PENNSYLVANIA ASSOCIATION OF REALTORS®
ISSUES MOBILIZATION FUND GUIDELINES

Section One – General

(A) The Public Policy and Political Advocacy Coordinating Committee shall have supervision and control over the Issues Mobilization Fund.

(B) The Committee shall:

i. Collect and disburse contributions to support a position with regard to federal, state and local issues that impact upon ownership and use of real property.
ii. Support federal, state and local grassroots lobbying and education efforts on issues relating to the interest of real property users and owners.
iii. Encourage and stimulate Realtors® and others to take a more active and effective role in government decision making and legislative process regarding issues involving the use and ownership of real estate.
iv. Assist local associations in the organization of issues mobilization funds and/or committees.

Section Two – Criteria for Receiving Issues Mobilization Funding

(A) Local associations, whether independent or as a coalition, PAR committees, and allied organizations may request Issues Mobilization funds to support or oppose positions that affect private property rights, home-ownership or Realtors®.

(B) Appropriate expenditures include:
i. Ballot measure campaigns intended to educate and affect voters.
ii. Grassroots lobbying activities on issues for which PAR or the applicant has an established policy position.
iii. Data collection to assist with development of lobbying strategies.
iv. State and local databases designed as clearinghouses of information.
v. Training seminars to help individuals understand the dynamics of running for elected office.
vi. Educational efforts to raise the level of awareness about an issue in the community.
vii. Contributions to or with other grassroots lobbying organizations with respect to advocating a common position.
viii. Legal expenses incurred in connection with research or analysis, including review of state legislation or local ordinances.
ix. Expenses associated with a contract employing a professional issue advocate.

(C) 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.

(D) Local associations that request funds must have an existing, permanent standing committee that assumes responsibility and functions of an issues mobilization program. The committee

shall have a system in place to monitor and anticipate public policy issues which demand a grassroots effort and to make that effort quickly and effectively as needed.

(E) An Application for Funding Request Form must be fully and properly executed and submitted to the PAR Public Policy and Political Affairs Department.

(F) An Application for Funding Request Form shall be submitted prior to the expenditure of any funds by the applicant. The Committee will consider exceptions in exigent circumstances, as outlined in the funding application.

(G) A complete cost analysis or budget of the overall campaign and a detailed statement as to how the funds will be used, shall accompany the funding application.

(H) Any request for funding shall be "matched" from that group's funds. For example, the ABC Association has submitted a request for $2,000 to fight a local point-of-sale ordinance. The ABC Association must commit, in writing, to spend $1,000 of association funds in order to receive $1,000 from the Issues Mobilization Fund. The Committee will consider exceptions to the matching funds requirement in exigent circumstances, as outlined in the funding application.

(I) Positive consideration will be given to those campaigns that demonstrate successful coalition building and fundraising.

(J) Issues mobilization funds shall only be used relative to the issue for which the funds were requested.

(K) Any legal review of a local ordinance shall be conducted through an established relationship with PAR legal counsel. If circumstances necessitate that the local association use another law firm for the review, the Committee will only consider funding if the association agrees to provide the review for the legal archive.

Section Three – When the Committee Will Consider Requests for Funds

(A) The Committee will consider funding requests at any time during the calendar year. Upon receipt of the application, the PAR Public Policy and Political Affairs Department will initially review and then forward all information to the Committee for their review.

(B) 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.

(C) When a request is of a time-sensitive nature and circumstances do not warrant the normal review process, the Committee's Critical Response Team (CRT) shall convene a meeting via any method whereby open, real-time discussions and interaction is ensured. To the extent possible and feasible, the CRT shall adhere to the policies and procedures outlined above. The meeting shall be convened no later than seven (7) days after the request has been received by PAR. The CRT has the authority to approve requests up to $5,000 from the Issues Mobilization Fund, for which the total per project spending does not exceed $10,000.

(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 conditions, imposed by the Committee, are or will be met, as required by the Committee.
   v. Postpone a decision until the Committee receives more information.

(E) The PAR Public Policy and Political Affairs Department will complete the actions taken by the Committee and provide appropriate follow-up.

Section Four – Campaign Reports

(A) During the duration of the campaign, a written report shall be submitted to the Committee two (2) weeks prior to any regularly scheduled meeting.

(B) A final written report is due no later than two (2) weeks following resolution of the issue, at which time funds shall be disbursed. The report shall include an accounting of expenditures and copies of receipts.

(C) Any unused funds shall be maintained by the Committee.

(D) Failure to provide any follow-up reports will be taken into consideration on future funding requests.

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