

Texas Association of REALTORS®

Local Issues Mobilization Political Action Funding Request Form

Please complete all fields. The completed application will be reviewed by TAR staff and then considered for approval by TAR's Local Issues Mobilization Committee. TAR staff may review an application and request more information before the application is deemed final. TAR staff is available to assist in completing the application and/or developing a campaign plan. A final application must be signed by designated local association staff and leadership.

Please see TAR's **IMPAC-Local Issues Fund Guidelines** for more information.

Contact TAR staff at IMPAC@texasrealtors.com or (512) 370-2102 for further questions.

Campaign Basics

Local Association _____

Date of Application _____ Date when Funds are Needed _____

Local Association Point of Contact Name _____

Address _____

Phone _____ Email _____

Amount Requested \$ _____ Are Local Funds Committed? How much? _____

Issue Background

Please describe the issue, including historical background and current status (attach additional sheets if necessary). _____

How will the issue be decided? (ie: ballot measure, council vote) _____

Issue Background, cont.

What is the local association position on the issue?

Does the issue have a potential statewide impact?

Does the issue have a regional impact?

Why is this issue important to REALTORS® and the real estate industry?

Community and Coalitions

What organizations or influential individuals support your position?

What organizations or influential individuals oppose your position?

Why do those organizations or individuals oppose your position?

Community and Coalitions, cont.

Where do decision-making officials stand on the issue? _____

Has the local association joined a coalition to advocate on this issue? _____

If **YES**, has the coalition been formed as a legal entity and/or PAC? _____

Name of Coalition _____ Coalition Website _____

What other organizations have joined the coalition?

How much money has the coalition raised from other partners? _____

Have your members been active on the issue, and/or will you engage them in this campaign? If so, how?

Campaign Strategy

What is your assessment of the “winnability” of the issue? (including public opinion, polling, media attention, etc.) _____

Outline the campaign strategy. (e.g.: polling, direct mail, calls for action, social media, etc.)

What is the timeline for the campaign, including start and end dates? _____

Will you use TAR Campaign Services for this campaign? _____

Please attach a campaign budget, including specific expenses.

Conditions on Fund Approval

Please see the Local Issues Fund Guidelines for a complete list of conditions.

Approved funds may be subject to calendar deadlines, depending on the type of campaign to be funded.

TAR IMPAC will directly pay or reimburse the applicant association for costs related to the campaign.

The applicant association must notify TAR IMPAC within five (5) days of commitment of any funds related to the campaign activity.

Approved funds may be subject to campaign progress reports.

Please list any TAR staff or leadership consulted about this proposal. _____

By signing below, the applicant acknowledges receipt of and agrees to comply with the Local Issues Fund Guidelines.

Local Association President

Date

Local Association Executive (or designee)

Date

Submission

Submit this application and any supplemental information to IMPAC@texasrealtors.com.