**Consumer Outreach Best Practices Resource**

***Sharing Your Recent Outreach Efforts***

**Submission Form**

Please complete this form to fully describe your local or state association’s consumer outreach program, initiative, project, experience, or story. Submissions are to fall in one of the following categories listed below. Fill out and and send the completed submission form to Courtney Wilson (cwilson@realtors.org).

•**Education** – Educate consumers that REALTORS® are their real estate and community resource.

•**Advocacy** – Conducting research and building consumer support for real estate issues.

•**Market Information** – Empower REALTORS® and REALTOR® associations to be the source for local market information and trends.

1. Association name:
2. Membership size:
3. Staff size:
4. Association Budget

Expenses – direct and overhead:

Revenue – dues and non-dues:

1. Does your association operate an MLS?

Yes

 If yes, is it a regional MLS? Yes No

No

1. What geographic area best describes the location of your association?

Urban

Suburban

Rural

Other (please explain)

1. What is the population of the city/town where your association is located?

**Consumer Outreach Project Information**

1. Project name:
2. In which category does your project best fit?

Education

Advocacy

Market Information

1. Project description (include communication tools and vehicles used):
2. What is the goal of your project?
3. Which of the following describes the human resources used to develop your project? Check all that apply.
	* + Staff
		+ Volunteer members
		+ Partnered with another REALTOR® association
		+ Partnered with another organization outside the REALTOR® association
		+ Hired a consultant
		Include consultant name and contact information:
4. Did you use any NAR tools and resources in the development process?

Yes

If yes, which ones and were they effective:

No

1. Time commitment:

How long did it take to develop the project?

How much time is involved on a monthly basis to maintain the project?

1. What was the total project cost and how was the project funded?
2. What, if any, challenges are or were you addressing with the project, either through the development or maintenance stages?
3. Attach a link to your project or any corresponding content, social media platforms, graphics, etc. that provide a comprehensive description.
4. Please describe the value of this initiative and your association’s success with the project, including feedback from your members.
5. Please share whatever else you think would be important for someone to know about your project.
6. Please provide a contact for more information on this project:

Name:

Phone Number:

Email Address: