

Building a Culture of Advocacy

RPMIC Work Plan 2014 - 2017

REALTOR® Party Member Involvement Advocacy Work Group Report

Gail Hartnett, Chair

Steve Francks, Facilitator

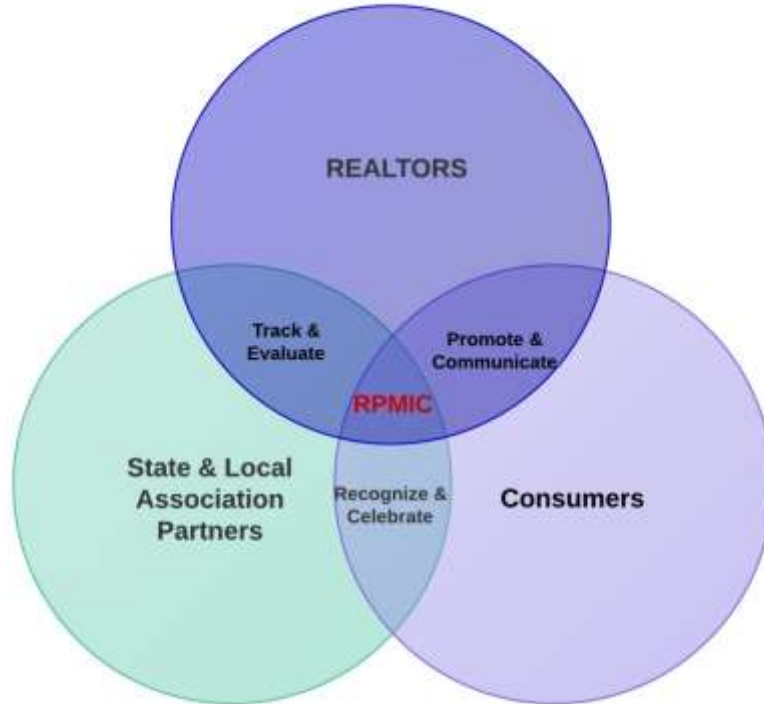
Mission Statement

The REALTOR® Party Member Involvement Committee will create a “Culture of Advocacy” within the membership by educating and mobilizing all REALTORS®, and collaborating with State and Local REALTOR® Associations to promote REALTOR® Party programs, services and tools in support of NAR’s public policy priorities.

The Goal

To Build a REALTOR® Culture of Advocacy through:

- Strategic mobilization of members,
- Better targeting of Calls For Action and more robust content marketing,
- Optimization of communication channels to directly connect with members, providing timely advocacy information to respond to NAR Calls for Action,
- Making RPMIC accountable for REALTOR® Party success, and ensuring that Committee members have access to the tools and services they need to succeed,
- Expansion of the reach, role and efficacy of FPCs,
- Development of new efforts to position NAR as the advocate for property owners.



There are key audiences this work plan is designed to reach. Each has related outreach objectives covered in the plan. At the very core of this plan is the REALTOR® Party Member Involvement Committee – the group of REALTORS® charged with the task of building the “Culture of Advocacy” among NAR membership and State and Local REALTOR® Associations.

Building a REALTOR® Culture of Advocacy

Strategic Objective

Institutionalize a “culture of advocacy” at every level of the association through the REALTOR® Party Member Involvement Committee (RPMIC). This will be achieved via committee training, promotion and communication of REALTOR® Party programs, and evaluation of REALTOR® Party programs and tools.

Goal: To ensure success by all members of the REALTOR® Party Member Involvement Committee.

1. Develop a job description for RPMIC Members to ensure accountability.
2. Develop comprehensive annual training for RPMIC members on their duties, as expansion of the committee purview is extensive and the committee member role is more important than ever.

Goal: To promote all REALTOR® Party programs, tools and services at all levels – national, state and local.

1. Develop a toolkit for RPMIC members to use in their promotion of the REALTOR® Party programs, tools and services. (To include: a uniform message of vote, act, invest in all letter templates, talking points, power points, and also include the REALTOR® Party Tracker and Resource Guide.)
2. Ensure that RPMIC members have opportunities, where available, to promote REALTOR® Party program information at the state and local level.
 - a. Partner with assigned REALTOR® Party Consultant on presentations, promotions and follow-up.
 - b. In collaboration with RPAC, RPMIC members will cross-promote programs where appropriate.

