

Issues Mobilization Fund Committee Policies & Procedures

Issues Mobilization Fund Committee

Organization

1. The Issues Mobilization Fund Committee (the “Committee”) is responsible for providing financial support to state and local REALTOR® associations to enable them to organize and manage effective campaigns to promote positions on state and local public policies (governmental laws, regulations, courses of action and funding priorities) that affect REALTOR® interests; composed of eight (8) members serving three (3) year staggered terms, with at least one (1) representative member from each Congressional District; the chairs of the MARPAC Trustees, the Legislative and Regulatory Affairs Committee and the Association Operations Committee, serving *ex officio*; and any member serving on the NAR State and Local Issues Mobilization Support Committee, serving *ex officio* so long as they hold such office.
2. Due to the nature of the Committee, continuity is imperative and there shall be no limit to the number of consecutive terms a Committee member may serve. The Committee shall make recommendations to the President for Committee appointments to be delivered by the Chair.
3. Each January the committee shall set a schedule of regular meetings for the year.
4. A special meeting may be called by the Chair for discussion of a time-sensitive issue.

Responsibilities

The Committee shall be responsible for the following pursuant to the Issues Mobilization Fund:

1. Consider requests and recommend funding to the Executive Committee to:
 - a. Assist Member Boards/Associations with local issues affecting REALTOR® public policy.
 - b. Conduct issue campaigns on statewide issues affecting REALTOR® public policy.
2. Ensure that members and Member Boards/Associations are aware of and informed about the Committee’s purpose and the funding request process and the resources available.

Usage of Funds

Issues Mobilization funds shall be used as follows:

1. To assist Member Boards/Associations with local political issues affecting real property rights, real property, real estate, real estate licensees, and the real estate industry.
 - a. Funds may be made available by the Committee to Member

- Boards/Associations for use in local issues to assist them in organizing local issues campaigns and to assist them in solicitation of additional funds.
- b. No funds shall be authorized or allocated to any Applicant without submission of a completed and signed Issues Mobilization Funding Application. The Committee may request that individuals representing the Applicant appear before the Committee to address the issue and the Request.
 - c. No Request for Issues Mobilization funds for local campaigns shall be considered from REALTOR® Members or others without the written request of a Member Board/Association.
 - d. A minimum commitment of 10% of the financial expenditure and/or in-kind commitment of equivalent value is required. This requirement may be amended due to special circumstances upon approval of the Executive Committee.
2. To conduct issue campaigns on statewide political issues affecting real property rights, real property, real estate, real estate licensees, and the real estate industry.
 - a. Funding Requests for issues of statewide significance may be submitted by Member Boards/Associations, the MAR Legislative and Regulatory Affairs Committee or the Governmental Affairs Director.
 - b. Approved funds may be used for all appropriate expenses incurred in the statewide issues campaign.
 - c. To ensure the most effective utilization of funds, the Committee may require that statewide issues campaigns be coordinated by and through the MAR office.
 - d. Funds should not be used to reimburse Applicants for contributions made to other issues campaigns or promotions.
 3. All funds allocated by the Committee are subject to the approval of the MAR Executive Committee.
 4. Approval of monetary support by the Committee and the Executive Committee does not constitute MAR's endorsement of the Applicant's position on the issue in question.
 5. Funds shall not be used to support or endorse political candidates or to pay costs of litigation.

Appropriate Expenditures

Appropriate expenditures shall include but not be limited to:

1. Ballot Measure Campaigns
2. Grassroots Lobbying Activities
 - a. Mailgrams or letter writing campaigns
 - b. Advertisements/Mass Media/Public Relations
 - (1) Radio
 - (2) Television
 - (3) Newspaper
 - (4) Promotional material
3. Host educational forums – the purpose of which is to raise the level of awareness about an issue (e.g. room charge, coffee, etc.)
4. Contributions to or with other grassroots lobbying organizations with respect to a common issue
5. Issue Advocacy
 - a. Expenses associated with a contract employing a professional advocate
 - b. Participation in key seminars and workshops
6. Data collection to assist with the development of strategies
 - a. Public opinion surveys

- b. Polling
- c. Phone Banks

Procedure

1. All Funding Requests must be sent to MAR's Governmental Affairs Director who shall promptly screen each Application. Upon determination by the Governmental Affairs Director that the Application is complete, the Application, along with all pertinent papers and information, shall be forwarded to the Committee Chair.
2. No Request shall be considered by the Committee unless all the pertinent papers and information are received by the Governmental Affairs Director in time for MAR to provide meaningful assistance. The Committee, at its next regular meeting or special meeting, shall consider the Request pursuant to established criteria and prepare a recommendation for action by MAR's Executive Committee.
3. Requests will be considered on an individual basis. Equally important considerations include, but are not limited to, the following:
 - a. Importance of issue to all REALTORS®
 - b. Active REALTOR® support and involvement
 - c. Efforts to achieve goal without Issues Mobilization Fund support
 - d. Funds raised from other sources
 - e. Winnability
 - f. Broad-based community support
4. After a review and discussion of each financial Request, the Committee will take one of the following actions:
 - a. Approve the Request fully or in part and forward to the MAR Executive Committee
 - b. Deny the Request
 - c. Approve the Request fully or in part only if certain conditions are met (as required by the Committee)
 - d. Postpone a decision until the Committee receives more definitive information
5. MAR's Governmental Affairs Director will provide appropriate follow-up to the actions taken by the Committee, including instructions for reporting.
6. The Issues Mobilization Fund Committee shall be responsible for determining if an issue submitted by a local board/association or by the MAR Legislative & Regulatory Affairs Committee will concurrently be submitted to the National Association of REALTORS® State and Local Issues Mobilization Support Committee.
7. Consideration by Executive Committee
 - a. The Committee's recommendation shall be considered at the next regular meeting of MAR's Executive Committee or at a special meeting called for that purpose. The Committee Chair or their designee and the MAR Governmental Affairs Director shall be present when the recommendation is considered by the Executive Committee.
 - b. The Executive Committee may adopt, reject or modify the Committee's recommendation.

Follow Up

1. A report, must be received by the Issues Mobilization Fund Committee within 30 days following award of the grant and a final report within 30 days following resolution of the issue. Additional reporting may be required at any time at the discretion of the Issues Mobilization Fund Committee.

2. The reports shall include but not be limited to
 - a. an itemized expense report including copies of paid invoices
 - b. a critical assessment of the campaign plan including copies of campaign materials
3. Any unused funds must be returned to the Issues Mobilization Fund. Failure to provide a campaign follow-up report will be taken into consideration on future funding requests.