

Key Contact Program:

The need for real-relationships in advocacy

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Agenda

- What is grasstops advocacy? Why is it important?
- Government Affairs has changed
- Arizona REALTORS® Key Contact Program
- Local Association involvement
- Arena Application
- Let's get to work!
- Questions?

What is Grasstops Advocacy?

- According to the Congressional Management Foundation (CMF), **95%** of Members of Congress believe that "interacting with their constituents" is a "very important" part of their job.
- Grasstops advocates are individuals who meet any of the following criteria:
 - Have an existing relationship with an elected official (neighbor, personal friend, etc.)
 - Willing to build/cultivate a relationship with an elected official
 - Major contributor to an elected official



Government Affairs has changed

The COVID-19 pandemic changed the nature of advocacy forever. Influencing lawmakers takes more than it used to:

- Cookie-cutter strategies no longer cut it (pun intended)
- Direct lobbying alone is no longer enough
- With so much noise in the political arena today, organizations need to find a way to cut through the clutter and drive home their points.



AZ REALTORS® Key Contact Program

The Arizona REALTORS® Key Contact Program is a vital component when it comes to advocating for REALTORS® and the real estate industry here in Arizona. Key Contacts are the voice of the real estate industry in AZ.

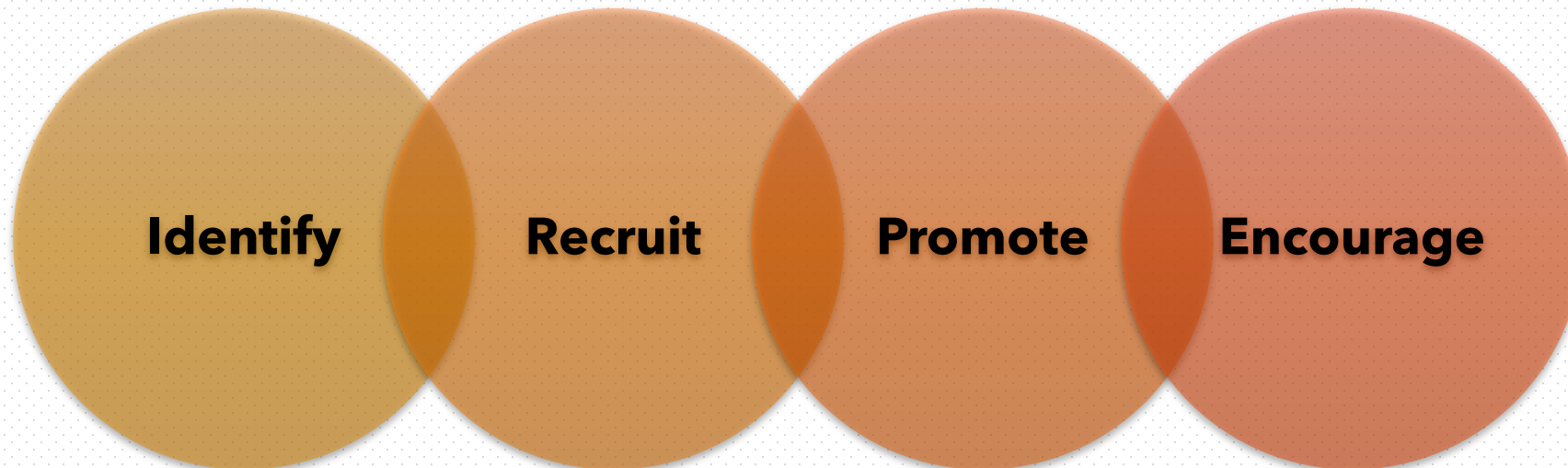
- Consistently advocate
- Contact designated lawmakers (once per quarter)
- Respond to 75% of any/all state calls to action (CTA)
- Serve as a subject matter expert
- Training/Education participation
- Meet with your designated lawmaker
- Other duties (inviting elected official to REALTOR® events, field reports, etc.)

