



# REALTOR® Association Engagement in the 2020 General Election

# OUR 2020 OPPOSITION: APATHY, IGNORANCE, CYNICISM AND A DEADLY VIRUS

A man in a grey suit, white shirt, and purple striped tie is speaking at a wooden podium. He has his hands outstretched in a gesture of emphasis. The background is dark with a large red shape on the left side.

I'M AGAINST CRIME,  
AND I'M NOT ASHAMED TO ADMIT IT.

**NUGGETS OF  
WISDOM  
COLLECTED  
FROM  
LISTENING TO  
OUR  
QUARANTINE  
PLAYLISTS  
DURING A  
PANDEMIC**



**Quarantine Playlist 2020 by Justin  
and Julienne**

 Justin Y. Allen

44-min



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Another Benefit of  
the REALTOR®  
Family Three-Way  
Agreement



**We Are Family**  
Sister Sledge





# We R Family! REALTOR® Party Family



- Another Benefit of the Three-Way Agreement
- Vote, Act, Invest
- Overview of our Presentation

GIMME SHELTER  
PARANOID ANDROID  
MONEY

# Why State and Local Associations Should Care About Elections

Quarantine Playlist 2020 by Justin and Julienn... ⋮



ROLLING STONES LET IT BLEED

**Gimme Shelter**  
The Rolling Stones


0:13 -4:18

⏮ ⏪ ⏸ ⏩ ⏭

📄 ☰

BEHIND THE LYRICS

Quarantine Playlist 2020 by Justin and Julienn... ⋮



OK COMPUTER  
RADIOHEAD

**Paranoid Android**  
Radiohead

0:01 -6:26

⏮ ⏪ ⏸ ⏩ ⏭

📄 ☰

Quarantine Playlist 2020 by Justin and Julienn... ⋮



**Money**  
Pink Floyd

0:02 -6:20

⏮ ⏪ ⏸ ⏩ ⏭

📄 ☰





# Why State and Local Associations Should Care About Elections

- **Reasonable Elected Officials equals more housing inventory, more private property rights, and higher quality of life.**
- **Election Involvement Great Opportunity to Develop and Strengthen Relationship With Elected Officials and Demonstrate Value and Influence of the Association. Successful Local Officials Often Become State and Federal Officials.**
- **Internally, the reason the REALTOR® fam does IE (Independent Expenditure races) is because more housing inventory and less regulation and cost on real estate marketing and transactions means happier members and more sales. Externally, the reason is to provide more housing options to consumers of all budgets, stages of life, etc. and to preserve housing affordability and attainability for consumers.**

**RELEVANT PLAYLIST TRACKS: GIMME SHELTER BY THE ROLLING STONES; PARANOID ANDROID BY RADIOHEAD; MONEY BY PINK FLOYD**



# Why State and Local Associations Should Care About Elections

**Different philosophical approaches associations can take to engage in elections:**

- **Just be friends with whoever is in office (Only play with incumbents, guaranteed winners, and debt reduction play; typically a more modest approach)**
- **Try to influence who gets elected! (candidate recruitment, interviews, open seats, support challengers, go big for REALTOR® Champions)**

**BONUS PLAYLIST TRACKS: YOU'VE GOT A FRIEND BY CAROLE KING OR JAMES TAYLOR; ANOTHER ONE BITES THE DUST BY QUEEN**

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# Member Voter Registration and GOTV (Get Out The Vote)



**All Fired Up**

Pat Benatar







# Member Voter Registration and GOTV

**Making sure members are registered to vote and then All Fired Up to show up on Election Day (or beforehand when Early Vote/Vote-By-Mail is available) is imperative.**

- Voter Registration Initiatives for Members and Voters
  - NAR can easily run a list for you of members that are either not registered or may need to update their voter registration address
- Voter Registration Drive: NAR Resources Available
  - <https://realtorparty.realtor/campaign-services/voter-registration-program.html>
- Members can be mobilized to vote by state or local outreach, or in coordination with NAR programs like IE program (Independent Expenditure Program - <https://realtorparty.realtor/campaign-services/independent-expenditures>) and RPMA (REALTOR® Party Mobile Alerts - <https://realtorparty.realtor/member-consumer/rpma>).
- When in doubt, REAL Strategies is here to help with data and outreach options for members and the public; or to help find the right NAR program for your goals.