3. Kick off each year with an annual REALTOR® Party briefing at the NAR Leadership Summit for all state and local Presidents to learn the expansive array of tools (including the RPMIC members) and services available to them.
4. Utilize NAR Regional Vice Presidents to assist in promotion of REALTOR® Party Programs and ask for their help in building support in their regions.
 - a. Develop a toolkit for RVPs to use (similar to the Broker Recruitment Toolkit).

Goal: To develop criteria for annual evaluation of REALTOR® Party program and tools.

1. Track and evaluate at regular intervals.
 - a. Utilize REALTOR® Party Tracker to monitor usage at state and local levels.
 - b. Report on the programs, tools and services the state and local associations are utilizing.
2. Keep RVPs apprised of the usage in their regions, and ask for assistance where needed in increasing visibility and usage.

Goal: To recognize and celebrate RPMIC members for their success in promoting and educating the Realtor Party Programs in their states.

1. Committee members will report on their achievements in the state by providing RPMIC staff with specific programs that were offered, attendance (if appropriate), results, member involvement, impacts on organization and or community, etc.
2. NAR staff will ghost-write appropriate articles from submitted reports on behalf of the RPMIC member for inclusion in the REALTOR® Party News and develop an annual report of REALTOR® Party activities.

Building a Culture of Advocacy with REALTORS®

Goal: To educate REALTOR® members about all REALTOR® Party advocacy programs, tools and services.

1. Develop an advocacy communications plan.
2. Develop an “advocacy ambassadors” program to conduct engagement activities between CFAs that will build and maintain member involvement and knowledge.
 - a. This should include ambassadors for the commercial members, members of influence, brokers, and societies, institutes and councils of NAR.
 - b. Continue to build on the foundation already started with YPN.
3. Promote the REALTOR® Party Mobile App with ongoing monitoring of the App marketing plan. Create ways to make the App more engaging.
4. Create FPC teams in each Congressional District and track their performance.
 - a. Beta test with a few states in 2014, with larger expansion in 2015.
 - b. Develop minimum requirements for team members – to include at least one commercial member and strive to include NAR multicultural members.
5. Task the Broker Involvement Council to develop new promotional avenues with brokers to bring additional value to the broker.
 - a. Develop and distribute talking points and pertinent articles for brokers to share with their agents on critical federal issues.
 - b. Expand the Broker Real Estate Conference to an annual program, available to all brokers.
6. Develop a standard for all CFAs that make them easy to understand and show value in participating.

- a. Utilize testing when possible to learn what is working and what is not.
 - b. Utilize targeted messaging and segmentation strategies to increase effectiveness and responses.
7. Enhance the REALTOR® Action Center to make it a go-to place for advocacy information and education.
 - a. Develop a clearinghouse page for all NAR policy issues that will be a “one stop shop” to find more information.
 - b. Utilize infographics and other engaging content marketing strategies.
 - c. Make the REALTOR® Action Center easier to read/use on all mobile devices (mobile friendly website).
 - d. Develop ability to localize REALTOR® Action Center content to share successes by region or self-defined interests.
8. Provide REALTOR® Party content for the Commercial Connections newsletter to promote the REALTOR® Party programs, tools and services.
 - a. Content should include talking points on important commercial issues.
 - b. Target Commercial REALTORS® with specific CFAs written to their needs and interests.
 - c. Monetize and promote the benefits of legislative/regulatory victories.
9. Support REALTOR® Party Commercial Work Group “Summary Recommendations” and “Building REALTOR® Party Strength.”

Goal: To track usage of REALTOR® Party programs, tools and services to demonstrate value to NAR members.

1. Use REALTOR® Party Tracker regularly to monitor the usage by state and local associations.
2. Communicate with other REALTOR® Party committees on the usages of programs, tools and services that fall under their purview and offer evaluation comments.

