

VIRGINIA ASSOCIATION OF REALTORS®

ISSUES MOBILIZATION FUND

PROGRAM GUIDELINES

All applications submitted for funding must be signed by the Local Association President and the Local Association Executive, if there is a Local Association Executive.

_____ (initial) **I. GUIDELINES FOR APPROPRIATE EXPENDITURES**

Requests for financial assistance from the VAR Issues Mobilization Fund concerning state issues or local issues will be considered.

Funds cannot be used for activities that either directly or indirectly endorse a candidate for public office.

Appropriate expenditures include:

- A. Ballot Measure Campaigns
- B. Grassroots Lobbying Activities:
 - 1. Letter writing campaigns
 - 2. Advertisements/Mass Media/Public Relations:
 - a) Radio
 - b) Television
 - c) Newspaper
 - d) Promotional material
- C. Host educational forums intended to raise the level of awareness about an issue
- D. Contributions to, or in conjunction with, other grassroots lobbying organizations concerning a common issue.
- E. Issue Advocacy:
 - 1. Expenses associated with a contract employing a professional advocate.
 - 2. Participation in key seminars and workshops.
- F. Data collection to assist with the development of strategies.
 - 1. Public opinion surveys
 - 2. Polling
 - 3. Phone Banks

_____ (initial) **II. CRITERIA FOR RECEIVING LOCAL ISSUES FUNDS**

- A. Any consideration for support of an issue must be in concurrence with Virginia Association of REALTORS® adopted policies and positions.

(initial) **III. WHEN REQUESTS FOR FUNDS WILL BE CONSIDERED**

- A. Funding requests may be considered at any time. However, requests must be submitted on a properly completed Application for Funding Form in order to be considered.
- B. Any funding request to be considered during a regularly held meeting of VAR's Public Policy Advocacy Group should be received by the VAR Public Policy office at least two weeks prior to the meeting.
- C. At the discretion of the chairman of PPAG, funding requests of no more than \$50,000 may be considered via conference call.
- D. Requests in excess of \$50,000 may only be considered at a scheduled meeting or a meeting called by the chairman of PPAG.

(initial) **IV. PROCEDURE TO DETERMINE EXPENDITURE**

- A. Monies in this fund will be approved as follows: [Prior to making a request, applicants are encouraged to consult with a state association resource for information and guidance.]
 - 1. Individual funding requests of no more than \$50,000 may be approved solely at the discretion of the Public Policy Advocacy Group (PPAG).
 - 2. Individual funding requests in excess of \$50,000 must be approved by both PPAG and the VAR Policy Board.
 - 3. No funding request may be considered by the Policy Board without a favorable recommendation from PPAG.
- B. Upon receipt of a funding request, the appropriate body or persons (see above) shall take one of the following actions:
 - 1. Grant the funding request in full.
 - 2. Grant a portion of the funding request.
 - 3. Deny the funding request
 - 4. Provide funding if certain conditions are met, as may be required by the appropriate granting entity (PPAG or Policy Board)
 - 5. Postpone a decision until the granting entity receives additional information.
- D. The VAR Law & Policy Office will provide appropriate follow-up to implement decisions of the PPAG or Policy Board.

V. FOLLOW-UP

The Public Policy Advocacy Group, through the Vice President for Law & Policy, shall be provided a final report, including an accounting of fund expenditures, not more than 30 days following resolution of the issue by the association receiving the funds.

VIRGINIA ASSOCIATION OF REALTORS®

ISSUES MOBILIZATION FUND

APPLICATION

NAME OF ASSOCIATION _____ DATE _____

NAME OF PRESIDENT _____

AMOUNT REQUESTED _____

GUIDELINES FOR COMPLETION OF THIS FORM: Before completing this application, please read the attached Guidelines and initial as appropriate. If more space is needed, feel free to include additional sheets.

I. PURPOSE OF FUNDING REQUEST.

II. BACKGROUND OF ISSUE.

III. DATE FUNDS NEEDED BY _____

IV. APPRAISE THE SIGNIFICANCE OF THE ISSUE AS IT COULD AFFECT THE REAL ESTATE INDUSTRY STATEWIDE.

V. SUMMARIZE THE PROPOSED COURSE OF ACTION AND THE OVERALL CAMPAIGN PLAN.

VI. ASSESS THE ODDS OF THE ISSUE PASSING OR FAILING.

VII. LIST THE GROUPS OR ORGANIZATIONS THAT OPPOSE YOUR POSITION.

A.) HOW WELL ORGANIZED IS THE OPPOSITION?

B.) HOW WELL FUNDED IS THE OPPOSITION?

C.) WHAT DO YOU ANTICIPATE TO BE THEIR STRATEGY AND TACTICS?

VIII. WHAT ARE THE OVERALL POTENTIAL COSTS INVOLVED? PLEASE ATTACH AN OVERALL CAMPAIGN BUDGET.

A.) IF YOU HAVE CONTRACTS OR PROPOSALS FROM OUTSIDE VENDORS, PLEASE ATTACH COPIES.

**IX. IS YOUR LOCAL ASSOCIATION IN A POSITION TO COMMIT ADDITIONAL FUNDS?
YES _____ NO _____**

A.) IF YES, HOW MUCH AND HOW WILL THESE FUNDS BE INTEGRATED INTO THE OVERALL BUDGET?

X. WHAT OTHER ORGANIZATIONS ARE INVOLVED IN SUPPORT OF YOUR POSITION ON THIS ISSUE? (Indicate the amount of funds pledged, if any, after each name.)

A.) HOW WILL THESE SPECIFIC FUNDS BE INTEGRATED INTO THE OVERALL BUDGET?

**XI. IS THERE A CAMPAIGN FILING REQUIREMENT FOR THIS PROJECT?
YES _____ NO _____**

IF "YES," WHAT IS THE DATE BY WHICH YOU WILL FILE WITH THE STATE BOARD OF ELECTIONS?

XII. HAVE YOU ATTACHED THE INITIALED GUIDELINES ____ (initial) AND THE OPERATING BUDGET ____ (initial)?

Name of Local Association President

Telephone

