

AAR LEGISLATIVE AND POLITICAL AFFAIRS
2019 Business Plan

Committee: Legislative and Political Affairs
Chair: Vice Chair Shelly Ostrowski
Staff Liaison: Nicole LaSlavic
DATE:

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

- Planning REALTOR® Day at the Capitol Luncheon
- Preparing for the Legislative Session
- Achieving the REALTOR® Party Goals (NAR Determined)

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.

- 1. The Arizona REALTORS® is a professional REALTOR® association that functions within a fluid operational structure and responsive governance model to accomplish its purpose and vision.
- 2. The Arizona REALTORS® is the most powerful and influential political force in Arizona.
- 3. The Arizona REALTORS® provides members unsurpassed risk management tools.
- 4. The Arizona REALTORS® sets the standard in quality and meaningful professional development that positions the REALTOR® member to succeed, and delivered to members in their moment of need.
- 5. The Arizona REALTORS® supports the success of REALTOR® members with business services.
- 6. The Arizona REALTORS® communicates the right message to the right people at the right time in methods that listen, reach out, inform, connect and engage with the membership and local associations.

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	FPC recommendations submitted to NAR prior to their November 23, 2018 deadline.

Register all FPCs with NAR's REALTOR® Action Center	1/19	Awaiting approval from NAR on the FPC recommendations. Once approved, they will be entered into the HUB.
Oversee the FPCs quality contact with their representative or their staff within D.C. or Arizona, ensuring attendance at required meetings, training sessions and fundraisers	Quarterly	Awaiting approval from NAR on the FPC recommendations. Once approved, FPCs will be encouraged to meet with their MOC.
Ensure FPCs attend required Mid-Year meetings	5/19	
Ensure compliance that all FPCs attend required NAR training session on their roles and responsibilities	2/19	New FPC training is scheduled in D.C. February 6 – 8, 2019. A state training will occur on February 22, 2019.
Oversee that each FPC team will hold one meeting locally or attend a fundraiser with their congressman/senator or their staff during the year	12/19	
Maintain strong communication with Congressional staff through ongoing contacts on issues important to Arizona	12/19	
Attendance at meetings with Members of Congress during the NAR Mid-Year Hill Visits is by invitation only	5/19	
Ensure compliance that FPCs meet any NAR requirements	12/19	

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.

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

1. The Arizona REALTORS® is a professional REALTOR® association that functions within a fluid operational structure and responsive governance model to accomplish its purpose and vision.
 2. The Arizona REALTORS® is the most powerful and influential political force in Arizona.
 3. The Arizona REALTORS® provides members unsurpassed risk management tools.

___ 4. The Arizona REALTORS® sets the standard in quality and meaningful professional development that positions the REALTOR® member to succeed, and delivered to members in their moment of need.

___ 5. The Arizona REALTORS® supports the success of REALTOR® members with business services.

X 6. The Arizona REALTORS® communicates the right message to the right people at the right time in methods that listen, reach out, inform, connect and engage with the membership and local associations.

Measurable Objective	Target Date	Status
Finalize the political activities fundraising plan by December 31st by the previous plan year	12/19	The fundraising plan is being formulated as we await our goals to be received from NAR.
Identify members to participate in the annual REALTOR® Party training	6/19	
Provide fundraising tips, tools and promotional materials for local associations	9/19	
Distribute REALTOR® Party updates with local associations and the REALTOR® Party Director and provide Statewide RAPAC graphs	Monthly	REALTOR® Party update has been sent out in preparation for the 2019 year.
Visit, at a minimum of one time annually, with each local association to promote fundraising activities	10/19	
Utilize the NAR RAPAC Grant stipend for promotion of RAPAC	12/19	Formulation of fundraising plan still in progress and grants will depend on that activity.
Utilize the Major Investor Program NAR stipend to host an AAR Major Investor Event	12/19	
Achieve participation of local associations in Major Investor Events	12/19	
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	12/19	
Achieve 100% or NAR Major Investor Goal for 2019. Benchmarks: 50% of goal by April; 75% of goal by June; 100% by September 30.	12/19	
Recognize Major Investors with gift	12/19	
Recognize President Circle members with gift	12/19	
Communicate state and federal election law requirements to local associations in order for RAPAC to remain in compliance at the state and federal level	12/19	

