

# Ohio REALTORS Policy & Political Advocacy

Funds & Operation  
Issues Mobilization - RPAC –  
Ohio REALTORS PAF

# POLITICAL ADVOCACY FUND - OPPORTUNITY LEVELS



## Opportunity Race Levels

There are three (3) levels of support in the Ohio REALTORS-PAF Opportunity Race program.

Each level is generally defined by the amount of voter contact between Ohio REALTORS-PAF in support of the chosen candidate (or in opposition to the chosen candidate's opponent).

The level selected for each race depends on many factors but the two main qualifiers are: how good of a REALTOR supporter is the candidate, and how viable of a chance does the selected candidate have of winning the race.

**GOAL:** To positively affect the election outcome of Ohio REALTORS-PAF-supported candidates in competitive races.

LEVEL	SAMPLE INDEPENDENT ACTIVITIES	QUALIFICATIONS
Level 1	<ul style="list-style-type: none"><li>● 4 Pieces Direct Mail</li><li>● Paid Phone Banks</li><li>● Targeted Social Media / Internet Ads</li><li>● Local REALTORS Education &amp; Mobilization</li></ul>	<ul style="list-style-type: none"><li>● <b>Highly-competitive race</b> (Ohio REALTORS-PAF staff performance index appraisal, etc.)</li><li>● Candidate <b>champion</b> of REALTOR public policy priorities.</li></ul>
Level 2	<ul style="list-style-type: none"><li>● 2 Pieces Direct Mail</li><li>● Targeted Social Media / Internet Ads</li><li>● Local REALTORS® Education &amp; Mobilization</li></ul>	<ul style="list-style-type: none"><li>● <b>Competitive race</b></li><li>● Candidate <b>consistent supporter</b> of REALTOR public policy priorities.</li></ul>
Level 3	<ul style="list-style-type: none"><li>● 1 Piece Direct Mail</li><li>● Targeted Social Media / Internet Ads</li><li>● Local REALTORS Education &amp; Mobilization</li></ul>	<ul style="list-style-type: none"><li>● <b>Minimally-competitive race</b></li><li>● Candidate <b>demonstrated support</b> of at least 1 of REALTOR public policy priority.</li></ul>

## SCENARIO: ISSUES, LEVIES & ORDINANCES

SCHOOL, TRANSPORTATION, ECONOMIC DEVELOPMENT & PUBLIC SAFETY LEVIES  
ZONING, RENTAL, TAX & ENFORCEMENT ORDINANCES

### Local REALTOR Member Board

- Prepare brief:
  - Details of levy or ordinance
  - Outline of local support / opposition
  - Outline critical dates.
- Request level of support
- Contact Ohio REALTORS Public Policy Staff

### Ohio REALTORS Public Policy Staff

- Research and compile information about levy, election (competitiveness), and district.
- IMF Staff – prepare Committee brief with recommended support and expenditure.
- Ohio REALTORS PAF Staff – prepare Committee brief with Level support and expenditure plan.

REALTORS POLITICAL ACTION COMMITTEE (RPAC)

N/A IN THIS SCENARIO

ISSUES MOBILIZATION FUND (IMF)

### IMF Committee

- Adopt/reject IMF Staff recommendation of **direct** \$\$\$ contribution to levy campaign and/or coordinated “in-kind” expenditure, if any
- Contact Local REALTOR Member Board to arrange for local board to hand-deliver contribution check to levy campaign or to coordinate support with levy team.
  - Potential supporting “in-kind” expenditures – mail; phone banks; digital ads & other media; and membership mobilization.
- Prepare REALTOR endorsement/membership endorsement materials and activities.

OHIO REALTORS POLITICAL ADVOCACY FUND (OHIO REALTORS PAF)

### Ohio REALTORS PAF Committee

- Adopt/Reject Ohio REALTORS PAF Staff recommendation of independent expenditure (IE) plan in support of levy, if any.
  - Potential expenditures – mail; phone banks; digital ads & other media; and membership mobilization.
- Contact Local REALTOR Member Board to inform re: IE upon public release.