# Selecting REALTOR® Champions




# Selecting REALTOR® Champions



## Candidate Support Selection Process Best Practices:

- Electing REALTOR® Champion Course for Members  
<https://realtorparty.realtor/training/realtor-champions-course.html>
- Have Policies In Place
- Incumbent Policy
- Local Issues Policy Statement
- Process for Monitoring, Interviewing, and Decision-Making
- Compliance!

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What Is a  
“Campaign”?



THE BEST OF  
**MARVIN GAYE**

ANTHOLOGY SERIES • MARVIN GAYE

**Ain't No Mountain High Enough**

Marvin Gaye, Tammi Terrell

WORLD WIDE

♡

The image shows a promotional graphic for Marvin Gaye's album 'The Best of Marvin Gaye'. It features a central photograph of Marvin Gaye smiling, wearing a light-colored suit jacket over a patterned shirt. The text 'THE BEST OF MARVIN GAYE' is prominently displayed at the top in a bold, black, sans-serif font. To the left of the photo, the text 'ANTHOLOGY SERIES • MARVIN GAYE' is written vertically. Below the photo, the title 'Ain't No Mountain High Enough' is shown in a large, bold font, with the artists 'Marvin Gaye, Tammi Terrell' listed underneath. A small circular logo with the text 'WORLD WIDE' is positioned to the left of the photo. A heart icon is located to the right of the title. The entire graphic is set against a dark brown background.





# What Is a “Campaign”?

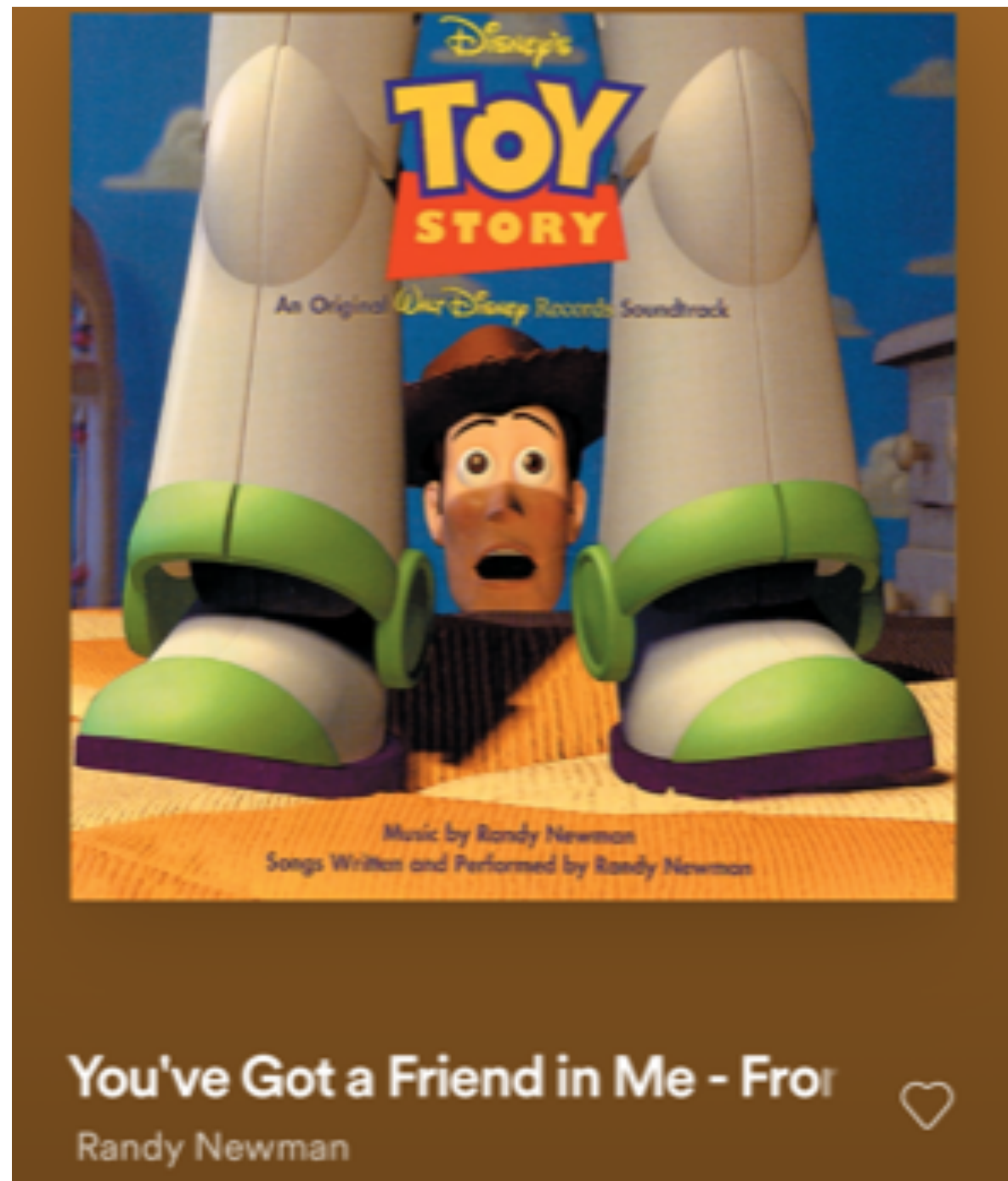
**The word “Campaign” gets used differently across our organizations so let’s get specific...**

