



First Steps for a New FPC or Key Contact

Call the campaign or fundraising consultant:

- Get on their fundraising list so you will receive invitations to local events.

Call the district office. Arrange to meet with the district director. When you meet:

- This should be an informal meeting.
- Introduce yourself and explain the role you play as FPC/KC
- Ask for contact info for key staff: the district director, chief of staff, scheduler and the legislative assistant handling housing.
- Ask if there is anything you can do to help them (provide data on housing, set up a Real Estate Advisory committee, etc)

If they have an Open House to celebrate the opening of the office, be sure to go.

- Follow your legislator on social media. You'll want to follow him or her on any platforms in which they are active. This may include Facebook, Twitter and Instagram. You will want to follow both the campaign account and the official account.
- Sign-up for their e-newsletters.
- If you will be attending NAR training in Washington, arrange to meet with the Capitol staff.
- Create your contact team

RECRUIT FPC/KC TEAM MEMBERS

Look for individuals who have an established relationship with the legislator, experience in politics, come from different local associations in the districts, and have varied specialties in the real estate industry. Ask Association Executives or Governmental Affairs Directors from other associations in your congressional district for recommendations.

Call these identified individuals to ask for help. Be sure to explain the responsibilities of a Team member.

After you have recruited several interested activists, plan an organizational meeting to discuss plans for the coming year. You should cover the rest of the following topics at this meeting and, outside of meetings with your legislator; this could be your only meeting as a group for the rest of the year.

ESTABLISH A COMMUNICATIONS NETWORK

This is important. When you receive a Call-for-Action or Red Alert, your team will need to respond quickly. Set up an easy system to make sure that all members have seen the Call-for-Action or Red Alert and are responding appropriately. You may want to use a simple phone tree, group texting or e-mail.

Make one Team member responsible for maintaining the network. This person should also be responsible for contacting all the local association executives in the district so that other REALTORS® can respond as well.

Please provide a list of your Contact Team members to C.A.R. by e-mailing DeAnn Kerr at deannk@car.org.