Host a fundraising event at the Spring Conference/Convention	4/19	Planning for the Spring Conference silent auction in the works.
Host a fundraising event at the Leadership Conference	10/19	
Recognize RAPAC Major Investors on aaronline.com	12/19	
Recognize RAPAC Major Investors with special recognition at Capitol Day	1/19	Names will be included in the event pamphlet.
Recognize RAPAC Major Investors with special recognition at REALTOR® Caucus	9/19	
Maintain Leadership Appreciation Program to connect AAR leaders with Major Investors for recognition of investment	12/19	
Increase use of Placemaking and Smartgrowth grants by 50% over 2017 utilization by local associations	12/19	
Utilize REALTOR® Party Plus fundraising analytics and predictive models to identify likely and high dollar donors for use in achieving RAPAC goal	12/19	Conducting member survey and member focus group to identify ways to effectively market to our membership.

Recommendations:

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

- Remove “percentage” from “Achieve *percentage* participation of local associations in Major Investor Events” in order to promote participation from all local associations. Previous objective did not identify a percentage number.

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.

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

1. The Arizona REALTORS® is a professional REALTOR® association that functions within a fluid operational structure and responsive governance model to accomplish its purpose and vision.
 2. The Arizona REALTORS® is the most powerful and influential political force in Arizona.
 3. The Arizona REALTORS® provides members unsurpassed risk management tools.
 4. The Arizona REALTORS® sets the standard in quality and meaningful professional development that positions the REALTOR® member to succeed and delivered to members in their moment of need.

___ 5. The Arizona REALTORS® supports the success of REALTOR® members with business services.

X 6. The Arizona REALTORS® communicates the right message to the right people at the right time in methods that listen, reach out, inform, connect and engage with the membership and local associations.

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.	12/19	Ongoing. Recent articles have focused on the election outcomes, and the ballot measure.
Produce videos for membership outreach as needed on Legislative and Political Affairs topics to include, but not limited to, the REALTOR® Party.	As Required	Initial planning stages for the REALTOR® Party video. Lee is working with Holly Mabery to produce additional videos on the REALTOR® Party successes.
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	
Work with REALTOR® Party Plus to increase opt-in for text response Calls for Action	12/19	
Utilize digital advertising and technologies to push federal CFAs to members	12/19	
Maintain current information on each governmental program at aaronline.com	12/19	Ongoing
Communicate with Big Yam for press releases when large successes occur or the consumer needs to be educated on the associations wins	12/19	
Communicate how Issues Mobilization and RAPAC reserves can enhance local association political objectives	12/19	
Communicate the importance of AAR's legislative/political successes to members	12/19	
Continue to communicate the mechanism by which members can relay, on a year-round basis, legislative comments and proposals	12/19	This is located on the Legislative Affairs webpage as a permanent feature.
Utilize the broker involvement program/stipend to identify and train local brokers for grassroots education efforts on participation in NAR calls for action	12/19	

Work with REALTOR® Party Plus to identify a predictive model to target members for increased activism on legislative issues and advocacy initiatives	12/19	Conducting member survey and member focus group to identify ways to effectively market to our membership.
Explore the use of geofencing, beacon and direct one-to-one digital advertising technologies for concentrated message delivery	12/19	

Recommendations:

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

- **Modify legislative videos to “as needed” versus “quarterly” to more accurately reflect video production for Government Affairs Department.**
- **Remove “establish a system to enroll and automatically respond on a members behalf to state and national Calls to Action” as it conflicts with enrollment privacy policies.**

Governmental Area Support

AAR is the most powerful and influential political force in Arizona. Continue to follow the Legislative Policy Statements. Proactively advance or defeat legislation to benefit private property rights and REALTORS®.

