Resources, tools and funding information to help state and local REALTOR® associations create, implement and sustain successful advocacy and community outreach programs.
The REALTOR® Party is all about putting our commitment to the American dream of real property ownership to work in very real and tangible ways. We’ve got the geographic reach, the political passion and the skilled ability to mobilize … and then some.

Just take a look at the more than 150 REALTOR® Party Success Stories posted at the REALTOR® Action Center (www.realtoractioncenter.com/successstories) to see inspiring examples of how state and local associations are putting REALTOR® Party Resources to work—one neighborhood at a time.

We want to remind you that the programs, tools and services listed in this guide can be especially helpful as you work to meet the advocacy and consumer outreach requirements of the Organizational Alignment Core Standards for Associations.

Thank you for all you do to make the REALTOR® Party strong and effective. We look forward to working together with you to take our advocacy and community outreach efforts to an even higher level.

Tom Salomone, 2016 President
National Association of REALTORS®

Dale Stinton, Chief Executive Officer
National Association of REALTORS®
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The REALTOR® Party is a powerful alliance of REALTORS® and REALTOR® Associations working to protect and promote homeownership and property interests. The REALTOR® Party speaks with one voice to advance public policies and candidates that build strong communities and promote a vibrant business environment.
The Organizational Alignment/Core Standards initiative was approved by NAR’s Board of Directors in May 2014 to raise the bar for REALTOR® Associations’ day-to-day operations while ensuring high-quality service for REALTORS®.

In recent years, REALTOR®’s grassroots activities have increased; REALTORS® have gained political clout and legislative victories in every corner of the country; and state and local REALTOR® Associations have expanded their community presence. The significance of this surge of activity is reflected in the Core Standards’ Advocacy and Consumer Outreach components.

The REALTOR® Party offers more than 80 programs, grants and other tools, as well as expertise, to help your association meet the Advocacy and Consumer Outreach requirements. These resources are outlined in the following four categories:

- Community Outreach,
- RPAC and Political Fundraising,
- Member Mobilization and
- Campaign Services.

In the program descriptions, there are indications of the programs that may qualify for use in attaining Core Standards compliance. Programs marked with an A indicate they may qualify under the Advocacy Section and programs marked with a CO indicated they may qualify under the Consumer Outreach Section. Some programs may qualify for both and are marked with an A and CO.

Submission of a grant application, program participation or resource utilization does not automatically meet the Core Standards requirement. NAR Community & Political Affairs staff are available to assist you in learning how to use the REALTOR® Party Resources to meet the Advocacy and Consumer Outreach components of the Core Standards.

Please contact Bill Malkasian, Vice President of Political Strategic Planning, at bmalkasian@realtors.org or 608-345-9004; Susie Helm, Vice President of Advocacy Operations and Communications, at shelm@realtors.org or 202-383-1117; or the staff member listed in this guide for a specific REALTOR® Party program you may be interested in pursuing.
Community Outreach

Grants, trainings, technical assistance and resources to enable your REALTOR® Association to become a leader in your community in three key areas—diversity, housing opportunity and land use/smart growth.

DIVERSITY

DIVERSITY INITIATIVE GRANT

Increase diversity and inclusion within the association and its leadership; build and expand relationships with multicultural real estate organizations; address fair housing issues; and fair housing planning in your communities with the Diversity Initiative Grant program. Providing resources to state and local associations is a key strategy in NAR’s overall diversity program. Grant funding is available up to $5,000.

Learn More: www.realtoractioncenter.com/diversity

Contact: Hugh Morris at 202-383-1278 or hmorris@realtors.org

LEADING WITH DIVERSITY WORKSHOP

This three-hour session for state and local association leaders and staff helps develop and articulate a business case for inclusion and diversity, define what diversity means in your community and take action to help you move your association along its path to inclusion of diversity in your leadership. Workshop participants weigh the benefits of working with local chapters of multicultural real estate organizations and use the Diversity Toolkit (available at www.realtoractioncenter.com/diversity) to help develop action plans that form the basis for a Diversity Initiative Grant.

Contact: Fred Underwood at 202-383-1132 or funderwood@realtors.org
FAIR HOUSING RESOURCES
What is the state of fair housing in your community? As your local government completes HUD's Fair Housing Assessments, be sure your association is part of the planning process. Help your communities look holistically at fair housing and develop solutions that will be effective in the marketplace. Visit the REALTOR® Action Center for the latest tools and resources to share, including the Fair Housing Focus and poster for Fair Housing Month.

Learn More: [www.realtoractioncenter.com/fairhousing](http://www.realtoractioncenter.com/fairhousing)
Contact: Fred Underwood at 202-383-1132 or funderwood@realtors.org

HOUSING OPPORTUNITY

HOUSING OPPORTUNITY GRANT for CO
The Housing Opportunity (HOP) grant supports programs and activities that create housing opportunities for your community or state, such as homeownership fairs, education events, affordable housing needs studies, housing forums and more. Grants are available at three funding levels to support state and local REALTOR® Associations’ activities that create and expand affordable housing opportunities. Grant funding is available up to $15,000.

Learn More: [www.realtoractioncenter.com/hopgrants](http://www.realtoractioncenter.com/hopgrants)
Contact: Wendy Penn at 202-383-7504 or housingopportunitygrants@realtors.org

EXPANDING HOUSING OPPORTUNITIES CLASS
Educate your membership on a range of affordable housing opportunities and the clients seeking them. The Expanding Housing Opportunity (EHO) class increases participants’ understanding of how affordability bolsters the housing market, engages clients and builds businesses and communities. Students will learn to better leverage partnerships and resources to expand housing opportunities. EHO is available online and in the classroom.

Learn More: [www.realtoractioncenter.com/eho](http://www.realtoractioncenter.com/eho)
Contact: Wendy Penn at 202-383-7504 or eho@realtors.org

EMPLOYER-ASSISTED HOUSING CLASS
This class provides an overview of Employer-Assisted Housing (EAH) programs, an employer benefit to help meet employees’ housing needs that includes homebuyer education, counseling and/or financial assistance. This class also details the role of the REALTOR® and their partners in working with employers to implement an EAH benefit, and offers an action plan and a variety of tools and resources.

