

## **ISSUES MOBILIZATION FUND**

The Michigan Realtors® shall maintain a separate fund known as the Issues Mobilization Fund (IMF). The fund shall provide financial assistance for support or opposition of issues of significant importance to the real estate industry and the private property owners of Michigan.

### **Purpose**

The IMF's purpose is to improve public policy by encouraging and stimulating REALTORS® and others to take a more active and effective role in state and local government decision-making and the legislative process.

The Fund shall be organized and operated for the purpose of providing financial support for or in opposition to issues at the state and local level that have an impact on the private property rights of real property owners in Michigan. It shall also support related grassroots lobbying and educational efforts. Funds shall not be used to support candidates or for any other purpose prohibited by federal, state or local law.

### **Funding**

The Fund shall be financed through member assessments as described in Michigan Realtors® Bylaws.

### **Governing Body**

Michigan Realtors® Board of Directors shall have supervision and control over the affairs and funds of the Fund.

## **Guidelines and Procedures**

### **Education Strategies**

The IMF will maintain an informational brochure/package. This package will include organizational materials, a directory of Michigan Realtors® staff related to the IMF, funding request guidelines and other resources available from Michigan Realtors®.

### **Technical Assistance**

The IMF may provide staff, volunteer experts and consultants, conduct surveys to identify emerging issues which may impact the real estate industry, implement and maintain an issues database for access by Local Associations, and assist Local Associations in coalition building.

### **Financial Support Strategies**

The IMF may provide funding for advocacy efforts including, but not limited to, issues campaigns, related research and surveys, grassroots efforts, mail and advertising campaigns, phone banks and media, coalition building, lobbying and lobbying strategies, and educational activities.

### **Criteria for IMF Support**

Applicants must show that funds for campaigns have been solicited from other potentially affected individuals and/or groups, and that a portion of funds are derived from local and diverse sources.

A complete cost analysis or budget of the overall campaign, as well as written explanation of how the requested funds will be used must accompany the IMF request.

All IMF requests from local associations must have the signature of a Local Association President or Executive Officer, on behalf of its Board of Directors. Requests may be initiated by the Michigan Realtors® through its committees, task forces, officers, or staff.

Funding support for lengthy campaigns may be requested or dispersed incrementally. If incremental funding is exercised, a campaign progress report must be received prior to the additional funding. A final report, together with accounting funds shall be returned to the IMF. Additional reporting may be required.

Requests from local associations should indicate whether other localities could be affected by the issue, and whether REALTOR® Associations in those localities have been solicited to join a regional effort.

Requests will be considered by the IMF on an individual basis. Key considerations may include some or all of the following:

- a. Importance of the issue to all REALTORS®
- b. Funds raised from REALTORS®
- c. Active REALTOR involvement
- d. Funds raised in the community
- e. Broad-based community support
- f. Extensive coalition building
- g. Likelihood of success
- h. Previous activity on the issue