

# Local Political Coordinator **PLAYBOOK**



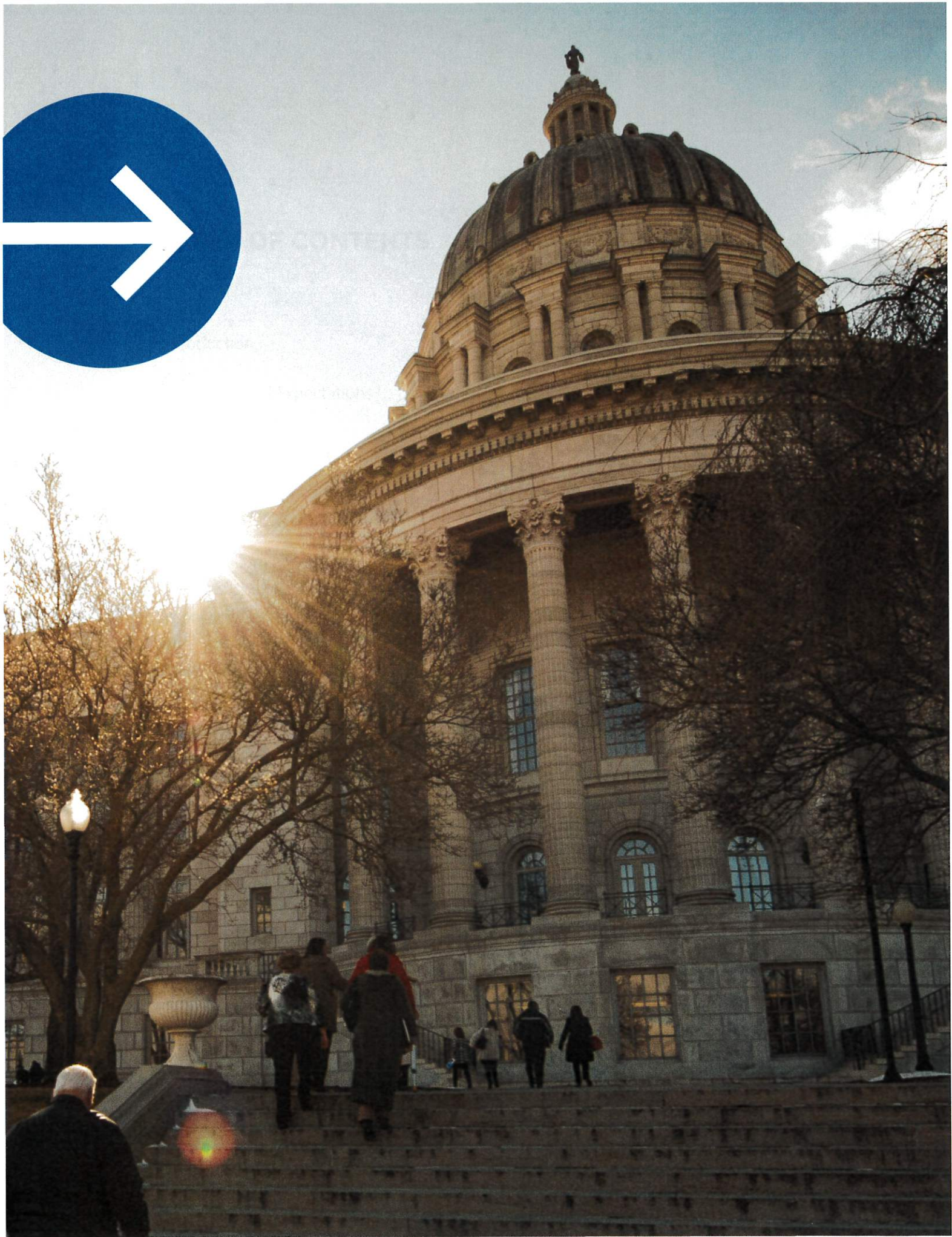
OGAR

Ozark Gateway  
Association of REALTORS®

Missouri REALTOR®  
**PARTY** ★ 

Act. Invest. Make an Impact.







## INTRODUCTION

The purpose of the **Local Political Coordinator Playbook** is to provide Local Boards/Associations with a template to create a Local Political Coordinator (LPC) Program. This Playbook will help LPCs learn their role and perform expected responsibilities successfully and effectively. This serves as a reference and list of best practices for the LPC community.

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### What is a Local Political Coordinator?

LPCs are selected REALTOR® members who play an important role in the grassroots and advocacy efforts of Missouri REALTORS® and the Ozark Gateway Association of REALTORS®. Each LPC is matched with a local community leader (or leaders) or elected official with whom they will cultivate a relationship and educate on issues important to the real estate industry and private property rights.

### Local Political Coordinator Requirements

The LPC is generally selected by the RPAC Committee and then confirmed by the Board of Directors. They are someone with a level of experience that allows them to successfully navigate political relationships and monitor municipal issues.

Your responsibility as a Local Political Coordinator is to provide a link between local business/government and Ozark Gateway Association of REALTORS®. We want to hear from you about potential issues or actions in our region which impact homeowners, REALTORS®, or the real estate industry. Likewise, if we hear of something happening we would like your help in connecting with your local elected officials or community leaders.

### The REALTOR® Party

The REALTOR® Party is the non-partisan approach to promoting legislation that is of importance to all REALTORS®. LPCs ***must be able to remove their personal biases*** on unrelated issues before advocating on any REALTOR® supported issue.