Learn More: [www.realtoractioncenter.com/eah](http://www.realtoractioncenter.com/eah)
Contact: Holly Moskerintz at 202-383-1157 or eah@realtors.org

EMPLOYER-ASSISTED HOUSING INITIATIVE & GUIDE
The Employer-Assisted Housing (EAH) Initiative and Guide will help your association address the housing challenges facing working families in your community. The guide, technical assistance and funding are available to help plan and organize EAH initiatives, such as a forum for stakeholders, EAH class for members and/or outreach to local employers.

Learn More: [www.realtoractioncenter.com/eahguide](http://www.realtoractioncenter.com/eahguide)
Contact: Holly Moskerintz at 202-383-1157 or eah@realtors.org

WORKFORCE HOUSING FORUM & GUIDE
The Workforce Housing Forum and Guide provide technical and financial assistance to help plan, organize and conduct a forum to address your community’s workforce housing needs. The guide includes tips and tools for setting goals, identifying partners, selecting speakers, managing resources, handling logistics and examples of successful forums conducted by other associations.

Learn More: [www.realtoractioncenter.com/housingforumguide](http://www.realtoractioncenter.com/housingforumguide)
Contact: Holly Moskerintz at 202-383-1157 or hmoskerintz@realtors.org
HOUSING OPPORTUNITY TOOLKIT
This online toolkit is a how-to guide for creating and sustaining affordable housing opportunities in your community. It includes instructions for hosting housing opportunity events, tips for applying for grants, best practices and more.
Learn More: www.realtoractioncenter.com/hoptoolkit
Contact: Wendy Penn at 202-383-7504 or wpenn@realtors.org

HOUSING PULSE SURVEY
The data from this biennial survey provides valuable information about consumers’ attitudes and concerns about affordable housing from this survey of urban and suburban adults nationwide.
Learn More: www.realtoractioncenter.com/hopresources
Contact: Wendy Penn at 202-383-7504 or wpenn@realtors.org

SMART GROWTH
SMART GROWTH ACTION GRANT A, CO
This grant supports REALTOR® engagement in land-use or transportation-related issues with the goal of affecting public policies that promote sustainable development, raising the profile of REALTORS® as community leaders and enhancing REALTOR® relationships with elected officials. Grant funding is available up to $15,000.
Learn More: www.realtoractioncenter.com/sggrants
Contact: Hugh Morris at 202-383-1278 or hmorris@realtors.org

SMART GROWTH FOR THE 21ST CENTURY CLASS
Offer and sponsor this four-hour course that teaches REALTORS® state-of-the-art community planning concepts, the value of smart growth neighborhoods to homebuyers and their communities and how REALTORS® can help make smart growth happen.
Learn More: www.realtoractioncenter.com/smartgrowth
Contact: Hugh Morris at 202-383-1278 or hmorris@realtors.org

COMMUNITY PREFERENCE SURVEY
Gain valuable information about consumers’ preferences toward transportation, housing and smart growth from this biennial survey.
Learn More: www.realtor.org/reports
Contact: Hugh Morris at 202-383-1278 or hmorris@realtors.org

LAND USE INITIATIVE A, CO
Provides a comprehensive analysis of proposed land use-related measures at the state or local level to help associations take action that best supports the real estate industry within their community.
Learn More: www.realtoractioncenter.com/landuse
Contact: Adriann Murawski at 202-383-1068 or amurawski@realtors.org

LAND USE MEMO DATABASE & GROWTH MANAGEMENT FACT BOOK
Use the Memo Database and Growth Management Fact Book to research various land use management proposals and their impact on the real estate industry. This information can help craft your association’s response to proposed local ordinances in a way that best supports your members.
Learn More: www.realtoractioncenter.com/landuse
Contact: Adriann Murawski at 202-383-1068 or amurawski@realtors.org

PLACEMAKING PROGRAM & MICRO-GRANT A, CO
Placemaking activities transform neglected, public spaces into vibrant, community gathering places to enhance a neighborhood. Learn how to spruce up a vacant lot, deserted plaza or alley or overgrown green space using the Placemaking Guide, webinars and Spaces to Places blog. The Placemaking Micro-Grant is available at two funding levels for up to $3,000 to help plan and implement smaller, quicker and less expensive Placemaking activities in your community.
Learn More: www.realtoractioncenter.com/placemaking
Contact: Holly Moskerintz at 202-383-1157 or hmoskerintz@realtors.org
CUSTOMIZED STATE SMART GROWTH LEGISLATION PROGRAM

This customized resource can help your state association set the stage for sustainable development practices by proactively altering the state’s land use laws.

Learn More: www.realtoractioncenter.com/statelegislation

Contact: Joe Molinaro at 202-383-1175 or jmolinaro@realtors.org

STATE & LOCAL GROWTH POLLING PROGRAM Å, CO

Survey your community’s residents on their attitudes toward growth and development. This information can help your association formulate land use policies. NAR will cover the cost of the polling.

Learn More: www.realtoractioncenter.com/sgpolling

Contact: Hugh Morris at 202-383-1278 or hmorris@realtors.org

ON COMMON GROUND MAGAZINE Å

Published twice a year, On Common Ground contains articles on cutting-edge land planning and development techniques. Order bulk copies of this magazine to use as a leave-behind when visiting local officials or provide NAR with a mailing list and leave the delivery to us.

Learn More: www.realtoractioncenter.com/oncommonground

Contact: Joe Molinaro at 202-383-1175 or jmolinaro@realtors.org

GROWTH & INFRASTRUCTURE TOOLKITS

Does your association need to get up to speed on land use and development practices or learn about public school policies and practices, the basic issues of water infrastructure or transportation issues that impact your members and local communities? The Smart Growth, Public School, Water Infrastructure and Transportation Toolkits can help. Download these online resources to help REALTORS® be strong advocates for their customers and find solutions to local challenges.

Learn More: www.realtoractioncenter.com/sgresources

STATE ISSUES TRACKER

This interactive, searchable database can help you research, track and analyze state laws that affect the real estate industry. Make comparisons among different state approaches to an issue and find citations of the particular state law addressing each issue.

Learn More: www.realtoractioncenter.com/statetracker

Contact: Adriann Murawski at 202-383-1068 or amurawski@realtors.org

HOT TOPIC ALERTS

This monthly resource highlights important trending real estate issues in state legislatures and contains a concise summary of information on a topic that has generated attention over the past six to twelve months. Hot Topic Alerts also include advocacy efforts of local REALTOR® Associations.