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

1. The Arizona REALTORS® is a professional REALTOR® association that functions within a fluid operational structure and responsive governance model to accomplish its purpose and vision.
2. The Arizona REALTORS® is the most powerful and influential political force in Arizona.
3. The Arizona REALTORS® provides members unsurpassed risk management tools.
4. The Arizona REALTORS® sets the standard in quality and meaningful professional development that positions the REALTOR® member to succeed, and delivered to members in their moment of need.
5. The Arizona REALTORS® supports the success of REALTOR® members with business services.
6. The Arizona REALTORS® communicates the right message to the right people at the right time in methods that listen, reach out, inform, connect and engage with the membership and local associations.

Measurable Objective	Target Date	Status
Assign tasks to all governmental area work groups within approved budget parameters	12/19	Ongoing
Implement a “Thank You” for each of the four government affairs committees.	12/19	Ongoing

Recommendations:

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

Legislative Advocacy

AAR is the most powerful and influential political force in Arizona. Continue to follow the Legislative Policy Statements. Proactively advance or defeat legislation to benefit private property rights and REALTORS®. 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.

- 1. The Arizona REALTORS® is a professional REALTOR® association that functions within a fluid operational structure and responsive governance model to accomplish its purpose and vision.
- 2. The Arizona REALTORS® is the most powerful and influential political force in Arizona.
- 3. The Arizona REALTORS® provides members unsurpassed risk management tools.
- 4. The Arizona REALTORS® sets the standard in quality and meaningful professional development that positions the REALTOR® member to succeed, and delivered to members in their moment of need.
- 5. The Arizona REALTORS® supports the success of REALTOR® members with business services.
- 6. The Arizona REALTORS® communicates the right message to the right people at the right time in methods that listen, reach out, inform, connect and engage with the membership and local associations.

Measurable Objective	Target Date	Status
Activate broad-based AAR membership representation in lobbying activities through legislative committee appointments and related committee activities	12/19	
Encourage application to state boards and commissions	12/19	
Strengthen and maintain relationships with Arizona statewide officeholders and agency department heads	12/19	Ongoing
Strengthen and maintain relationships with housing industry partners through ongoing communications	12/19	Ongoing. Meetings have occurred with the entities that represent low income housing as it pertains to taxation statutes.
Achieve an 85% success rate on AAR legislative policy priorities	6/19	
Conduct daily monitoring of legislation and recommend positions to the Legislative Committee in conjunction with the approved Legislative Policy Statements	6/19	Ongoing
Monitor member involvement in political campaigns	12/19	
Finalize 2020 legislative priority list is finalized by October 2019	10/19	
Evaluate state-level candidates on AAR legislative policies and voting record to receive funds	8/19	

Recommendations:

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

Legislative Policy Development

AAR is the most powerful and influential political force in Arizona. AAR proactively advocates and protects private property rights and real property ownership. AAR advocates and capitalizes on the REALTOR® Party. Maintain and promote a mechanism by which members can relay, on a year round basis, legislative comments and proposals.

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

- 1. The Arizona REALTORS® is a professional REALTOR® association that functions within a fluid operational structure and responsive governance model to accomplish its purpose and vision.
- 2. The Arizona REALTORS® is the most powerful and influential political force in Arizona.
- 3. The Arizona REALTORS® provides members unsurpassed risk management tools.
- 4. The Arizona REALTORS® sets the standard in quality and meaningful professional development that positions the REALTOR® member to succeed, and delivered to members in their moment of need.
- 5. The Arizona REALTORS® supports the success of REALTOR® members with business services.
- 6. The Arizona REALTORS® communicates the right message to the right people at the right time in methods that listen, reach out, inform, connect and engage with the membership and local associations.

