

REALTOR® Party Member Involvement Committee

Purpose: Encourage grassroots member participation by creating and implementing strategies that support the REALTOR® Party and its three main components – vote, act, and invest – which solidifies a culture of REALTOR® engagement and advocacy throughout the REALTOR® association.

REALTOR® Advocacy

RPMIC will:

- Set and track annual NAR member response goals for Calls for Action;
- Encourage state and local associations to actively support NAR Calls for Action;
- Ensure that Federal Political Coordinators (FPC) execute their responsibilities, and provide for their training;
- Promote and ensure a robust REALTOR® Party Action Center for use by NAR, state and local associations;
- Advance the use of social media and other technologies to engage REALTOR® members in political process;
- Offer members opportunities for political engagement in REALTOR® activities, i.e. member and public voter registration/turn out the member vote; issue campaigns, phone banks.
- Promote, advocate and provide input for communicating real property messages to consumers

Promotion and Utilization of REALTOR® Party Resources

RPMIC will:

- Promote the array of REALTOR® PARTY tools available to state and local associations;
- Track the implementation and use of REALTOR® Party tools, evaluate and report on the growth in usage and creative applications of the tools by state and local associations;
- Track REALTOR® Party activities in the states and recognize member involvement and results;
- Promote understanding and use of REALTOR® Party Tracker;
- Promote REALTOR® Party consulting services, campaign management, advertising services and all other services available to states and local associations;
- Communicate with membership on the usage of tools, success stories and lessons learned.