

AAR LEGISLATIVE AND POLITICAL AFFAIRS
2018 Business Plan

Committee: Legislative and Political Affairs
Chair: Kent Simpson
Staff Liaison: Nicole LaSlavic
DATE: 1/22/2018

REALTOR®... the best prepared real estate professional with the highest standards.

The following are programs, products, services and activities (PPSA's) with Legislative and Political Affairs oversight.

CURRENT TOP PRIORITIES

- Achievement of the 2018 Legislative Policies
- Achievement of the 2018 REALTOR® Party Goals

RECOMMENDATIONS

GROUPS FORMED

Federal Liaison Support

AAR proactively advocates and protects private property rights and real property ownership. AAR advocates and capitalizes on the REALTOR® Party. AAR leverages and maintains influential relationships.

Strategic Focus Points: Indicate which focus point is addressed by the PPSA.

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Measurable Objective	Target Date	Status
Communicate quarterly with NAR political staff and FPC's on federal issues and the positions taken by each Arizona Member of Congress to enhance our FPC efforts while at Washington, D.C. meetings and throughout the year	Quarterly	Weekly communication occurs between VPGA and NAR Arizona Legislative Liaison.
Register all FPCs with NAR's REALTOR® Action Center	1/18	Completed in 2017. Will occur again post elections.
Oversee the FPCs quality contact with their representative or their staff within	Quarterly	Ongoing.

D.C. or Arizona, ensuring attendance at required meetings, training sessions and fundraisers		
Ensure FPCs attend required Mid-Year meetings	5/18	
Ensure compliance that all FPCs attend required NAR training session on their roles and responsibilities	2/19	
Oversee that each FPC team will hold one meeting locally or attend a fundraiser with their congressman/senator or their staff during the year	12/18	
Maintain strong communication with Congressional staff through ongoing contacts on issues important to Arizona	12/18	
Attendance at meetings with Members of Congress during the NAR Mid-Year Hill Visits is by invitation only	5/18	
Ensure compliance that FPCs meet any NAR requirements	12/18	

Recommendations:

- Continue basically as-is**
- Continue with the following modifications**
- Discontinue**

Fundraising/Grassroots Support

AAR proactively advocates and protects private property rights and real property ownership. AAR articulates NAR's and/or AAR's legislative/political successes to members with emphasis on how it affects their day-to-day business. AAR advocates and capitalizes on the REALTOR® Party. AAR provides resources to members to help them understand the value of RAPAC and educates and encourages members to share the value of RAPAC. AAR leverages and maintains influential relationships. AAR serves as a resource for local associations to take advantage of REALTOR® Party opportunities. AAR strives to achieve NAR RPAC fundraising goals and Calls for Action participation rates.

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Finalize the political activities fundraising plan by December 31st by the previous plan year	12/18	The 2018/2019 plan was finalized in October 2017.
Identify members to participate in the annual REALTOR® Party training	6/18	Date for training set for September 5, 2018.
Provide fundraising tips, tools and promotional materials for local associations	9/18	Ongoing via email and in-person distribution as the AZ REALTOR® Party Director attends local association events.
Distribute REALTOR® Party updates with local associations and the REALTOR® Party Director and provide Statewide RAPAC graphs	Monthly	Ongoing monthly via email.
Visit, at a minimum of one time annually, with each local association to promote fundraising activities	10/18	Ongoing activity with the AZ REALTOR® Party Director, with Tucson, Yuma, Bullhead City, and Lake Havasu having been visited thus far in 2018.
Utilize the NAR RAPAC Grant stipend for promotion of RAPAC	12/18	Grant submission is in process.
Utilize the Major Investor Program NAR stipend to host an AAR Major Investor Event	12/18	AZ REALTOR® Party Director is planning an AAR Major Investor event tentatively in April.
Achieve percent participation of local associations in Major Investor Events	12/18	
Achieve 100% level of RAPAC participation from state and NAR directors, AEs, Presidents, Presidents-elect, RVPs, RIMC, LPAC, Legislative Committee, RAPAC Trustees, EXCOM, BOD, and local RAPAC Chairs	12/18	NAR Directors - 41.37% AEs - 16.67% 2018 Presidents - 63.15% RVPs - 40% RIMC Committee - 63.63% LPAC - 60% Legislative Committee - 72.72% RAPAC Committee - 66.67% EXCOM - 26.66% BODs - 60.46%
Achieve 100% or NAR Major Investor Goal for 2018. Benchmarks: 50% of goal by April; 75% of goal by June; 100% by September 30.	12/18	2018 Goal - 265 Major Investors As of 01/15/2018 - 16 MIs and 13 Installment Plans
Recognize Major Investors with gift	12/18	Major Investor Fleece's are being ordered in Men's and Women's sizes.
Recognize President Circle members with gift	12/18	President's Circle Yeti Tumblers are being ordered
Communicate state and federal election law requirements to local associations in order for RAPAC to remain in compliance at the state and federal level	12/18	Ongoing.

