



**Pennsylvania  
Association of  
Realtors®**

## 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?