Contact: Adriann Murawski at 202-383-1068 or amurawski@realtors.org
The REALTORS® Political Action Committee (RPAC) is your best investment in real estate. Take advantage of these grants, promotional materials and fundraising tools to boost your RPAC receipts and create a culture of RPAC and other political fundraising in your REALTOR® Association.

**RPAC CONFERENCE GRANT FOR STATE ASSOCIATIONS**

Take advantage of NAR's grants to host a comprehensive fundraising training conference in your state or region. Grant funding is available up to $15,000.

Learn More: [www.realtoractioncenter.com/rpacpartnership](http://www.realtoractioncenter.com/rpacpartnership)

Contact: Kanoa Naehu at 202-383-7509 or knaehu@realtors.org

**RPAC MAJOR INVESTOR EVENT FUNDRAISING PROGRAM**

Collaborate with NAR's fundraising staff to recruit Major Investors through NAR-sponsored fundraising events.

Learn More: [www.realtoractioncenter.com/mievents](http://www.realtoractioncenter.com/mievents)

Contact: Kelly O'Donnell at 202-383-7510 or ko'donnell@realtors.org

**RPAC FUNDRAISING GRANTS FOR STATE & LOCAL ASSOCIATIONS**

Increase RPAC receipts and participation by applying for grants of up to $5,000 annually (subject to state law). Use these grants to help fund special RPAC fundraising events and activities. This program is limited to states with election laws that do not ban use of soft dollar political contributions for use in fundraising.

Learn More: [www.realtoractioncenter.com/rpacgrants](http://www.realtoractioncenter.com/rpacgrants)

Contact: Kanoa Naehu at 202-383-7509 or knaehu@realtors.org
CUSTOMIZED RPAC PROMOTIONAL MATERIALS

Order RPAC marketing brochures to educate your members and increase investments. NAR will customize the brochures with your logo and local issues, and pay for the design, printing and delivery to your office. This program is limited to states with election laws that do not ban use of soft dollar political contributions in fundraising.

Contact: Kanoa Naehu at 202-383-7509 or knaehu@realtors.org

REALTOR® ASSOCIATION MOBILE PROCESSOR (RAMP)

NAR makes it easy for associations to process credit card investments from members at RPAC fundraising events using card readers. The card reader connects directly to a phone or tablet and investment information flows directly to the REALTOR® PAC management system for compliance and fundraising purposes.

Learn More: www.realtoractioncenter.com/ramp
Contact: Peter Kelly at 202-383-7599 or pkelley@realtors.org

RPAC COMMERCIAL BROCHURES

Order RPAC Commercial brochures to educate your members about commercial issues and increase investments.

Learn More: www.realtoractioncenter.com/rpacordercommercial
Contact: Kanoa Naehu at 202-383-7509 or knaehu@realtors.org

PACTION! ONLINE AUCTIONS

PAction! allows state and local associations to take RPAC fundraising to the next level with online auctions. The easy-to-use online auction platform offers a creative way to increase association participation. The cost is $650 per auction. RPAC fundraising grants can be used to cover the cost of your first auction as long as you raise three times the amount of your grant request and haven’t exceeded the $5,000 annual grant limit. Please check with your legal counsel before proceeding with an online RPAC fundraising auction.

Learn More: www.realtoractioncenter.com/paction
Contact: Lauren Facemire at 202-383-1080 or lfacemire@realtors.org

REALTOR® PAC MANAGEMENT SYSTEM FOR STATE & LOCAL ASSOCIATIONS

Use NAR's online REALTOR® PAC Management System to streamline processing, provide comprehensive accounting and compliance reporting and increase your association’s RPAC investments.

Learn More: www.realtoractioncenter.com/rpaconline
Contact: Peter Kelly at 202-383-7599 or pkelley@realtors.org

RPAC ONLINE FUNDRAISING PROGRAM

For state associations on the PAC Management System, NAR offers support to increase RPAC participation through the Online Fundraising Program. NAR provides states with strategy development, technical support and training to create a successful online solicitation campaign. Campaign materials include state-specific branding, message creation, group segmentation and more!

Learn More: www.realtoractioncenter.com/rpac/for-associations
Contact: Peter Kelly at 202-383-7599 or pkelley@realtors.org

RPAC FUNDRAISING WEBINAR

Participate in webinars for expert advice and information on all aspects of RPAC fundraising. State-specific webinars are available upon request.

Contact: Liz Demorest at 202-383-1030 or ldemorest@realtors.org

PRESIDENT’S CUP

Comprised of 8 RPAC and Advocacy goals that must be met by the end of the fundraising year, the President’s Cup, this award recognizes the hard work of state REALTOR® leaders and association staff to advance the REALTOR® Party.

Contact: Kanoa Naehu at 202-383-7509 or knaehu@realtors.org or Erin Murphy at 202-383-1079 or emurphy@realtors.org
RPAC & Political Fundraising

PHONE-A-FRIEND FOR RPAC: THE NATIONAL VOLUNTEER PHONE BANK INITIATIVE

One of 2016 NAR President Tom Salomone’s top priorities is to ensure each REALTOR® receives a personal contact to invest in RPAC. Ronda Tompers is leading the Phone-A-Friend for RPAC Phone Bank initiative, which leverages member-to-member outreach to help meet RPAC fundraising and participation goals. State associations enrolling in this program will receive the training, support and software it needs to implement a volunteer phone bank in each local association in the state. The program uses the PAC Management System’s comprehensive phone bank module, which generates and manages targeted lists, processes credit card investments and sends automated thank you emails.

The National Association of REALTORS® will provide the structure and support required for state associations to work in collaboration with their local associations to implement volunteer phone banks focused on recruiting new RPAC investors. This includes:

- Program training on how to manage phone banks from both a resource and a strategic view.
- Implementation training on how to use the software to setup and run the phone bank.
- Consulting help to answer questions that may go beyond the standard training or to simply discuss specific scenarios envisioned by the state association.
- Assistance will be available as second-tier support on the day of a phone bank. First-tier support is provided by the state association.
- Up to $100 is available to each local association hosting a phone bank to help defray the associated expenses.

Each state association that enrolls must agree to the requirements and standards of the program.