Host a fundraising event at the Spring Conference/Convention	4/18	Local Associations have been contacted about providing auction items. All previous donors are being contacted.
Host a fundraising event at the Leadership Conference	10/18	Sponsors for annual cornhole tournament are being solicited.
Recognize RAPAC Major Investors on aaronline.com	12/18	Updated at the end of 2017 to reflect that year's MIs. 2018 MIs to begin to be recognized starting early February.
Recognize RAPAC Major Investors with special recognition at Capitol Day	1/18	Special registration, meal lines, and seating are being established for REALTOR® Day. Members will also receive Major Investor badge ribbons.
Recognize RAPAC Major Investors with special recognition at REALTOR® Caucus	9/18	
Maintain Leadership Appreciation Program to connect AAR leaders with Major Investors for recognition of investment	12/18	
Increase use of Placemaking and Smartgrowth grants by 50% over 2017 utilization by local associations	12/18	
Utilize REALTOR® Party Plus fundraising analytics and predictive models to identify likely and high dollar donors for use in achieving RAPAC goal	12/18	Use of RPP data is ongoing and the local associations are encouraged to utilize the data. AAR proactively offers RPP data to local associations.

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- Utilize REALTOR® Party Plus fundraising analytics and predictive models to identify likely and high dollar donors for use in achieving RAPAC goal.

Governmental Communications

AAR articulates NAR's and/or AAR's legislative/political successes to members with emphasis on how it affects their day-to-day business. AAR maintains and promotes a mechanism by which members can relay, on a year round basis, legislative comments and proposals. AAR provides resources to members to help them understand the value of RAPAC. AAR educates and encourages members to share the value of RAPAC.

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Measurable Objective	Target Date	Status
Provide REALTOR® Party updates and legislative updates to the Communications and Technology Department for use in the REALTOR® Voice, AAR blog and alternative forms of media distribution.	12/18	Ongoing updates are provided on a twice-monthly basis as well as needed for specific events such as REALTOR® Day at the Capitol.
Produce quarterly videos for membership outreach on Legislative and Political Affairs topics to include, but not limited to, the REALTOR® Party.	Quarterly	
Provide Calls to Action responses, when necessary, for targeted and effective immediate member communication with Arizona legislators and Members of Congress on critical issues	As Required	
Establish a system to enroll and automatically respond on members behalf to state and national Calls to Action	12/18	
Work with REALTOR® Party Plus to increase opt-in for text response Calls for Action	12/18	
Utilize digital advertising and technologies to push federal CFAs to members	12/18	
Maintain current information on each governmental program at aaronline.com	12/18	
Communicate with Big Yam for press releases when large successes occur or the consumer needs to be educated on the associations wins	12/18	Big Yam has been contacted about promoting the REALTOR® Day at the Capitol.
Communicate how Issues Mobilization and RAPAC reserves can enhance local association political objectives	12/18	Ongoing. Local Associations along the Colorado River are being encouraged to utilize their reserves to address a water diversion issue before a local board.
Communicate the importance of AAR's legislative/political successes to members	12/18	Ongoing via The Voice, emails, and in-person presentations.
Continue to communicate the mechanism by which members can relay, on a year round basis, legislative comments and proposals	12/18	This is placed on the legislative affairs page of the website at the very top for anyone that wishes to submit comments and proposals.