3. Use engagement ladder metrics to demonstrate how efforts are increasing member involvement.
4. Expand Broker Involvement Program by collaborating with RPAC to include fundraising in 2014.
 - a. Test different message tactics (renewals, thank you, first time investor).
5. Integrate social media influencer tracking in activist database to target and expand the reach of NAR social media efforts.
6. Continue FPC Program as restructured in 2010, to include training for all new FPCs semiannually, the FPC Pledge and 3-strike rule, and quarterly FPC reporting.
7. Identify the universe of commercial members within NAR to increase accurate metrics for CFAs, RPAC and specific targeting.
 - a. Find a NRDS solution to identify commercial members.
 - b. Develop a baseline of commercial member metrics for tracking involvement and message targeting.

Goal: To recognize REALTORS® for their involvement in advocacy and to celebrate REALTOR® Advocacy success.

1. Thank REALTOR® members for participating in a CFA. When CFA is completed, provide them with a report on the outcome.
2. Provide REALTOR® members who participate in Vote, Act Invest activities with recognition via points or badges online and in the Mobile App.
3. Continue the FPC stipend program for FPCs to attend the Midyear Meeting.
4. Continue the FPC Meritorious Service Award, given to two FPCs annually and continue state recognition of awardees.
5. Celebrate all FPCs at the Midyear Meeting FPC reception.
6. Provide each FPC with a special badge indicating their important role, to wear at NAR meetings.
7. Recognize commercial member firms that utilize REALTOR® Party programs, tools and services at major NAR meetings.

Building a Culture of Advocacy with State and Local Association Partners

Goal: Through partnerships with state and local REALTOR® associations, institutionalize a “Culture of Advocacy” that is ingrained at all levels of the REALTOR® family.

1. Promote REALTOR® Party programs, tools and services at AEI, GAD Institute and NAR Leadership Summit.
2. Request state and local support through utilization of the REALTOR® Party Hub for additional Vote, Act, Invest participation.
3. Educate state and local REALTOR® associations on usage of engagement ladder strategies to increase member involvement.
4. Work with state and local REALTOR® associations to utilize supportive messaging tools for federal CFAs to meet annual CFA participation goal.
5. Promote REALTOR® Party App to membership.
6. Encourage support of NAR advocacy social media messages by sharing on state and local association social media channels.

Goal: To track the usage of REALTOR® Party programs, tools and services, and ensure member engagement on state and local levels.

1. Provide reports twice per year to all AEs, GADs, and state presidents (and other invested parties like RVPs) on REALTOR® Party tracker and success stories.
2. Monitor federal CFA goals by state and encourage each state to develop a plan for meeting their goal.
3. Develop state participation goals for state CFAs.

Goal: To recognize state and local REALTOR® Associations that adopt and utilize REALTOR® Party programs, tools and services.

1. Continue the President's Cup award.
2. Recognize and thank state and local associations, by name, that have utilized the REALTOR® Party programs, tools and services in the past year at the Community and Political Affairs Booth at Annual Convention.

Building a Culture of Advocacy with Consumers

Goal: Build REALTOR® relationships with consumers/clients, and position NAR as the leading advocacy organization for property owners.

1. Develop effective means and tools for brokers, agents and REALTOR® associations to communicate with consumers/clients.
2. (If researched and agreed upon by NAR) Explore the possibility of collaboration of the Broker Involvement Council with other pertinent committees to determine the value of offering advocacy information to consumers.
 - a. Determine the types of materials and when they should be presented (i.e., at closings).
3. Provide weekly messages for NAR members to post on their social media pages for their clients to read.
4. Develop, as appropriate, targeted messages for specific segments of the consumer audience (i.e., homeowners, commercial property owners, etc.)

Goal: To track and evaluate NAR consumer advocacy messaging.

1. Update RPMIC purpose and structure to include the responsibility of evaluating consumer outreach and broker/agent/REALTOR® association participation in consumer outreach.
2. Test, assess and rollout creative ways for brokers and agents to participate in outreach to their clients to reinforce the homeownership message.
3. Track member usage of tools for consumer outreach.
4. Create an avenue for NAR consumer advocacy messages via REALTOR.com.

Goal: Recognize and celebrate the relationships built with consumers and clients as NAR positions itself to be the leading advocate for property owners.

1. Recognize and thank state and local REALTOR® associations that participate in consumer outreach and advocacy at the NAR Annual Meeting.
2. At all levels (NAR, state and local), recognize member companies that participate in consumer outreach.