

A S.M.A.R.T Approach to the NAR Budget

NAR Communications Plan
March 2018



The Project and Timeline

- NAR is committed to being transparent with members regarding the proposed 2019 Budget. This plan highlights how and where this information will be communicated and/or discussed.
- Our budget outreach initiative is titled S.M.A.R.T Initiatives – Strategic Measures Advancing REALTORS® to Tomorrow
- Campaign will run from March 24 through May 19 culminating at the Board of Directors meeting during Midyear.
- Visit nar.realtor/smartbudget for the latest information.

Message Distribution and Channel Management

Channel	Date	Audience
The HUB	March 24, 2018	Members Involved with NAR Governance
nar.realtor/smartbudget	March 24, 2018	Members/Visitors
REALTOR® Mag Daily News	March 26, 2018	State/Local AEs
AE INS	March 28, 2018	Email subscribers
RIS Media Newsletter	March 28, 2018	RIS Media List
Weekly Report Newsletter	March 29, 2018	Members
GADfly Newsletter	April 5, 2018	GADs
REALTOR® Party News	April 12, 2018	Members
Midyear Attendee Email	May 11, 2018	Midyear Attendees

Stakeholders and Key Communicators

- Key Communication Stakeholders include:
 - Leadership Team
 - Budget Review Committee
 - Finance Committee
 - Regional Vice Presidents
 - Past Presidents
 - NAR Staff
- The HUB will be used to communicate messaging on *A S.M.A.R.T. Approach to the NAR Budget*. The HUB audience includes: NAR committees, presidential advisory groups, advisory boards, councils, work groups, the board of directors, and select other association leadership groups, as well as the staff who support those groups.

Social Media Platforms



<https://www.facebook.com/NARdotRealtor/>



@nardotrealtor



<https://www.linkedin.com/company/national-association-of-realtors/>

Events

- There are numerous events where members of the NAR Leadership Team will be speaking to members. Many of these events may offer the opportunity to discuss the proposed dues increase – events between March 24 and May 19 are listed on slides 7-8.
- The *Treasurer's Budget Forum* will take place from 2:00-4:00 PM, Thursday, May 17 at the REALTORS® Legislative Meetings in Washington, DC. This meeting allows members to meet with Tom Riley, NAR Treasurer, to learn about the proposed 2019 NAR Budget.
- To request an NAR officer to speak at your association, please visit nar.realtor/smartbudget

Events

Event	Location	Date
AEI	Charlotte, NC	March 24-25, 2018
Inman Disconnect	Palm Springs, CA	March 26-28, 2018
Fort Smith BOR Lunch Meeting	Fort Smith, AR	March 26, 2018
Region 4 Leadership Retreat	Kingsport, TN	March 28-30, 2018
Broker Summit/Facebook Live Event	Nashville, TN	April 3-5, 2018
Region 9 Conference	Kansas City, MO	April 5, 2018
REBarCamp	Nashville, TN	April 6, 2018
Nebraska REALTORS® Convention	La Vista, NE	April 9-10, 2018
Ohio AOR Spring Legislative Conference	Columbus, OH	April 9-10, 2018

Events *(continued)*

Greater Nashville AOR April Membership Luncheon	Nashville, TN	April 10, 2018
Region 11 Conference/Members Edge	Albuquerque, NM	April 11-13, 2018
NAGLREP Housing Policy Conference	Washington, DC	April 18, 2018
Colorado AOR Spring Conference	Vail, CO	April 23-24, 2018
Louisiana REALTORS® Spring Governance Meeting	Baton Rouge, LA	April 24-26, 2018
Missouri REALTORS® April Business Conference	St. Charles, MO	April 25-27, 2018
California AOR Spring Meetings	Sacramento, CA	May 2-5, 2018
Facebook Live Event	TBD	Early May
Webinar	TBD	Early May