- Direct Giving vs Coordinated vs IE (Independent Expenditure) vs Issue/Advocacy
- Types of Outreach for IE and Pros and Cons
  - Meet your voters where they are: issues and mediums
  - Digital advertising and video content continue to grow
  - Some traditional methods like mail are gaining renewed effectiveness
  - Need to be flexible and nimble
  - Pick the approach that is right for YOUR association
- IE’s and Issue Campaigns of Now: What do you have available through NAR and/or REAL Strategies
- Campaign Management Training Resources for Staff and Candidate Training Academies for Members and Allies
  - <https://realtorparty.realtor/campaign-services/candidate-issue-campaign-training>
  - <https://realtorparty.realtor/training/candidate-training-academy.html>



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# Other Ideas for Assisting REALTOR® Champions





# Additional Opportunities to Strengthen a Friendship

- Encourage Members to Vote for REALTOR® Champion
- Encourage Members to Volunteer for Campaign
- Find Sign Locations for Candidates
- Encourage Small Individual Donations from Members
- Promote Formal Association Endorsement
- Have Members Host Meet the Candidate Events
- After election season, Help with Non-Campaign Constituent Outreach Activities like Town Halls, Constituent Surveys, Community Events, etc.
- Solicit Support for Candidate from Coalition Partners

—  
Prepare Now  
for an  
Uncertain,  
Challenging  
2021!