Measurable Objective	Target Date	Status
Poll members for their opinions through use of formal and informal methods	12/19	Conducting member survey and member focus group to identify ways to effectively market to our membership.
Continue to involve stakeholders on real estate related issues	12/19	
Encourage proportional regional representation at the REALTOR® Caucus	9/19	
Forward all legislative recommendations to the Legislative and Political Affairs Committee for review and appropriate action	9/19	
Host 2019 REALTOR® Day Luncheon	1/19	Scheduled for January 15 th , in the planning stage currently.
Identify for participation in or host a second legislator event	12/19	
Achieve attendance of 65% of legislators at legislative events	6/19	
Identify attendees for legislator events through political involvement and leadership activity	12/19	

Recommendations:

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

Local Lobbying Support

AAR is the most powerful and influential political force in Arizona. AAR proactively advocates and protects private property rights and real property ownership.

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

- 1. The Arizona REALTORS® is a professional REALTOR® association that functions within a fluid operational structure and responsive governance model to accomplish its purpose and vision.
- 2. The Arizona REALTORS® is the most powerful and influential political force in Arizona.
- 3. The Arizona REALTORS® provides members unsurpassed risk management tools.
- 4. The Arizona REALTORS® sets the standard in quality and meaningful professional development that positions the REALTOR® member to succeed, and delivered to members in their moment of need.
- 5. The Arizona REALTORS® supports the success of REALTOR® members with business services.
- 6. The Arizona REALTORS® communicates the right message to the right people at the right time in methods that listen, reach out, inform, connect and engage with the membership and local associations.

Measurable Objective	Target Date	Status
Assist local lobbying efforts as issues arise	12/19	
Encouraged local associations to establish an advocacy program and provide assistance as requested	12/19	VPGA assisting with Phoenix Association Mayoral Election.

Recommendations:

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

Political Research

AAR is the most powerful and influential political force in Arizona. AAR proactively advocates and protects private property rights and real property ownership. AAR continues to follow the Legislative Policy Statements.

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

- 1. The Arizona REALTORS® is a professional REALTOR® association that functions within a fluid operational structure and responsive governance model to accomplish its purpose and vision.
- 2. The Arizona REALTORS® is the most powerful and influential political force in Arizona.
- 3. The Arizona REALTORS® provides members unsurpassed risk management tools.
- 4. The Arizona REALTORS® sets the standard in quality and meaningful professional development that positions the REALTOR® member to succeed, and delivered to members in their moment of need.
- 5. The Arizona REALTORS® supports the success of REALTOR® members with business services.

6. The Arizona REALTORS® communicates the right message to the right people at the right time in methods that listen, reach out, inform, connect and engage with the membership and local associations.

Measurable Objective	Target Date	Status
Conduct research as needed	12/19	
Work with REALTOR® Party Plus to utilize predictive models to obtain comprehensive analysis of membership as well as election data	12/19	Conducting member survey and member focus group to identify ways to effectively market to our membership.

Recommendations:

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

Election Year Activities

AAR is the most powerful and influential political force in Arizona. AAR leverages and maintains influential relationships.

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

1. The Arizona REALTORS® is a professional REALTOR® association that functions within a fluid operational structure and responsive governance model to accomplish its purpose and vision.
 2. The Arizona REALTORS® is the most powerful and influential political force in Arizona.
 3. The Arizona REALTORS® provides members unsurpassed risk management tools.
 4. The Arizona REALTORS® sets the standard in quality and meaningful professional development that positions the REALTOR® member to succeed, and delivered to members in their moment of need.
 5. The Arizona REALTORS® supports the success of REALTOR® members with business services.
 6. The Arizona REALTORS® communicates the right message to the right people at the right time in methods that listen, reach out, inform, connect and engage with the membership and local associations.

Measurable Objective	Target Date	Status
Encourage members to register to vote	12/19	
Establish protocol for a “Get Out the Vote” campaign for use in 2020 election cycle	11/19	

Recommendations:

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