

STRATEGIC FUNDING
ISSUES MOBILIZATION APPLICATION



NAME OF ASSOCIATION:

DATE:

NAME OF PRESIDENT:

AMOUNT REQUESTED:

GUIDELINES FOR COMPLETION OF THIS FORM:

Before completing this application, please read the attached guidelines and initial as appropriate. If more space is needed, feel free to include additional sheets.

I. PURPOSE OF FUNDING REQUEST.

II. BACKGROUND OF ISSUE.

III. DATE FUNDS NEEDED BY.

IV. APPRAISE THE SIGNIFICANCE OF THE ISSUE AS IT COULD AFFECT THE REAL ESTATE INDUSTRY STATEWIDE.

V. SUMMARIZE THE PROPOSED COURSE OF ACTION AND THE OVERALL CAMPAIGN PLAN.

VI. ASSESS THE ODDS OF THE ISSUE PASSING OR FAILING.

VII. LIST THE GROUPS OR ORGANIZATIONS THAT OPPOSE YOUR POSITION.

A.) HOW WELL ORGANIZED IS THE OPPOSITION?

B.) HOW WELL FUNDED IS THE OPPOSITION?

C.) WHAT DO YOU ANTICIPATE THEIR STRATEGY AND TACTICS TO BE?

VIII. WHAT ARE THE OVERALL POTENTIAL COSTS INVOLVED? PLEASE ATTACH AN OVERALL CAMPAIGN BUDGET. *(If you have contracts or proposals from outside vendors, please attach copies.)*

IX. IS YOUR LOCAL ASSOCIATION IN A POSITION TO COMMIT ADDITIONAL FUNDS?

YES NO

A.) IF YES, HOW MUCH AND HOW WILL THESE FUNDS BE INTEGRATED INTO THE OVERALL BUDGET?

X. WHAT OTHER ORGANIZATIONS ARE INVOLVED IN SUPPORT OF YOUR POSITION ON THIS ISSUE? (Indicate the amount of funds pledged, if any, after each name.)

A.) HOW WILL THESE SPECIFIC FUNDS BE INTEGRATED INTO THE OVERALL BUDGET?

IS THERE A CAMPAIGN FILING REQUIREMENT FOR THIS PROJECT?

YES NO

IF "YES," WHAT IS THE DATE BY WHICH YOU WILL FILE WITH THE STATE BOARD OF ELECTIONS?

XII. HAVE YOU ATTACHED THE INITIALED GUIDELINES (initial)

AND THE OPERATING BUDGET (initial)?

Name of Local Association President Telephone

Name of Association Executive Telephone

**Name of Principal Contact for Issue Telephone
(If different from above)**

**E-mail completed forms to: Rick Lugg, COO/CFO
 Virginia REALTORS®
 RLugg@virginiarealtors.org**

If your application is advocacy related, please also email it to:

**Martin Johnson, Senior VP of Government Relations
Virginia REALTORS®
MJohnson@virginiarealtors.org**