—  
JOURNEY  
ESC4P3

**Don't Stop Believin'**  
Journey

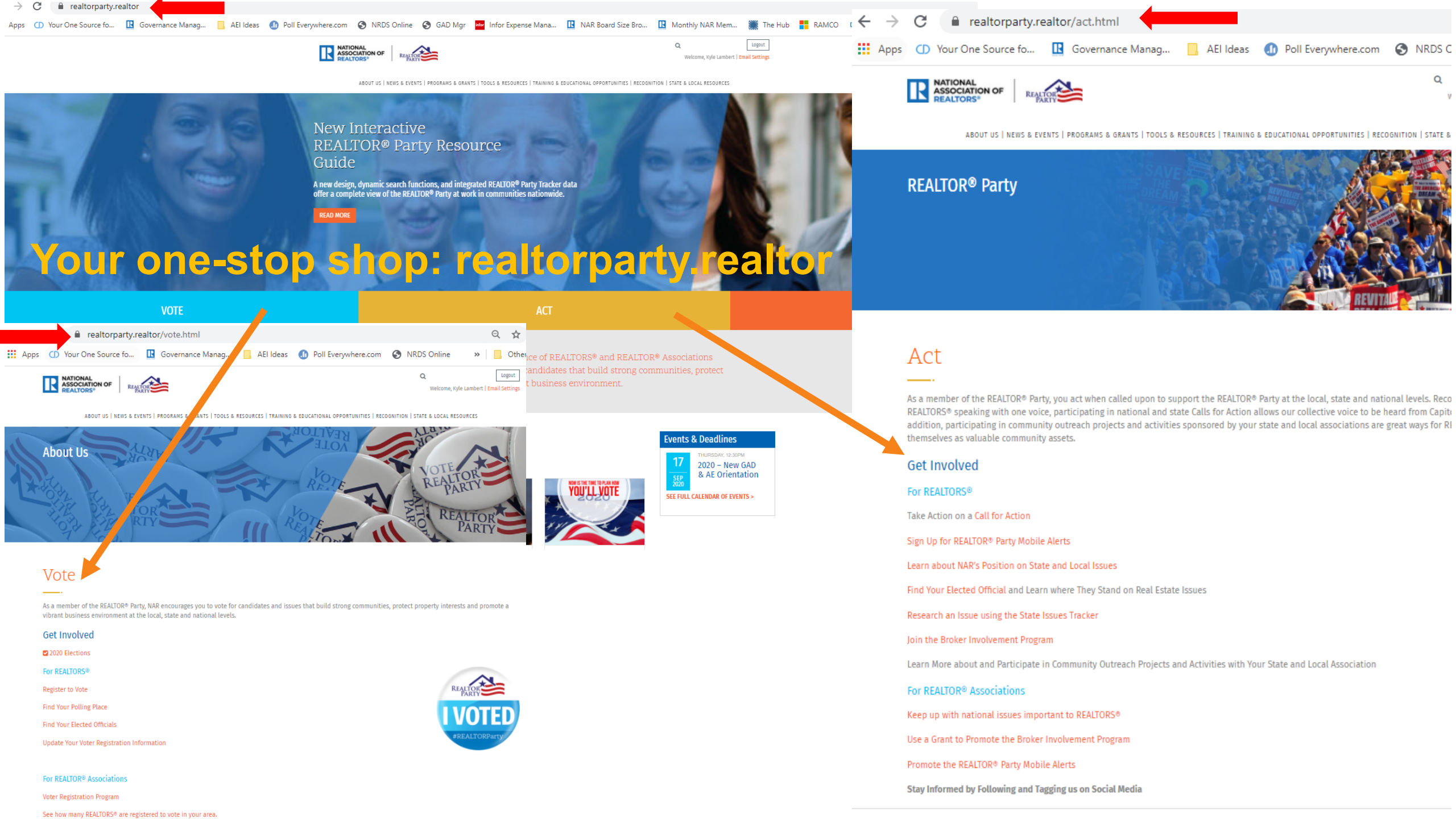




# FACE THE FUTURE WITH PLANNING AND BOLDNESS

## PREPARE NOW FOR CRAZY DAYS AHEAD

- Use the 2020 Election Cycle to Build Goodwill
  - Formal Candidate Endorsements and Strategic IE (Independent Expenditure) Activity
  - Engage Members in Campaigns where possible: Volunteering, yard signs, candidate meet-and-greets
- Tee Up your Issues Mobilization efforts with Research and Early Elected Official and Consumer Engagement Now
- Organize Your Member Grassroots
  - RPMA (REALTOR® Party Mobile Alerts)
  - Key Contact Programs
- Time to Get the Band Back Together for Coalition Work
- During offseason, help with non-campaign constituent outreach activities like town halls, constituent surveys, etc.



## New Interactive REALTOR® Party Resource Guide

A new design, dynamic search functions, and integrated REALTOR® Party Tracker data offer a complete view of the REALTOR® Party at work in communities nationwide.

[READ MORE](#)

# Your one-stop shop: realtorparty.realtor

VOTE

ACT

About Us



## Vote

As a member of the REALTOR® Party, NAR encourages you to vote for candidates and issues that build strong communities, protect property interests and promote a vibrant business environment at the local, state and national levels.

### Get Involved

- 2020 Elections
- For REALTORS®
- Register to Vote
- Find Your Polling Place
- Find Your Elected Officials
- Update Your Voter Registration Information



### For REALTOR® Associations

- Voter Registration Program
- See how many REALTORS® are registered to vote in your area.

### Events & Deadlines

17 SEP 2020 THURSDAY, 12:30PM  
2020 – New GAD & AE Orientation  
[SEE FULL CALENDAR OF EVENTS >](#)



## REALTOR® Party



## Act

As a member of the REALTOR® Party, you act when called upon to support the REALTOR® Party at the local, state and national levels. Recording REALTORS® speaking with one voice, participating in national and state Calls for Action allows our collective voice to be heard from Capitol Hill. In addition, participating in community outreach projects and activities sponsored by your state and local associations are great ways for REALTORS® to act themselves as valuable community assets.

### Get Involved

- For REALTORS®
  - Take Action on a Call for Action
  - Sign Up for REALTOR® Party Mobile Alerts
  - Learn about NAR's Position on State and Local Issues
  - Find Your Elected Official and Learn where They Stand on Real Estate Issues
  - Research an Issue using the State Issues Tracker
  - Join the Broker Involvement Program
  - Learn More about and Participate in Community Outreach Projects and Activities with Your State and Local Association
- For REALTOR® Associations
  - Keep up with national issues important to REALTORS®
  - Use a Grant to Promote the Broker Involvement Program
  - Promote the REALTOR® Party Mobile Alerts
  - Stay Informed by Following and Tagging us on Social Media



*MORE INFO:*  
REALSTRATEGIES.COM

**THANK YOU!**

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