



**ISSUES MOBILIZATION FUND  
REQUEST FORM**

Date: \_\_\_\_\_ Association: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Amount Requested: \_\_\_\_\_

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**Section 1: Explanation of Issue and Position**

- 1) What is the purpose of the funding request? Include background on the issue and how the issue could affect the real estate industry.
  
  
  
  
  
  
  
  
  
  
- 2) What is your position on this issue? Do you have an adopted policy regarding the issue?
  
  
  
  
  
  
  
  
  
  
- 3) Has the issue been reviewed by legal counsel?
  
  
  
  
  
  
  
  
  
  
- 4) Assess the odds of the issue passing or failing:
  
  
  
  
  
  
  
  
  
  
- 5) When will a vote be taken on this issue?

- 6) Has this issue been discussed with PAR staff or leadership? If so, who was contacted and what was discussed?

## **Section 2: Campaign Strategy and Budget**

- 1) What are the overall goals of the campaign?
- 2) What is the proposed strategy to reach the campaign goals? (Applicants are encouraged to contact PAR with questions or for assistance in developing a campaign strategy.)
- 3) What is the proposed funding plan, including cost of each component? (Applicants are encouraged to contact PAR with questions or for assistance in developing a campaign budget.)
- 4) How much money has or is committed to be spent?

## **Section 3: Coalition Partners**

- 1) What organizations are in support of your position? Have they made a financial contribution towards the campaign?

- 2) What organizations are in opposition to your position? How well funded are they? What do you anticipate from them in the way of strategy and tactics?

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**In submitting this application, the contact person confirms that the information contained in this application is accurate to the best of their knowledge, and that they have read the “Issues Mobilization Fund Guidelines.”**

I acknowledge that I have read the Issues Mobilization Fund Guidelines.

Signature: \_\_\_\_\_

**Please submit completed application to:**

Sherry Martin, PAR political affairs manager  
[smartin@parealtor.org](mailto:smartin@parealtor.org)  
(800) 555-3390