Learn More: [www.realtoractioncenter.com/phonebanks](http://www.realtoractioncenter.com/phonebanks)

Contact: Peter Kelly at 202-383-7599 or pkelly@realtors.org

REALTOR® PARTY CORPORATE ALLY PROGRAM

The REALTOR® Party Corporate Ally Program creates an unprecedented advocacy partnership between NAR and the REALTOR® Association-related corporate community to protect and promote our mutual business interests. The program provides funding for federal, state and local independent expenditure and issue campaigns to support issues that are important to real estate and the elected officials that control those issues.

Learn More: [www.realtoractioncenter.com/corporateally](http://www.realtoractioncenter.com/corporateally)

Contact: Paula Martino at 202-383-1156 or pmartino@realtors.org

CORPORATE ALLY RECOGNITION PIN

New in 2015, the Corporate Ally Recognition Pin recognizes corporate investors in the Corporate Ally Program. The recognition pin features green enamel overlay lettering on a silver metal pin with glass stars to denote the program’s seven recognition levels.

Learn More: [www.realtoractioncenter.com/corporateally](http://www.realtoractioncenter.com/corporateally)

Contact: Paula Martino at 202-383-1156 or pmartino@realtors.org
RPAC MAJOR INVESTOR RECOGNITION PINS
RPAC Major Investor recognition pins are given to individual and corporate Major Investors whose RPAC investments meet investment thresholds designated by the RPAC Trustees, namely Sterling, Crystal, Golden and Platinum Rs. In addition to recognizing all of the years a REALTOR® or corporation has been a Major Investor, the pin signifies the year the last investment was made. Hall of Fame and President’s Circle designations are also displayed on recognition pins.

Contact: Kanoa Naehu at 202-383-7509 or knaehu@realtors.org

RECOGNITION RIBBONS
Give your investors the recognition they deserve. Order free RPAC ribbons so they can proudly display them. NAR will customize the ribbons with your logo and pay for the design, printing and delivery to your office.

Learn More: www.realtoractioncenter.com/rpacribbons
Contact: Kanoa Naehu at 202-383-7509 or knaehu@realtors.org

RPAC HALL OF FAME
The Hall of Fame recognizes dedicated members whose RPAC investments total an aggregate lifetime amount of at least $25,000. Members are installed at the REALTORS® Legislative Meeting & Trade Expo the following year in Washington, D.C. President’s Circle contributions may be counted toward Hall of Fame status. Among the benefits of the RPAC Hall of Fame are name plaques on the RPAC Hall of Fame wall located on NAR’s Washington, D.C. building rooftop, personal plaques commemorating installation and recognition pins with Hall of Fame designation.

Contact: Kanoa Naehu at 202-383-7509 or knaehu@realtors.org

PRESIDENT’S CIRCLE
The President’s Circle is an influential group of REALTORS® who contribute directly to REALTOR®-friendly candidates in response to requests from NAR and the RPAC Trustees. The legal limit any political action committee (PAC) can give a Member of Congress is $10,000. The President’s Circle program allows REALTORS® to contribute beyond RPAC dollars and increase the strength of the REALTOR® voice on Capitol Hill.

Learn More: www.realtoractioncenter.com/rpac/presidentscircle/
Contact: Kelly O’Donnell at 202-383-7510 or ko’donnell@realtors.org or Maggie Fitzgerald at 202-383-1078 or mfitzgerald@realtors.org

TRIPLE CROWN AWARDS
Recognize states that meet their four individual state RPAC Goals—Participation, National Fundraising, Major Investor and President’s Circle—during the fundraising year (Jan 1–Dec 31 annually). Qualifying states will be awarded the Triple Crown in May at the REALTORS® Legislative Meeting & Trade Expo.

Contact: Kanoa Naehu at 202-383-7509 or knaehu@realtors.org

NEW! STATE, LOCAL & COMMERCIAL PERFORMANCE ACHIEVEMENT AWARDS
Only state, local and commercial associations that are active on the PAC Management System are eligible to receive this recognition, meaning they must have a credentialed user that has participated in a REALTOR® PAC Management System training. Associations are ranked based on Participation rate, Major Investors and President’s Circle investors as a percentage of overall membership to give a composite score. Three awards are given to state associations per size category; three awards are given to local associations per size category; and three awards are given to commercial associations per size category.

Contact: Kanoa Naehu at 202-383-7509 or knaehu@realtors.org
MOST IMPROVED OVERALL FUNDRAISING AWARD
This new award recognizes fundraising success at all three levels of the association. Beginning with the 2015 fundraising year, the top three state/territories in each size category—small, medium and large—will be recognized for largest percentage increase in total receipts (local, state and national) over the previous fundraising year. Receipts must be recorded in the PAC Management System to count toward this award. This award will be presented during the RPAC Awards Ceremony at the REALTORS® Legislative Meetings & Trade Expo.

Contact: Kanoa Naehu at 202-383-7509 or knaehu@realtors.org

HIGHEST PERCENTAGE OF NATIONAL FUNDRAISING GOAL
Funds sent to NAR above and beyond the RPAC Fundraising Goal have always been used judiciously to advance the REALTOR® Party and support REALTOR® Champions. This new award recognizes states that are able to send funds above and beyond their RPAC Fundraising Goal. Beginning this year, the top three state/territories in each size category—small, medium and large—will be recognized for having highest percentage of their RPAC Fundraising Goal. This award will be presented during the RPAC Awards Ceremony at the REALTORS® Legislative Meetings & Trade Expo.

Contact: Kanoa Naehu at 202-383-7509 or knaehu@realtors.org
Check out the wide variety of resources to help your association be successful in campaigns to elect REALTOR® Champions to public offices as well as to advance public policies to benefit real estate. Tap into these services to help influence voter opinions in your next candidate or issue campaign.

**STATE & LOCAL INDEPENDENT EXPENDITURES**

Apply for funding to help influence voter opinion to elect your REALTOR® Champions to public office. Funds can help pay for mailings, phone banks, advertising and more. Total state and local allocations determined by membership size.

Learn More: [www.realtoractioncenter.com/campaignservices](http://www.realtoractioncenter.com/campaignservices)

Contact: Julienne Uhlich at 202-383-1235 or juhlich@realtors.org or Mitchell Norton at 202-383-1091 or mnorton@realtors.org

**STATE & LOCAL ISSUES MOBILIZATION PROGRAM**

Provides financial and technical assistance in advocating your association’s position on important real estate issues. Whether attempting to pass a ballot initiative or influence proposed legislation or regulations, communicating the REALTOR® position to targeted lawmakers and voters can significantly enhance your association’s influence in the public policy arena.

