Associations*
- RPAC Fundraising Webinar*
- Online Fundraising for State Associations*
- Customized RPAC Promotional Materials
- Recognition Ribbons
- REALTOR[®] PAC Management System for State Associations*
- RPAC Major Investor Event-Based Fundraising Program
- * This RPAC program offering is subject to state election law

\$ Actual Funding Provided

Advocacy

Candidate Campaigns

- \$ Candidate Independent Expenditure Race
- Candidate Polling & Research
- Candidate Campaign Direct Mail Services
- Candidate Campaign Automated Phone Calls & Phone Banks
- Candidate Campaign Advertising Services
- Candidate Campaign Websites & Social Media
- Consultant Candidate Campaign Management
- Candidate Training Academy
- Voter Lists (public)
- Voter Activation Network (public)
- Voter Registration Initiative (public)

Issue Campaigns

- \$ Issues Mobilization Program
- Issue Polling & Research
- Issue Campaign Direct Mail Services
- Issue Campaign Automated Phone Calls & Phone Banks
- Issue Campaign Advertising Services
- Issue Campaign Websites and Social Media
- Consultant Issue Campaign Management

Building REALTOR[®] Party Strength

- REALTOR[®] Party Team Consulting
- Convio/REALTOR[®] Party Hub Grassroots Communications System & Training
- Shared GAD Program
- Broker Involvement Program
- Polling & Research (members)
- Campaign Direct Mail Services (members)
- Campaign Automated Phone Calls & Phone Banks (members)
- Campaign Advertising Services (members)
- Campaign Websites & Social Media (members)
- Consultant Campaign Management (members)
- Voter Lists (members)
- Voter Activation Network (members)
- Voter Registration Initiative (members)

Game Changers

- \$ Submit your own idea for consideration & funding in this annual competition for the best ideas in Community Outreach, RPAC Fundraising, Advocacy or Building REALTOR[®] Party Strength.

