



Arizona REALTORS®
Key Contact Program:
Introduction to
Advocacy – February
2025

ARIZONA REALTORS®
KEY CONTACT
PROGRAM

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95% Of Members of Congress surveyed stated that staying in touch with their constituents was a very important part of their job.



CMF CONGRESSIONAL
MANAGEMENT
FOUNDATION

Agenda

01

What is Advocacy?



02

Effective Meetings with Lawmakers



03

Building Relationships

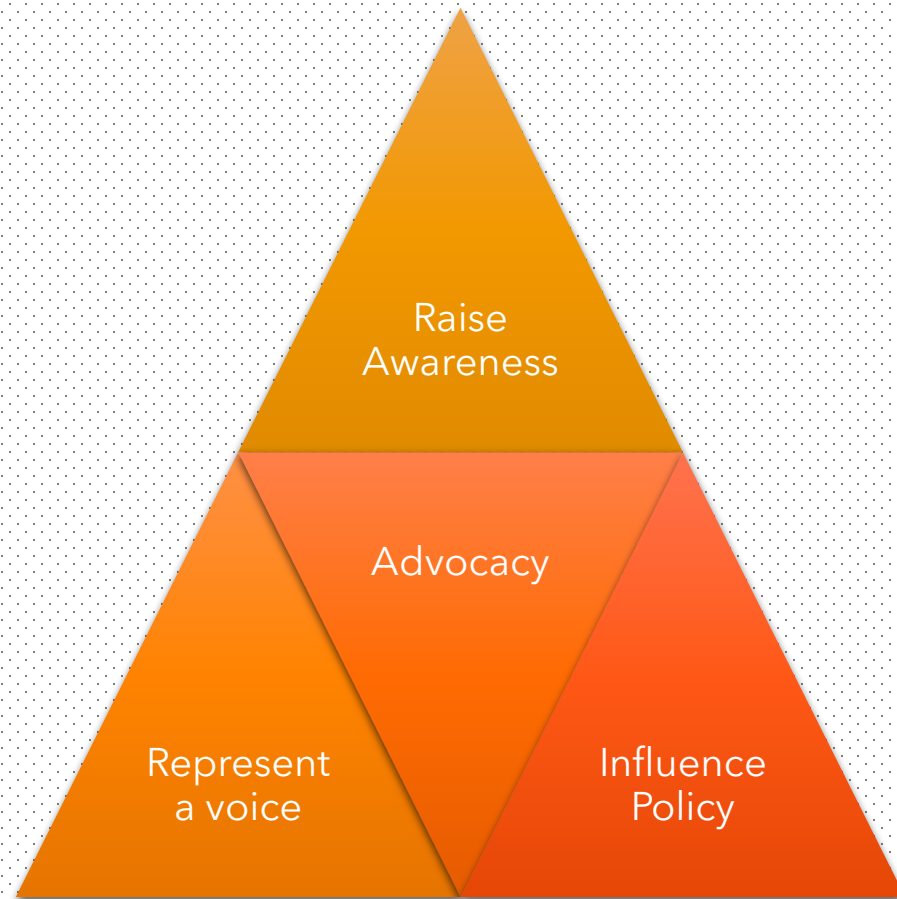


04

Do your homework



Why is Advocacy Important?



Key Elements of Advocacy

Building Relationships

- **Network Cultivation:** Establish and nurture relationships with key stakeholders, including elected officials, business leaders, and community influencers.
- **Consistent Engagement:** Maintain regular, meaningful communication to stay top-of-mind and foster trust.

