

**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)**

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**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**