Learn More: [www.realtoractioncenter.com/issuesmob](http://www.realtoractioncenter.com/issuesmob)

Contact: Joe Mahey at 202-383-1006 or jmahey@realtors.org
CAMPAIGN MANAGEMENT
Access state-of-the-art campaign tools to advance your candidate and issue advocacy agenda. Our team of consultants will help you maximize your association’s resources and put REALTORS® on the winning team whether fighting a local tax on real estate or promoting a REALTOR® candidate running for office.

Learn More:
www.realtoractioncenter.com/campaignservices

Contact: Julienne Uhlich at 202-383-1235 or juhlich@realtors.org or Mitchell Norton at 202-383-1091 or mnorton@realtors.org

POLLS & RESEARCH
These polling and research services can help you determine if a candidate or issue campaign is viable and what approach you want to take in a campaign. Through polling and research, your association and NAR can work together to determine the best campaign messaging and strategies.

Learn More:
www.realtoractioncenter.com/campaignservices

Contact: Julienne Uhlich at 202-383-1235 or juhlich@realtors.org or Mitchell Norton at 202-383-1091 or mnorton@realtors.org

DIRECT MAIL SERVICES
Use NAR’s technical and financial assistance to create mailings that help influence candidate and issue campaigns in your state or local area. NAR consultants will design creative mailers to send to strategically targeted households.

Learn More:
www.realtoractioncenter.com/campaignservices

Contact: Julienne Uhlich at 202-383-1235 or juhlich@realtors.org or Mitchell Norton at 202-383-1091 or mnorton@realtors.org

PHONE CALLS & PHONE BANKS
NAR’s automated call (robocalls) and phone bank services can help influence candidate and issue campaigns in a cost-effective, personal and direct way. Access state-of-the-art campaign tools to advance your advocacy agenda. Our team of consultants will help you maximize your association’s resources and put REALTORS® on the winning team on issues of importance.

Learn More:
www.realtoractioncenter.com/campaignservices

Contact: Julienne Uhlich at 202-383-1235 or juhlich@realtors.org or Mitchell Norton at 202-383-1091 or mnorton@realtors.org

CREATIVE SERVICES
Use NAR’s assistance to create and run online, print, radio and/or television advertising to make your issue or candidate campaign successful. This service is for campaigns needing broader paid communications.

Learn More:
www.realtoractioncenter.com/campaignservices

Contact: Julienne Uhlich at 202-383-1235 or juhlich@realtors.org or Mitchell Norton at 202-383-1091 or mnorton@realtors.org

DIGITAL MEDIA – WEBSITES & SOCIAL MEDIA
Use NAR’s assistance to create and manage an effective online presence for your issue or candidate campaign. These are critical tools in raising money online and generating grassroots support.

Learn More:
www.realtoractioncenter.com/campaignservices

Contact: Julienne Uhlich at 202-383-1235 or juhlich@realtors.org or Mitchell Norton at 202-383-1091 or mnorton@realtors.org
RADIO & TELEVISION PRODUCTION

Does your issues or candidate campaign need media outreach to be successful? NAR has the capacity to create and manage the production and placement of campaign-based advocacy radio and television advertisements. These tools can be a component of a successful issue or candidate campaign.

Learn More:  
www.realtoractioncenter.com/campaignservices

Contact: Julienne Uhlich at 202-383-1235 or juhlich@realtors.org or Mitchell Norton at 202-383-1091 or mnorton@realtors.org

DATA ANALYSIS

Elections are won or lost based on voter data. NAR can gather and analyze voter data to advise on campaign strategy and plans for what messages will move the public towards supporting the issues that are important to REALTORS®. Projects can range from creating list of voters that are affected by your issues to the creation of complex data models to influence decision makers.

Learn More:  
www.realtoractioncenter.com/campaignservices

Contact: Julienne Uhlich at 202-383-1235 or juhlich@realtors.org

GET OUT THE VOTE ACTIVITY

If residents are not registered to vote, they cannot vote for candidates who support REALTOR® issues or in favor of public policies that promote homeownership. Increase the number of registered voters in your community through customizable communications and education pieces.

Learn More:  
www.realtoractioncenter.com/vri

Contact: Mitchell Norton at 202-383-1091 or mnorton@realtors.org

LEGISLATIVE & ADVOCACY OUTREACH

Is your association dealing with an issue that affects REALTORS® in the state house or at city hall? Using tools such as push-through calls, email communications and mass media, NAR can assist your association achieve your REALTORS® legislative agenda.

Learn More:  
www.realtoractioncenter.com/campaignservices

Contact: Julienne Uhlich at 202-383-1235 or juhlich@realtors.org

REALTOR® PARTY PLUS

Is your REALTOR® Association ready to take the next step in running campaign activity? The REALTOR® Party Plus Program provides interested REALTOR® Associations direct access to campaign-related activities beyond what an association can access via the REALTOR® Party. The REALTOR® Party Plus Program is for groups ready to have a deeper involvement in political advocacy and campaign activities.

Learn More:  
www.realtoractioncenter.com/campaignservices

Contact: Gerry Allen at 202-383-1109 or gallen@realtors.org
VOTER REGISTRATION INITIATIVE PROGRAMS FOR REALTORS®

If your members are not registered to vote, they cannot vote for candidates who support REALTOR® issues or in favor of public policies that promote homeownership. Use the Voter Registration Initiative Programs to increase registered REALTORS® in your association.

Learn More: www.realtoractioncenter.com/vri
Contact: Mitchell Norton at 202-383-1091 or mnorton@realtors.org

CANDIDATE TRAINING ACADEMY

Collaborate with NAR’s professional campaign consultants to help groom your REALTOR® Champions to be viable and successful candidates for public office. This training class walks a candidate step-by-step through the process, from making the decision to run and fundraising to Get-Out-The-Vote efforts on Election Day.

Learn More: www.realtoractioncenter.com/candidate
Contact: Kyle Lambert London at 202-383-1203 or klambertlondon@realtors.org

CAMPAIGN MANAGEMENT TRAINING 1.0 & 2.0

Campaign Management Training (CMT) 1.0 is an interactive two-day program which includes a refresher on managing candidate and issue campaigns, using new campaign tools and a briefing on how NAR Campaign Services can work for state and local associations. CMT 2.0 is a three-day program where participants learn about political grasstops advocacy and coalition building. In both versions, professional campaign consultants will lead the discussions and there will be opportunities to talk with experts in various fields. These trainings are available to association staff only.