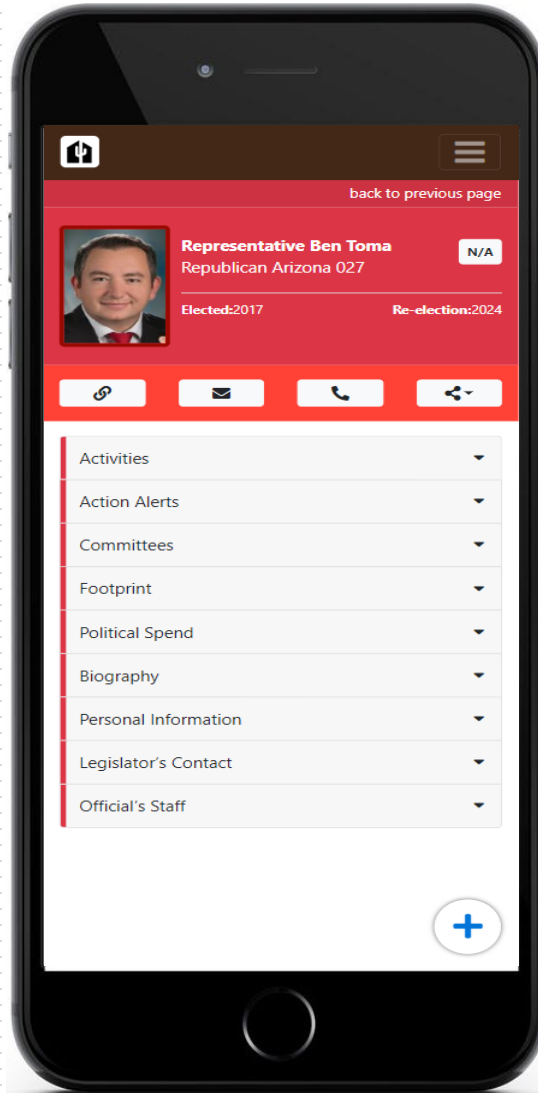


Local Association Involvement

The Key Contact Program is a vital piece of the AZ REALTORS® government affairs strategy as we move into 2025. Growing and cultivating the Program is of the utmost importance. Beyond importance at the state level, local associations will benefit from their core advocates further developing their skills as communicators, issue experts, and advocates.

Ways local associations can assist the AZ REALTORS® in growing the Key Contact Program are as follows:



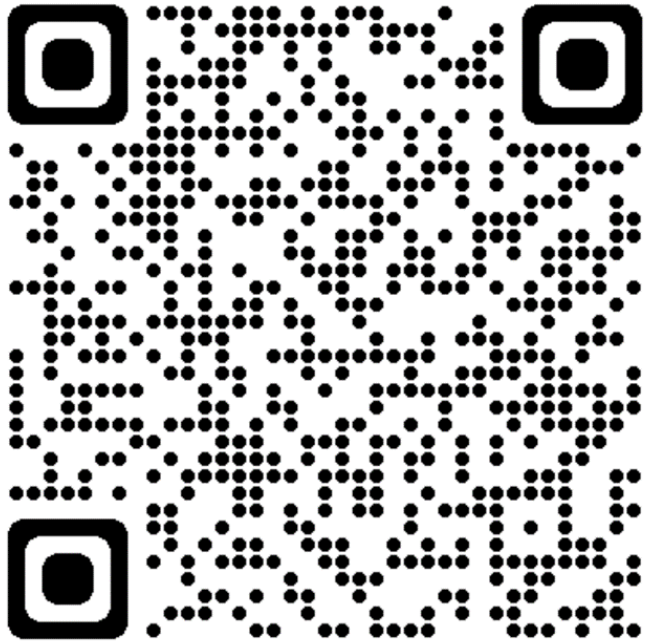


Arena Application

- AZ REALTORS® Key Contact Arena Application
 - The Arena application allows Arizona REALTORS® to manage the Key Contact program effectively and efficiently in one centralized, mobile friendly tool.
 - Key Contacts can access legislator information and file reports based on interactions with assigned legislators.
 - The arena application works with Aristotle 360 to provide a comprehensive, detailed report.
 - As local association staff, you can access these reports to support and gauge interactions between Key Contacts and AZ Legislators in your local area.



Let's Get to Work!



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**Thank you for
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