

Texas REALTORS®

Local Issues Mobilization Political Action Funding Request Form

Please complete all fields. The completed application will be reviewed by Texas REALTORS® staff and then considered for approval by TAR's Local Issues Mobilization Committee. Staff may review an application and request more information before the application is deemed final. 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 Texas REALTORS®' **IMPAC-Local Issues Fund Guidelines** for more information.

Contact Texas REALTORS® 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? _____

Does this issue directly impact your association's territorial jurisdiction? _____

Does this issue impact the territorial jurisdiction of other local REALTOR® Associations? _____

IF YES: What other Association(s) are impacted (excluding overlay boards)?

Each local association listed above must be provided a completed **Notice Regarding Local Issues Mobilization Funding Request Form**, and each notified association must be given at least 5 business days to respond to the notice. If any responses are received, **please attach them to this application.**

Final submission of this application is confirmation that these requirements have been met.

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)

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?

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 Texas REALTORS® 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.

Texas REALTORS® IMPAC will directly pay or reimburse the applicant association for costs related to the campaign.

The applicant association must notify Texas REALTORS® 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 Texas REALTORS® 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

Local Association Executive (or designee)

Date

Date

Submission

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