Learn more: www.realtoractioncenter.com/cpatraining
Contact: Julienne Uhlich at 202-383-1235 or juhlich@realtors.org
Building REALTOR® Party Strength & Member Involvement

Build on your association’s grassroots power with these tools and resources. Increase your membership’s involvement in the political process.

REALTOR® PARTY HUB

Sign up for the REALTOR® Party Hub, a comprehensive, web-based grassroots communication system. Send state or local calls for action and member newsletters, create event registrations or member surveys, manage member data and track member engagement levels through robust reports. This state-of-the-art software system is offered free to all associations.

Learn More: www.realtoractioncenter.com/hub
Contact: Melissa Horn at 202-383-1026 or mhorn@realtors.org

REALTOR® PARTY MOBILE ALERTS

REALTOR® Party Mobile Alerts, our texting platform, offers REALTORS® a way to stay connected directly from their cell phone or tablet. When a legislative call for action is launched, subscribers get a short text message with ways to take action. REALTORS® can sign up for REALTOR® Party Mobile Alerts by texting the word REALTORS to 30644.

Learn More: www.realtoractioncenter.com/rpma
Contact: Melissa Horn at 202-383-1026 or mhorn@realtors.org
BROKER INVOLVEMENT PROGRAM

Broker-owners can use this turnkey program to rally agents to bring REALTOR® Party issues to the attention of state legislatures and Congress. Enrolled broker owners/managers are able to automatically send company-branded NAR and state association calls for action directly to their agents. This increases participation rates, while emphasizing the broker-owner’s leadership role as a key provider of important information to their agents.

Learn More: [www.realtoractioncenter.com/brokers](http://www.realtoractioncenter.com/brokers)
Contact: Victoria Givens at 202-383-1021 or vgivens@realtors.org

NEW! BROKER INVOLVEMENT GRANT

The Broker Involvement grant allows local and state associations to create broker activities that recruit, retain, educate and engage brokers and their agents participating in NAR’s Broker Involvement Program. These activities should focus on solidifying a culture of REALTOR® engagement and advocacy throughout the REALTOR® Association. Grant funding is available up to $5,000.

Learn More: [www.realtoractioncenter.com/brokergrant](http://www.realtoractioncenter.com/brokergrant)
Contact: Erin Murphy at 202-383-1079 or emurphy@realtors.org

FEDERAL POLITICAL COORDINATOR (FPC) PROGRAM

Federal Political Coordinators (FPC) are the “face of real estate,” working to educate members of Congress on important issues facing the real estate industry. FPCs are recommended by their state president and appointed by the NAR President to serve a two-year term that runs concurrently with the congressional cycle. Potential FPCs should have a willingness to learn the issues, the ability to set aside their personal politics to represent the REALTOR® Party and the desire to build and/or maintain a relationship with a member of Congress.

Learn More: [www.realtoractioncenter.com/realtors/fpc](http://www.realtoractioncenter.com/realtors/fpc)
Contact: Victoria Givens at 202-383-1021 or vgivens@realtors.org

GAD SERVICES AND RESOURCES

NAR offers numerous legislative, community and consumer outreach and advocacy programs, tools and services for new Government Affairs Director (GADs) or association executives without GADs to assist state and local government affairs departments with a coordinated approach to political, advocacy and community issues facing REALTOR® members.

Learn more: [www.realtoractioncenter.com/gads](http://www.realtoractioncenter.com/gads)
Contact: Kyle Lambert London at 202-383-1203 or klambertlondon@realtors.org

SHARED GAD PROGRAM

If your association does not have a GAD to call its own, NAR can facilitate combining resources with nearby associations to ensure that your members’ legislative and regulatory interests are represented.

Learn More: [www.realtoractioncenter.com/sharedgad](http://www.realtoractioncenter.com/sharedgad)
Contact: Gerry Allen at 202-383-1109 or gallen@realtors.org

GAD INSTITUTE

The Government Affairs Directors’ Institute is an annual professional development conference for state and local real estate association professionals who provide guidance to and work for associations in the areas of government affairs, political affairs, legislative or regulatory affairs, lobbying, advocacy, RPAC fundraising, campaigns, community outreach and other REALTOR® Party initiatives. The Institute is an opportunity for these industry professionals to meet, exchange ideas and best practices, gain valuable career skills and networking opportunities in order to provide the best value and information to their association and the real estate industry.

Learn More: [www.realtoractioncenter.com/gadinstitute](http://www.realtoractioncenter.com/gadinstitute)
Contact: Kyle Lambert London at 202-383-1203 or klambertlondon@realtors.org
CONSUMER ADVOCACY OUTREACH

NAR's Consumer Advocacy Outreach Program offers state and local associations, brokers and agents a comprehensive way to educate and engage consumers on homeownership-related public policy issues at the state, local and national levels.

The program is comprised of two main assets—the HomeOwnershipMatters.Realtor website and the consumer outreach database. HomeOwnershipMatters.Realtor is the new integrated website for consumers to find a wealth of information on public policy topics that affect their homeownership experience.

NAR's Consumer Advocacy Program offers:

- **Homeownership Issue Education and Consumer Action**
  NAR sends messages to millions of consumers each month. When a consumer clicks on the message, they are directed to the HomeOwnershipMatters.Realtor website. In addition to learning more about important national, state and local issues, consumers can take direct action (i.e., sign a petition, send a letter to lawmakers at the national, state or local level) on issues affecting homeownership.

- **State and Local Association Consumer Content**
  State and local associations can post local consumer advocacy content to the HomeOwnershipMatters.Realtor website on their own association web page. Be it an issue (i.e., property taxes, public transit) or a program to better the community (i.e., placemaking grant, conserving water) your association will gain valuable recognition as a community advocate that is protecting consumer interests. Local content for your HomeOwnershipMatters_Realtor webpage can be written by the association, provided by a third-party news aggregator or taken from the new Consumer Advocacy Content Library (available 2016). Associations may use and repurpose current consumer advocacy content from the HomeOwnershipMatters_Realtor website.

