

PENNSYLVANIA ASSOCIATION OF REALTORS®
ISSUES MOBILIZATION COMMITTEE FUNDING GUIDELINES

Section One –General

- (A) Local association/board issues mobilization program.
 - (i) An existing, permanent standing local association/board committee may assume the responsibility and functions of an issues mobilization program. That committee must have an ongoing program or function to monitor and anticipate public policy issues, such as legislative proposals or ballot issues, which demand a public policy effort, and the ability to make that effort quickly and effectively as needed.
- (B) Local association/board issues mobilization fund.
 - (i) The fund may be a separate account or part of an existing local association/board general fund account.

Section Two – Criteria for Receiving Issues Mobilization Funding

- (A) Local associations/boards, whether independent or as a coalition, appropriate PAR committees, and allied organizations may request Issues Mobilization Committee funds.
- (B) Those groups as defined in Section Two (A) may apply for funding in support of PAR’s position on state or local legislation, ballot measures, governmental policy statements, regulations and resolutions, or other issues that affect private property rights, home-ownership and or PA REALTORS®.
- (C) An Application for Funding Request Form must be fully and properly executed and submitted to the PAR Department of Government Affairs.
- (D) A complete cost analysis or budget of the overall campaign, as well as how requested funds will be used, must accompany the funding application.
- (E) Any request for funding must be “matched” by that group’s funds. For example, the PAR Issues Mobilization Committee has approved a \$1000 funding request from the ABC Association. The ABC Association must commit, in writing, to match and spend the \$1000 from the PAR Issues Mobilization Committee, as well as \$1000 of their own monies.
- (F) Consideration will be given to those campaigns that demonstrate successful coalition building and fundraising.
- (G) Issues mobilization funds shall only be used for the issue for which the funds are requested.
- (H) Appropriate expenditures include:
 - (i) Ballot measure campaigns.
 - (ii) Grassroots lobbying activities such as written, electronic or digital campaigns, advertisements, mass media, public relations, or promotional materials.
 - (iii) Educational forums to raise the level of awareness about an issue in the community.
 - (iv) Contributions to or with other grassroots lobbying organizations with respect to advocating a common position.

- (v) Expenses associated with a contract employing a professional issue advocate.
 - (vi) Data collection to assist local associations/boards with development of lobbying strategies such as public opinion surveys, polling or telephone banks.
 - (vii) Legal expenses incurred in connection with research or analysis.
- (I) Inappropriate expenditures include:
- (i) Activity that either directly or indirectly endorses a candidate for public office.
 - (ii) Legal expenses incurred in connection with any type of court action, pending or final.

Section Three – When the Committee Will Consider Requests for Funds

- (A) The Committee will consider funding requests at any time during the calendar year. However, only completed requests of the Application for Funding Request Form, properly executed, will be considered.
- (B) Upon receipt of the application, the PAR Department of Government Affairs will initially review and then forward all information to the Committee for their review.
- (C) Any funding request which is to be considered during a regularly scheduled meeting of the Committee in conjunction with the PAR Business Meetings, must be received by PAR at least two (2) weeks prior to the meeting.
- (D) The Committee will take one of the following actions:
 - (i) Grant funding request in full.
 - (ii) Grant a portion of the funding request.
 - (iii) Deny funding request.
 - (iv) Provide funding if certain conditions are met, as required by the Committee.
 - (v) Postpone a decision until the Committee receives more definitive information.
- (E) When an issue is of a time-sensitive nature, a telephone conference call will be scheduled no later than seven (7) days after receipt at PAR.
- (F) The PAR Department of Government Affairs will complete the actions taken by the Committee and provide appropriate follow-up.

Section Four – Campaign Follow-up Reports

- (A) A campaign follow-up report to the Committee is due within thirty (30) days following receipt of funds. Interim reports shall be submitted to the Committee prior to the regularly scheduled meetings of the Committee. A final report, together with an accounting of the funding provided, is due following resolution of the issue.
- (B) All reports submitted to the Committee shall include receipts of all expenses incurred.
- (C) Any unused funds shall be returned to the Committee.
- (D) Failure to provide any follow-up reports will be taken into consideration on future funding requests.