## SCENARIO: CANDIDATES

### LOCAL – MUNICIPAL & COUNTY

#### Local REALTOR Member Board

- Conduct Screening to confirm REALTOR-supportive Candidate.
- Make recommendation to Ohio REALTORS re: support of candidate, including justification.
- Request level of support.
  - Direct candidate \$\$\$ contribution
  - Ohio REALTORS PAF support according to Opportunity Race Level schedule (Level 1 – 3)
- Contact Ohio REALTORS Public Policy Staff.

#### Ohio REALTORS Public Policy Staff

- Research and compile additional information about candidate, election (competitiveness, and district.
- RPAC Staff – prepare Committee brief with recommended donation
- Ohio REALTORS PAF Staff – prepare Committee brief with level support and expenditure plan



ISSUES MOBILIZATION  
FUND (IMF)

N/A IN THIS SCENARIO



LOCAL RPAC  
ENTITLEMENT FUND

#### LOCAL RPAC FUND

- Contact Local REALTOR Member Board to arrange for local board to hand-deliver contribution check to candidate.

OHIO REALTORS POLITICAL  
ADVOCACY FUND  
(OHIO REALTORS PAF)

#### Ohio REALTORS PAF Committee

- Adopt/Reject Ohio REALTORS PAF Staff recommendation of independent expenditure (IE) plan in support of levy, if any.
  - Potential expenditures – mail; phone banks; digital ads & other media; and membership mobilization.
- Contact Local REALTOR Member Board to inform re: IE upon public release.

## SCENARIO: CANDIDATES GENERAL ASSEMBLY

### Local REALTOR Member Board

- Conduct Screening to confirm REALTOR-supportive Candidate.
- Make recommendation to Ohio REALTORS re: support of candidate, including justification.
- Request level of support.
  - Direct candidate \$\$\$ contribution
  - Ohio REALTORS PAF support according to Opportunity Race Level schedule (Level 1 – 3)
- Contact Ohio REALTORS Public Policy Staff.

### Ohio REALTORS Public Policy Staff

- Research and compile additional information about candidate, election (competitiveness), and district.
- RPAC Staff – prepare Committee brief with recommended donation
- Ohio REALTORS PAF Staff – prepare Committee brief with level support and expenditure plan

ISSUES MOBILIZATION  
FUND (IMF)

N/A IN THIS SCENARIO



REALTORS POLITICAL  
ACTION COMMITTEE  
(RPAC)

### LOCAL RPAC FUND

- Adopt/reject RPAC Staff recommendation of **direct** \$\$\$ contribution to candidate, if any.
- Contact Local REALTOR Member Board to arrange for local board to hand-deliver contribution check to candidate.
- Prepare REALTOR endorsement/membership endorsement materials and activities.
- When approved, arrange for other “in-kind” contributions of goods or services to supported candidates.



OHIO REALTORS POLITICAL  
ADVOCACY FUND  
(OHIO REALTORS PAF)

### Ohio REALTORS PAF Committee

- Adopt/Reject Ohio REALTORS PAF Staff recommendation of independent expenditure (IE) plan in support of candidate, if any.
  - Potential expenditures – mail; phone banks; digital ads & other media; and membership mobilization.
- Contact Local REALTOR Member Board to inform re: IE upon public release.

# Ohio REALTORS POLITICAL FUNDS USE SAMPLE - LOCAL PROPERTY ORDINANCE



STAGE	FUND	ACTIVITY	FOCUS
Intro of Ordinance	Issues Mobilization	<ul style="list-style-type: none"> <li>• Legal Research</li> <li>• Policy Research</li> <li>• Member Outreach</li> </ul>	<ul style="list-style-type: none"> <li>• Policymaker education &amp; persuasion.</li> </ul>
Ordinance Passes	Issues Mobilization  Ohio REALTORS PAF	<ul style="list-style-type: none"> <li>• Repeal Effort</li> </ul>	<ul style="list-style-type: none"> <li>• Local REALTORS® education &amp; mobilization</li> <li>• Public education, persuasion &amp; mobilization.</li> </ul>
Repeal Fails  Next Election	RPAC  Ohio REALTORS PAF	<ul style="list-style-type: none"> <li>• Elect local anti-ordinance candidates.</li> <li>• Defeat local pro-ordinance candidates.</li> </ul>	<ul style="list-style-type: none"> <li>• RPAC = direct \$\$\$ to Ohio REALTORS supportive candidates.</li> <li>• Ohio REALTORS PAF = independent advocacy program supporting anti-ordinance candidates.</li> <li>• Ohio REALTORS PAF = independent program opposing pro-ordinance candidates.</li> </ul>