- **Association Outreach to Consumers via NAR’s Shared Consumer Advocacy Database**
  Nationally, more than 7.5 million consumer names and emails are in NAR’s Consumer Advocacy database. These consumers have previously shown or taken direct interest in NAR issue or consumer outreach campaigns in the past. Every state and territory has names in the database which NAR will share with your association for consumer-focused issues advocacy. For a discounted cost, associations can send electronic messages to local consumers about public policy issues or homeownership. If your association has an issue campaign, whether or not supported financially by NAR’s Issues Mobilization Program, the shared Consumer Advocacy Database can give your association an edge in rallying public support.

- **Providing Brokers and Agents with Sharable Consumer Content**
  Brokers and their agents can use the content from HomeOwnershipMatters_Realtor on their personal or company websites and for use on social media to stay in touch with past and prospective clients. NAR brokers and members have free access to post information to, or use HomeOwnershipMatters_Realtor video clips in their newsletters or use videos and content from the Broker Consumer Content Library (available 2016).

Learn more about the HomeOwnershipMatters_Realtor website:
realtoractioncenter.com/consumeradvocacy

Learn more about the Consumer Advocacy Database:
www.realtoractioncenter.com/for-associations/campaignservices/consumer-advocacy/

Contact: Rick Miller at 202-383-1107 or rmiller@realtors.org
NEW AE & GAD REALTOR® PARTY ORIENTATION

Newly hired Association Executives (AEs) and GADs are invited to attend a day-and-a-half orientation at the NAR offices in Washington, D.C. The orientation will offer an in-depth opportunity to discover how NAR’S Government Affairs Division works with state and local associations to promote our federal agenda; what resources are available through the REALTOR® Party to enable state and local associations to champion their advocacy, outreach and community issues; and how RPAC helps local associations increase their investments. This training, including the cost of travel, will be offered twice yearly and free of charge to participating AEs and GADs.


Contact: Kyle Lambert London at 202-383-1203 or klambertlondon@realtors.org

CHOOSING REALTOR® PARTY CHAMPIONS COURSE

The class provides instruction and guidance on how REALTORS® can determine criteria for selecting and supporting candidates who will become REALTOR® Party Champions. The class describes the tools available for NAR to support candidates and provides information on what REALTORS® should look for from candidates asking for REALTOR® support.

Learn More: www.realtoractioncenter.com/campaignservices

Contact: Kyle Lambert London at 202-383-1203 or klambertlondon@realtors.org

GAME CHANGER PROGRAM

Have a unique advocacy or community outreach idea that is not already listed as a REALTOR® Party resource? Apply for a Game Changer grant to fund it. Semiannually, a number of grants are awarded to state and local associations that develop unique ideas to engage their members in an advocacy or community outreach endeavor. Ideas are submitted via the official application available online and judged by a panel of REALTOR® Association Executives from around the country. Winning ideas must embody the goals and spirit of the REALTOR® Party Initiative. In addition, these Game Changer ideas are ones that should be replicable for other states and local associations. Grant funds available up to $15,000.

Learn More: www.realtoractioncenter.com/gamechanger

Contact: Kyle Lambert London at 202-383-1203 or klambertlondon@realtors.org
Online Resources

REALTOR® ACTION CENTER WEBSITE
Looking for new ways to vote, act and invest in the REALTOR® Party? Want to see how other state and local associations are successfully using REALTOR® Party programs, grants and tools? Whether you want to apply for grants, learn more about RPAC or participate in a national call for action, the REALTOR® Action Center is a one-stop shop for your REALTOR® Party needs. The website offers members and state and local associations valuable resources and tools to strengthen their advocacy and community outreach programs, building political clout at every level of government and strong communities nationwide.

Learn More: www.realtoractioncenter.com
Contact: Brandon Maddox at 202-383-1043 or bmaddox@realtors.org

REALTOR® PARTY SOCIAL MEDIA
Follow the REALTOR® Party on Facebook, Twitter and Pinterest to get the latest news and information.
Facebook: www.facebook.com/realtoractioncenter
www.facebook.com/NARCommunityOutreach
Twitter: twitter.com/RealtorAction
Pinterest: www.pinterest.com/Realtors/the-realtor-party/
Contact: Tiane Harrison at 202-383-7531 or tharrison@realtors.org or Melissa Horn at 202-383-1026 or mhorn@realtors.org

REALTOR® PARTY TRACKER
The REALTOR® Party Tracker allows members to see how state and local REALTOR® Associations across the country are using REALTOR® Party programs, tools and resources to improve state and local legislative and advocacy activities.

Learn More: www.realtoractioncenter.com/realtor-party/tracker/
Contact: Brandon Maddox at 202-383-1043 or bmaddox@realtors.org

REALTOR® PARTY NEWS
Distributed monthly, The REALTOR® Party News newsletter is sent to all NAR members and provides regular updates on REALTOR® Party activities and resources as well as success stories from state and local REALTOR® Associations.

Learn More: www.realtoractioncenter.com
Contact: Tiane Harrison at 202-383-7531 or tharrison@realtors.org

GADFLY NEWSLETTER
The GADFly is a monthly newsletter that provides Government Affairs Directors (GADs) at state and local REALTOR® Associations with tools, news and information to help them serve their members.

Learn More: www.realtoractioncenter.com/gads/
Contact: Tiane Harrison at 202-383-7531 or tharrison@realtors.org
Resources

PROGRAMS
• Employer-Assisted Housing Initiative
• Customized State Smart Growth Legislation Program
• Placemaking Program\(^\text{A, CO}\)
• State & Local Growth Polling Program\(^\text{A, CO}\)
• Land Use Initiative\(^\text{A, CO}\)
• RPAC Major Investor Event Fundraising Program\(^\text{A}\)
• REALTOR\(^\text{®}\) Party Corporate Ally Program
• Phone-a-Friend for RPAC: The National Volunteer Phone Bank Program\(^\text{A}\)
• REALTOR\(^\text{®}\) Association Mobile Processor (RAMP)
• RPAC Online Fundraising Program\(^\text{A}\)
• Broker Involvement Program\(^\text{A}\)
• Federal Political Coordinator (FPC) Program
• Consumer Advocacy Outreach
• Shared GAD Program

GRANTS
• Diversity Initiative Grants\(^\text{CO}\)
• Housing Opportunity Grants\(^\text{A, CO}\)
• Smart Growth Action Grants\(^\text{A, CO}\)
• Placemaking Micro-Grants\(^\text{A, CO}\)
• RPAC Conference Grants for State Associations\(^* \text{ A}\)
• RPAC Fundraising Grants for State & Local Associations\(^* \text{ A}\)
• Broker Involvement Grant\(^\text{A}\)
• Game Changer Program\(^\text{A, CO}\)