Strategic Messaging

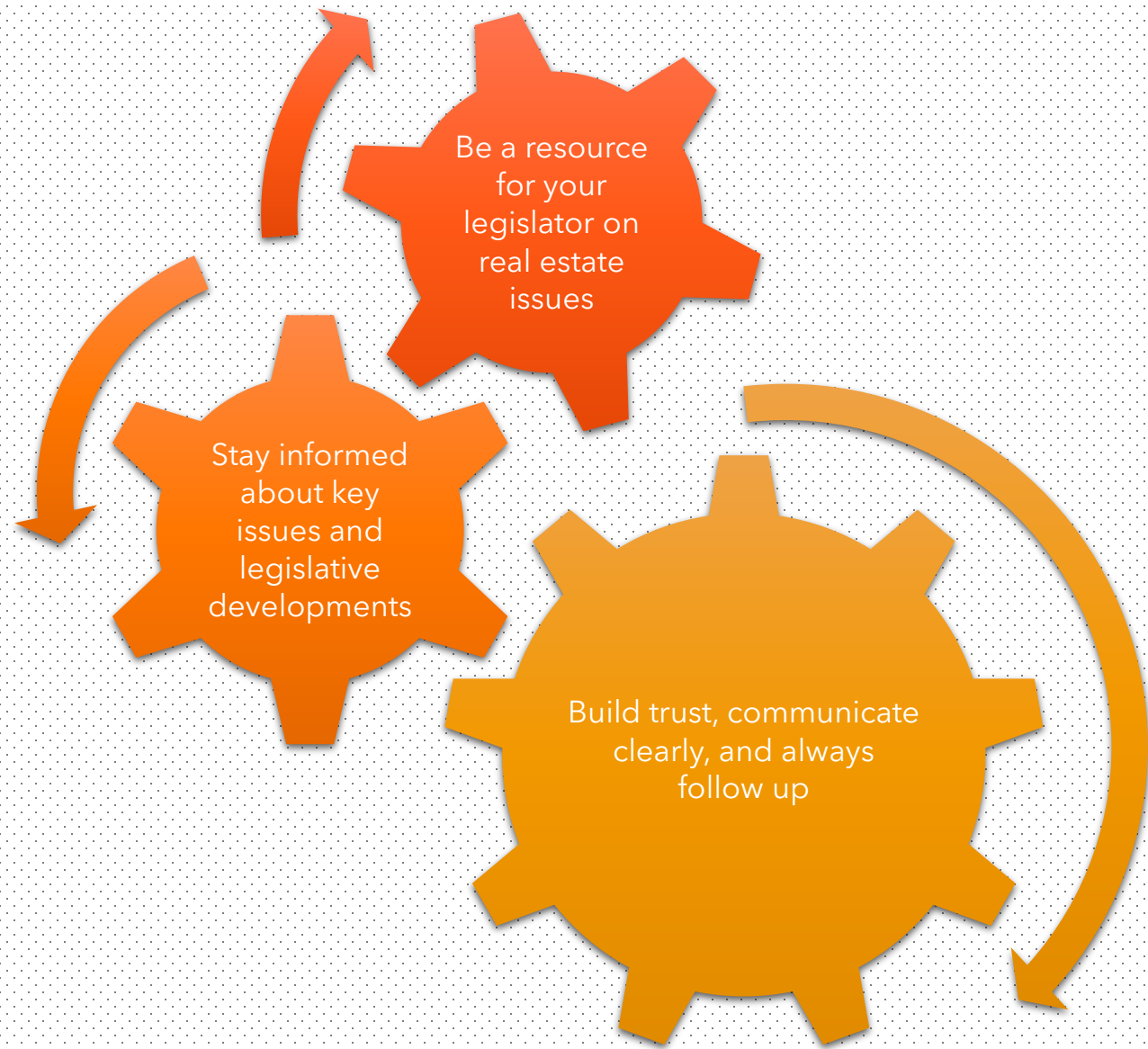
- **Clear Objectives:** Define the goals of your advocacy clearly and align your messages to support these objectives.
- **Compelling Narrative:** Craft a persuasive story that highlights the importance and urgency of your cause, utilizing data and personal anecdotes.

Leveraging Influence

- **Media Engagement:** Utilize traditional and social media platforms to amplify your message and reach a broader audience.
- **Public Speaking:** Use your platform to speak at events, panels, and forums to raise awareness and gain support.



Your Role as a Key Contact



Strategic Messaging



Industry-Specific Expertise: Share your knowledge!



Emotions Matter: Find ways to pull on the heart strings



Think Beyond Just Yourself: How does a policy impact district/state



Re-Election is Top of Mind: How can this policy impact their next campaign

Building Relationships



You Don't Always Need to Have an Ask: Be a resource even when you don't have an ask



Invite Your Lawmaker to Association/Industry Events: Who doesn't love a good photo op?



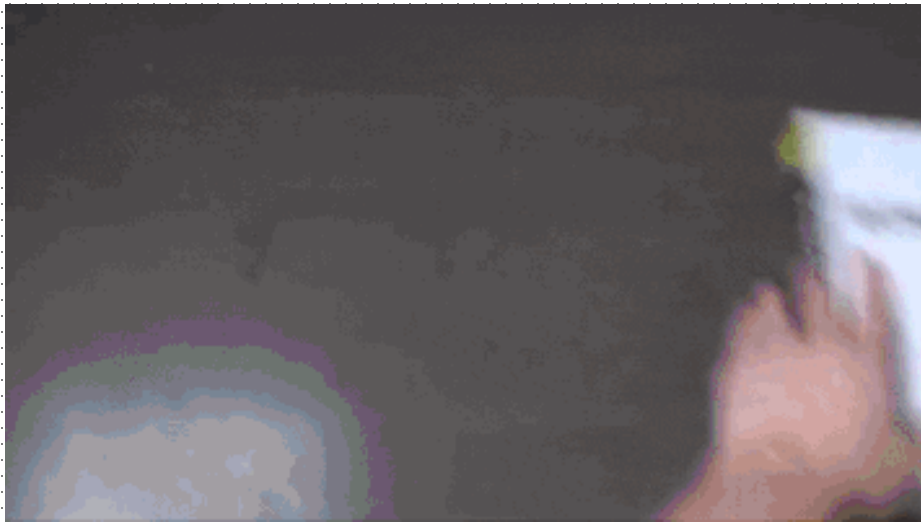
Consistency is Key: Whether it is outreach, messaging, etc., Be consistent.



Acknowledge Their Commitment: Say thank you when applicable



Do your homework



Research and Understanding

- Issue Knowledge: Deep understanding of the issue, including its history and current challenges.
- Data and Evidence: Gather data, case studies, and personal stories to support your advocacy efforts.
- Know your audience: Understand your stakeholders including legislators and opposition to the issue

Leverage Influence



Relationships Matter: Build relationships with local press when possible



Give and You Shall Receive: Reciprocation plays heavily into press relations



Ask for What You Want: Within reason...



Always be Pleasant & Respectful: Even when they disagree with you



Thank you
for being an Arizona REALTORS® Key
Contact!



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