Utilize the broker involvement program/stipend to identify and train local brokers for grassroots education efforts on participation in NAR calls for action	12/18	
Work with REALTOR® Party Plus to identify a predictive model to target members for increased activism on legislative issues and advocacy initiatives	12/18	
Explore the use of geofencing, beacon and direct one-to-one digital advertising technologies for concentrated message delivery	12/18	

Recommendations:

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- Combine REALTOR® Party updates and timely legislative updates to be provided to the Communications and Technology Department for use in the REALTOR® Voice, AAR blog and alternative forms of media distribution.
- Expand the production of quarterly videos for membership outreach on Legislative and Political Affairs topics to also include, but not limited to the REALTOR® Party.
- Work with REALTOR® Party Plus to increase opt-in for text response Calls for Action.
- Utilize digital advertising and technologies to push federal CFAs to members.
- Work with REALTOR® Party Plus to identify a predictive model to target members for increased activism on legislative issues and advocacy initiatives.
- Explore the use of geofencing, beacon and direct one-to-one digital advertising technologies for concentrated message delivery.

Governmental Area Support

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Assign tasks to all governmental area work groups within approved budget parameters	12/18	
Implement a “Thank You” for each of the four government affairs committees.	12/18	

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Legislative Advocacy

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Measurable Objective	Target Date	Status
Activate broad-based AAR membership representation in lobbying activities through legislative committee appointments and related committee activities	12/18	
Encourage application to state boards and commissions	12/18	
Strengthen and maintain relationships with Arizona statewide officeholders and agency department heads	12/18	Vice President of Government Affairs attended legislator fundraisers the first week of January.
Strengthen and maintain relationships with housing industry partners through ongoing communications	12/18	Ongoing. Industry Partnership event set for March 7, 2018.
Achieve an 85% success rate on AAR legislative policy priorities	6/18	
Conduct daily monitoring of legislation and recommend positions to the Legislative Committee in conjunction with the approved Legislative Policy Statements	6/18	Began in November 2017 when prefiled bills were posted.

Monitor member involvement in political campaigns	12/18	
Finalize 2019 legislative priority list is finalized by October 2018	10/18	
Evaluate state-level candidates on AAR legislative policies and voting record to receive funds	8/18	

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Legislative Policy Development

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Measurable Objective	Target Date	Status
Poll members for their opinions through use of formal and informal methods	12/18	Phone polling of members occurred in December 2017 on the potential ballot measure.
Continue to involve stakeholders on real estate related issues	12/18	
Encourage proportional regional representation at the REALTOR® Caucus	9/18	
Forward all legislative recommendations to the Legislative and Political Affairs Committee for review and appropriate action	9/18	
Host 2018 REALTOR® Day Luncheon	1/18	Completed. Hosted January 9, 2018
Identify for participation in or host a second legislator event	12/18	Industry Partner event will occur. March 7, 2018.

Achieve attendance of 65% of legislators at legislative events	6/18	
Identify attendees for legislator events through political involvement and leadership activity	12/18	

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Local Lobbying Support

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Measurable Objective	Target Date	Status
Assist local lobbying efforts as issues arise	12/18	
Encouraged local associations to establish an advocacy program and provide assistance as requested	12/18	

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Political Research

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Measurable Objective	Target Date	Status
Conduct research as needed	12/18	Research commissioned on the tax breaks and taxes implemented in the last decade.
Work with REALTOR® Party Plus to utilize predictive models to obtain comprehensive analysis of membership as well as election data	12/18	

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- Work with REALTOR® Party Plus to utilize predictive models to obtain comprehensive analysis of membership as well as election data.

Election Year Activities

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Measurable Objective	Target Date	Status
Encourage members to register to vote	12/18	
Establish protocol for a “Get Out the Vote” campaign for use in 2018 election cycle	11/18	

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