## **LPC DUTIES AND EXPECTATIONS**

### **What is your job as a Local Political Coordinator?**

**Stay Informed** (*see next page*)

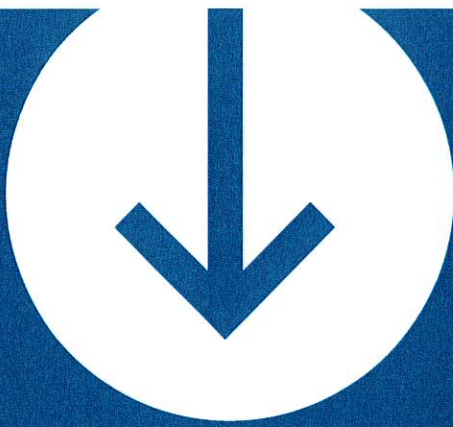
#### **Elected Official/Community Leader Relations**

- Provide a critical link to ensure continued and consistent messaging to elected officials/community leaders in your city.
- Maintain positive, professional communication with them and meet with them regularly to stay connected and discuss key issues.
- Provide a critical link to ensure constant and consistent messaging from your RPAC Committee/MR to elected officials./community leaders.
- Meet with your official/leader three to four times a year.
- Invite your official/leader to appropriate local association events.

#### **REALTOR® Connection**

- Sign up for REALTOR® Party Mobile Text Alerts (*text REALTORS to 30644*).
- Respond to all Calls for Action and requests to contact your elected official.
- Attend government meetings, political events or other gatherings of interest to interact with your elected official/community leader.





## HOW TO STAY INFORMED

- Monitor municipal meeting agendas and minutes so you can identify issues of interest to REALTORS®
- Visit the Advocacy section on *missourirealtor.org*
- Visit your local city/county government (or business) page(s)
- Visit your assigned elected official or community leader's website, “like” their Facebook page, and engage with them on social media



## FOSTERING A RELATIONSHIP WITH YOUR OFFICIALS/LEADERS

### There are many ways to maximize your influence

- Work with your local Ozark Gateway Association of REALTORS® staff or Missouri REALTOR® Party staff to plan and conduct a visit with your elected officials/community leaders.
- Get to know key staff members in your official/leader's office.
- Personally interact with and invite your official/community leader(s) in REALTOR® activities, including invitations to speak at your annual meeting, attend new office openings, groundbreakings, etc.
- Volunteer for a any campaign activities, including phone banking, canvassing or hosting a fundraiser (if applicable).  
*This will add credibility to your grassroots messages and help to build lasting relationships with your local community leaders*
- Consider making a personal political contribution (if applicable).
- Work with Ozark Gateway Association of REALTORS® staff to learn about different opportunities to get in front of your community leader(s) such as in-district meetings and events.



- Work with Ozark Gateway Association of REALTORS® staff to coordinate meetings and keep up to date on legislative issues.
- Deliver the main message clearly.

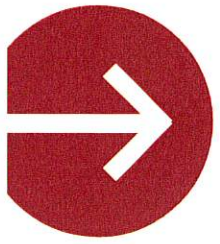
**Begin with:** *"I'm calling you to urge you to vote for/against..."*

**End with:** *"Thank you for speaking with me and I hope you'll support the REALTOR® position and vote for/against..."*

- Feel free to give the elected official/community leader a personal example, but be sure it's related to what the issue is about. If you are unsure that your message applies, check with Ozark Gateway Association of REALTORS® staff.
- When speaking about a specific ordinance, include the ordinance number, what the topic is, what the ordinance does and specific reasons for our support or opposition.
- Ask if the elected official has any concerns/reservations and address them if you can.

**You can always say:** *"Let me speak to Ozark Gateway Association of REALTORS® staff and get back to you."*

- Contact the elected official/community leader as soon as you can when needed/requested.
- Remember that it is very effective when the REALTOR® Party position is communicated by you—someone with whom the elected official or community leader has a relationship.
- Listen to the elected official/community leader.



# Don't

- Go off track...stick to the talking points.
- Commit to changing an ordinance or changing the Ozark Gateway Association of REALTORS® position. We speak with one united voice. If an elected official has concerns or objections, get that information to Ozark Gateway Association of REALTORS® staff immediately.
- Make promises about rewards for the "right" vote or threats of retribution.
- Wait too long to contact the legislator. Due to the large number of issues being considered, action can occur quickly.

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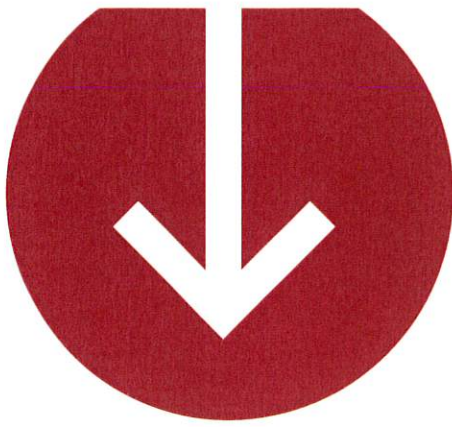
**DO NOT MENTION RPAC TO AN ELECTED OFFICIAL WHEN SPEAKING ABOUT LEGISLATION. DO NOT MENTION RPAC WHEN IN AN ELECTED OFFICIAL'S GOVERNMENT OFFICE.**

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## IMPORTANT CONTACTS

Ozark Gateway Association of REALTORS®  
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Joplin, MO 64801  
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## Ozark Gateway Association of REALTORS® Staff/President

Ozark Gateway Association of REALTORS® is your first point of contact for LPC questions.



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## Missouri REALTOR® Party Staff

For additional questions or information, contact Missouri REALTOR® Party staff.



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