# Ohio REALTORS POLITICAL FUNDS USE SAMPLE STATEWIDE TRANSFERS TAX



STAGE	FUND	ACTIVITY	FOCUS
<p>Each Legislative Stage</p> <ul style="list-style-type: none"> <li>• Intro of Bill</li> <li>• Bill Passes House</li> <li>• Bill Passes Senate</li> <li>• Conference</li> <li>• Governor Signature</li> </ul>	<p>Issues Mobilization</p>	<ul style="list-style-type: none"> <li>• Legal Research</li> <li>• Policy Research</li> <li>• Member Outreach</li> </ul>	<ul style="list-style-type: none"> <li>• Policymaker education &amp; persuasion.</li> </ul>
<p>Law Passes</p>	<p>Issues Mobilization</p> <p>Ohio REALTORS PAF</p>	<ul style="list-style-type: none"> <li>• Referendum Effort</li> </ul>	<ul style="list-style-type: none"> <li>• Local REALTORS® education &amp; mobilization</li> <li>• Public education, persuasion &amp; mobilization.</li> <li>• Collect initial signatures.</li> <li>• Ballot Board</li> <li>• Second round signatures.</li> <li>• Signature submission &amp; verification (legal &amp; admin).</li> <li>• Ballot campaign.</li> </ul>
<p>Referendum Fail Next Election</p>	<p>RPAC</p> <p>Ohio REALTORS PAF</p>	<ul style="list-style-type: none"> <li>• Elect General Assembly &amp; Statewide anti-transfer tax candidates.</li> <li>• Defeat General Assembly &amp; Statewide pro-transfer tax candidates.</li> </ul>	<ul style="list-style-type: none"> <li>• RPAC =direct \$\$\$ to Ohio REALTORS supportive candidates.</li> <li>• Ohio REALTORS PAF =independent advocacy program supporting anti-transfer tax candidates.</li> <li>• Ohio REALTORS PAF =independent program opposing pro-transfer candidates.</li> </ul>

# Ohio REALTORS POLITICAL FUNDS USE SAMPLE GENERAL ASSEMBLY CANDIDATE

STAGE	FUND	ACTIVITY	FOCUS
Primary	RPAC  Ohio REALTOR S PAF	<ul style="list-style-type: none"> <li>Elect supportive Ohio REALTORS General Assembly candidate.</li> <li>Defeat neutral General Assembly candidate.</li> </ul>	<ul style="list-style-type: none"> <li>RPAC =direct \$\$\$ to Ohio REALTORS supportive candidates.</li> <li>Ohio REALTORS PAF = independent advocacy program Ohio REALTORS General Assembly candidate.</li> </ul>
General Election  Ohio REALTORS Candidate Loses	Ohio REALTOR S PAF	<ul style="list-style-type: none"> <li>Elect neutral General Assembly candidate.</li> <li>Defeat non-supportive General Assembly candidate.</li> </ul>	<ul style="list-style-type: none"> <li>Ohio REALTORS PAF = independent advocacy program supporting neutral General Assembly candidate.</li> <li>Ohio REALTORS PAF = independent advocacy program opposing non-supportive General Assembly candidate.</li> </ul>
Post-Election  Ohio REALTORS PAF supported candidate wins.	RPAC	<ul style="list-style-type: none"> <li>Cultivate relationship with new GA Member.</li> </ul>	<ul style="list-style-type: none"> <li>RPAC =direct \$\$\$ to Ohio REALTORS supportive candidates.</li> </ul>