EDUCATION OPPORTUNITIES, WEBINARS & CLASSES
• Leading with Diversity Workshop
• Expanding Housing Opportunities Class
• Employer-Assisted Housing Class
• Workforce Housing Forums
Resources

- Smart Growth for the 21st Century Class
- RPAC Fundraising Webinars
- GAD Institute
- New AE/GAD REALTOR® Party Orientation
- Campaign Management Training 1.0 and 2.0
- Choosing REALTOR® Party Champions Course
- Candidate Training Academy

RECOGNITION
- RPAC Major Investor Recognition Pins
- Corporate Ally Pins
- Recognition Ribbons
- RPAC Hall of Fame
- President’s Circle
- Triple Crown Awards
- President’s Cup
- State, Local & Commercial Performance Achievement Awards
- Most Improved Overall Fundraising Award
- Highest Percentage of National Fundraising Goal Award

PUBLICATIONS, ONLINE & PRINTED RESOURCES
- Fair Housing Resources
- Employer-Assisted Housing Guide
- Workforce Housing Guide
- Housing Opportunity Toolkit
- Housing Pulse Survey
- Community Preference Survey
- Land Use Memo Database & Growth Management Fact Book
- On Common Ground Magazine
- Smart Growth Toolkit
- Public School Toolkit
- Water Infrastructure Toolkit
- Transportation Toolkit
- State Issues Tracker
- Hot Topic Alerts
- Customized RPAC Promotional Materials
- RPAC Commercial Brochure
- REALTOR® PAC Management System for Local & State Associations
- PACtion! Online Auctions
- REALTOR® Party Hub
- REALTOR® Party Mobile Alerts
- REALTOR® Action Center
- REALTOR® Party Tracker
- REALTOR® Party Social Media
- REALTOR® Party News
- GADFly Newsletter

CAMPAIGN & DATA SERVICES & TOOLS
- State & Local Independent Expenditure Program
- State & Local Issues Mobilization Program
  - Campaign Management
  - Polling & Research
  - Direct Mail
  - Phone Calls & Phone Banks
  - Creative Services
  - Digital Media – Websites & Social Media
  - Radio & Television Production
  - Data Analysis
  - Get Out the Vote Activity
- Legislative & Advocacy Outreach
- REALTOR® Party Plus
- Voter Registration Programs for REALTORS®

* These resources meet the Core Standards Consumer Outreach requirement.
co These resources meet the Core Standards Advocacy requirement.
A These resources meet the Core Standards Advocacy requirement.
# NAR Community & Political Affairs
Staff Directory

## SENIOR MANAGEMENT

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walt Witek</td>
<td>Senior Vice President</td>
<td>202-383-1067</td>
<td><a href="mailto:wwhitek@realtors.org">wwhitek@realtors.org</a></td>
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<tr>
<td>Bill Malkasian, CAE</td>
<td>Vice President of Political Strategic Planning</td>
<td>608-345-9004</td>
<td><a href="mailto:bmalkasian@realtors.org">bmalkasian@realtors.org</a></td>
</tr>
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<td>Vice President for Advocacy Operations &amp; Communications</td>
<td>202-383-1117</td>
<td><a href="mailto:shelm@realtors.org">shelm@realtors.org</a></td>
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## ADMINISTRATIVE SERVICES

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Phone</th>
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</thead>
<tbody>
<tr>
<td>Kathleen LaMarre</td>
<td>Operations Manager</td>
<td>202-383-7560</td>
<td><a href="mailto:kla@realtors.org">kla@realtors.org</a></td>
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<tr>
<td>Ted Wright</td>
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<tr>
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<td>Campaign Services &amp; Meetings Coordinator</td>
<td>202-383-7582</td>
<td><a href="mailto:lb@realtors.org">lb@realtors.org</a></td>
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## BUDGET & FINANCE

<table>
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<tr>
<th>Name</th>
<th>Title</th>
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<tbody>
<tr>
<td>Tim Ryan</td>
<td>Financial Affairs &amp; Budget Director for GOVAAFF/CPA</td>
<td>202-383-1098</td>
<td><a href="mailto:tryan@realtors.org">tryan@realtors.org</a></td>
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<tr>
<td>Johan Holmberg</td>
<td>Budget &amp; Contract Administration Manager</td>
<td>202-383-1099</td>
<td><a href="mailto:jh@realtors.org">jh@realtors.org</a></td>
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## CAMPAIGN SERVICES

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<tr>
<th>Name</th>
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</thead>
<tbody>
<tr>
<td>Gerry Allen, RCE, CAE</td>
<td>Managing Director, Campaign Services</td>
<td>202-383-1109</td>
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<tr>
<td>Kyle Lambert London, CAE, e-PRO, RCE</td>
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<td><a href="mailto:juhlich@realtors.org">juhlich@realtors.org</a></td>
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<tr>
<td>Mitchell Norton</td>
<td>Campaign Services Representative</td>
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<tr>
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<td>Issues Mobilization Program Manager</td>
<td>202-383-1006</td>
<td><a href="mailto:jmaheady@realtors.org">jmaheady@realtors.org</a></td>
</tr>
</tbody>
</table>

## COMMUNICATIONS

<table>
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<tr>
<th>Name</th>
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<th>Phone</th>
<th>Email</th>
</tr>
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<tbody>
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<td><a href="mailto:th@realtors.org">th@realtors.org</a></td>
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</tbody>
</table>
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Hugh Morris, AICP, LEED AP
Smart Growth Programs Manager  202-383-1278  hmorris@realtors.org

Wendy Penn
Housing Opportunity Programs Manager  202-383-7504  wpenn@realtors.org

Holly Moskerintz, GREEN
Community Programs Outreach Manager  202-383-1157  hmoskerintz@realtors.org

Adriann Murawski
State & Local Government Affairs Representative  202-383-1068  amurawski@realtors.org

CONSUMER ADVOCACY OUTREACH PROGRAM

Rick Miller
Consumer Advocacy Outreach Director  202-383-1107  rmiller@realtors.org

DIVERSITY PROGRAM

Fred Underwood, RCE
Diversity & Community Programs Outreach Director  202-383-1132  funderwood@realtors.org

POLITICAL EVENTS

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