



Fort Collins REALTORS® Use Independent Expenditure Campaign to Support Four City Council Candidates: Three Win – May 2013

When the increased membership dues for the National Association went into effect two years ago, the Fort Collins Board of REALTORS® (FCBR) made a promise to its members to bring those dollars back to the northern Colorado community, in the form of grants from the REALTOR® Party. This spring, it made good on that promise, supporting four candidates for local election, including the mayor, with an Independent Expenditure Grant from the NATIONAL ASSOCIATION OF REALTORS®.

The funding paid for get-out-the-vote calls, and a combination of online advertising and social media messaging that reached the youthful voting population of the college town more effectively than traditional print media. “Facebook ads gave us a lot more bang for our buck,” says Clint Skutchan, CEO of the 750-member association. “I can’t compliment the NAR campaign services staff enough,” he continues. “They were willing to hear our ideas and work somewhat outside the box. At one point, we had to change course because of an unexpected development in one of the campaigns, and they were remarkably nimble and responsive. As a small association, they made us feel as though we, and our local perspective, were worth listening to.”

Three of the four candidates who benefited from FCBR’s support, won: the incumbent mayor, and two of the candidates running for City Council. “Even the candidate who did not win, called personally to convey his thanks to us, which was very gratifying,” says Skutchan. “He understood that we had not only put our funds behind him, but that our endorsement in itself had real value.”

“We were proud to be taking this leadership role in the elections,” says Skutchan. “It was especially significant,” he explains, “because we were the first organization in our community to undertake an independent expenditure campaign – which also meant we were under very close scrutiny.” FCBR anticipated that scrutiny by taking a pro-active and transparent approach, starting with the local media. “Last year, during our campaign against extending City Council term limits, when we had the media’s attention, we let them know that we’d likely be using our strength and savvy in this year’s elections, as well. We wanted to make sure they understood the origin of the funding; in other words, that it wasn’t from outside interests, but from dues paid by the REALTORS® of Fort Collins that had returned to the community to make a difference here.”

FCBR’s administration was keenly aware of long-term political capital it stood to gain with its first independent expenditure campaign, an overall bigger benefit than the result of any election itself. The messaging throughout the campaigns was all positive. In one key strategic initiative, FCBR demonstrated its willingness to look beyond the traditional REALTOR® champions, by supporting a City Council candidate who wasn’t in exact ‘lock-step’ with its own views, but who was willing to listen to and work with the association on matters it cared about. Skutchan points to three goals that FCBR accomplished overall: “We fulfilled our promise to our members. We only spent money in a way that encouraged voter participation. And we supported candidates who will best protect our housing future in Fort Collins.”



To learn more about how the Fort Collins Association brought REALTOR® Party resources back to its community to support its chosen mayoral and City Council member candidates, contact CEO Clint Skutchan at clint@fcbr.org or 970.402.0852.

Online ad created with Independent Expenditure Grant:



Infographic created to explain board advocacy efforts to members:

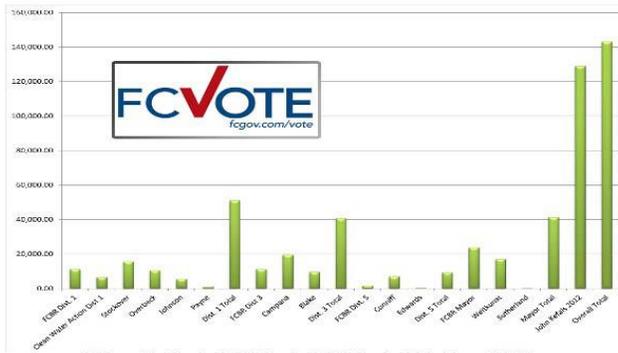


Fort Collins Board of REALTORS

***Invest *Volunteer *Vote**

Support of Housing Future Candidates Made Easy

There has been much talk and speculation about the Fort Collins Board of REALTORS \$48,500 in expenditures during the 2013 Fort Collins City Election. Here is some info to help you better understand...



FCBR spending: Dist. 1= \$11,396 Dist. 3= \$11,396 Dist. 5= \$1,868 Mayor= \$23,870

What Was Shared with Voters? - Positive Messages

Call Text

This is Jenna calling on behalf of the National Association of Realtors; we're calling because public records show you're the kind of person who votes. Local elections in Ft Collins are just around the corner and this year we are encouraging you to join your local Realtors and support Karen Westkum for Mayor on April 2nd. Voter participation is expected to be low so your vote can really make a difference. On Election Day the polls are open from 7 am to 8 pm but I hope we can count on you to be one of the first in line and vote before 10:00 am. Thanks and have a great day, paid for by the National Association of Realtors Fund and not authorized by any candidate or candidate's committee.

Online Ad

