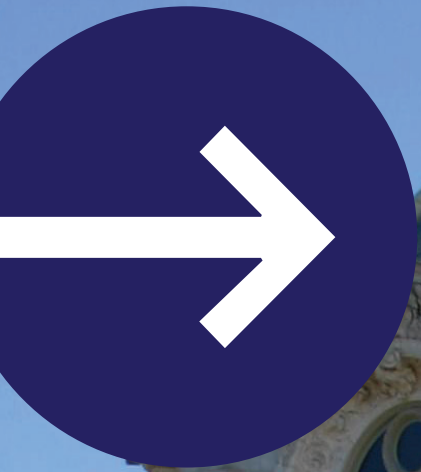


# Local Political Coordinator **PLAYBOOK & FIELD GUIDE**





Crocker, J. (2007, March 17). City Hall, University City, MO, USA. Retrieved August 31, 2018, from [https://commons.wikimedia.org/wiki/File:2007-03-12\\_1600x2400\\_ucity\\_city\\_hall.jpg](https://commons.wikimedia.org/wiki/File:2007-03-12_1600x2400_ucity_city_hall.jpg) (Originally photographed 2007, March 12)



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# INTRODUCTION

The purpose of the Local Political Coordinator (LPC) Playbook and Field Guide is to assist LPCs in adapting to their roles, and to 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 St. Louis REALTORS®. Each member that serves as an LPC is matched with local elected officials with whom they will cultivate a relationship and educate on issues important to the real estate industry and private property rights.

## 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.

## ABOUT THE LPC PROGRAM

The St. Louis REALTORS® Local Political Coordinator Program is an important part of our advocacy efforts. The goals are to build relationships between local elected officials and REALTORS®, have REALTORS® ready to engage if any issues arise in a municipality, and to serve as a pipeline of information for the St. Louis REALTORS® members and staff. The program is inspired by the National Association of REALTORS® Federal Political Coordinator (FPC) and the Missouri REALTORS® State Political Coordinator (SPC) programs.

St. Louis REALTORS® relies on LPCs to advocate on policy initiatives that will result in a sound and dynamic real estate market, and foster vibrant communities throughout our region.

While a strong lobbying arm is important, the real power of any industry lies in the activism of its members. With more than 8,000 members, St. Louis REALTORS® has the potential to be an extremely powerful force in city halls across our region. However, it will take significant grassroots engagement and momentum to accomplish our policy goals — that's where you come in!

Elected officials want to know how a specific issue will affect their constituents and will look to you for answers. It is your voice and your experience that will help guide their decisions.

Your efforts to educate your designated officials will make the difference. When an important real estate industry issue arises, we want your elected officials to pick up the phone and reach out to you first; their LPC friend who they know and trust. That's why maintaining your relationship matters.

This material will provide you with essential resources for the LPC Program. It includes different ways to get involved, as well as important introductory material on the legislative process. Thank you for your service to this program. Your involvement is crucial to the success of our lobbying efforts on behalf of St. Louis REALTORS®.

# LPC DUTIES AND EXPECTATIONS

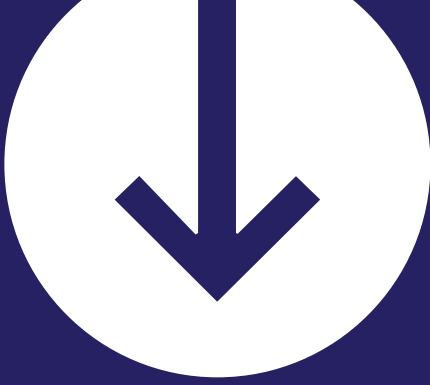
## What is your job as an LPC

- Support direct lobbying with grassroots REALTOR® involvement
- Provide a critical link to ensure constant and consistent messaging to elected officials and in the assigned municipalities
- Attend city council meetings from time to time (it's important for elected officials to hear the local perspective or impact of issues)
- Maintain contact with your elected officials and involve them in appropriate local association events
- Attend events when requested and funded by REALTORS® Political Action Committee (RPAC)
- Advocate for REALTORS® and the REALTOR® Party
- Respond to all Calls for Action and St. Louis REALTORS® requests to contact your elected officials
- Participate in training as required by St. Louis REALTORS®
- Sign the LPC pledge
- Sign up for REALTOR® Party Mobile Text Alerts (text REALTORS to 30644)
- Attend annual Capitol Conference and interact with legislator(s)
- Participate in REALTOR®-related political activities for the elected official/candidate, including making phone calls, engaging on social media, hosting a distribution location for campaign lawn signs, etc.

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**Questions:** Contact the St. Louis REALTORS® staff at 314.576.0033 ext. 307

**Note:** *If the LPC does not perform the required duties, her or she may be replaced upon the LPC replacement protocol.*



## RESPONDING TO A CALL FOR ACTION AND OTHER COMMUNICATIONS

When Congress, the Missouri General Assembly, or local governments are considering legislation that affects the real estate industry, St. Louis REALTORS®, the Missouri REALTORS®, and NAR rely on member responding to a Call for Action. By simply contacting your elected officials through a pre-written email, you can ensure that your business remains strong. Responding immediately to a Call for Action is critical to a coordinated, powerful grassroots message. As an LPC, you should be the first to respond, and respond to every Call for Action you receive. You should also encourage your colleagues to take action.

In addition to responding to a Call for Action, please communicate directly with your elected officials and their staff as well. You can do so in a number of ways:

- **Letter or email**
- **Phone call**
- **Text message**
- **Personal visit**

This type of direct, personal interaction will help you continue to build a relationship with your elected officials, thus increasing your long-term effectiveness.

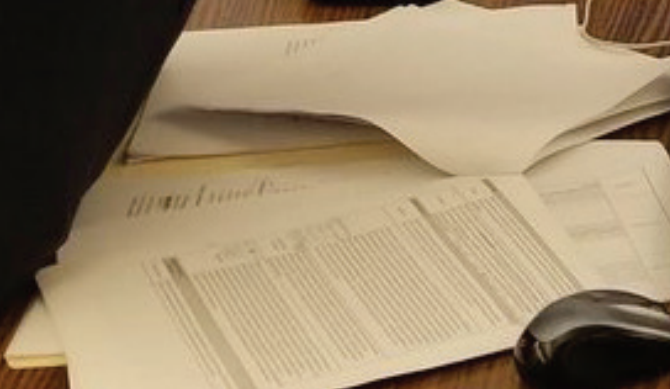
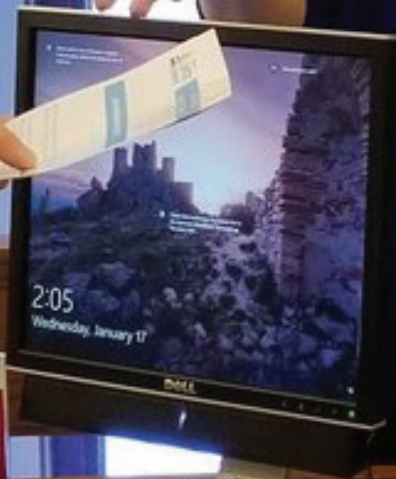
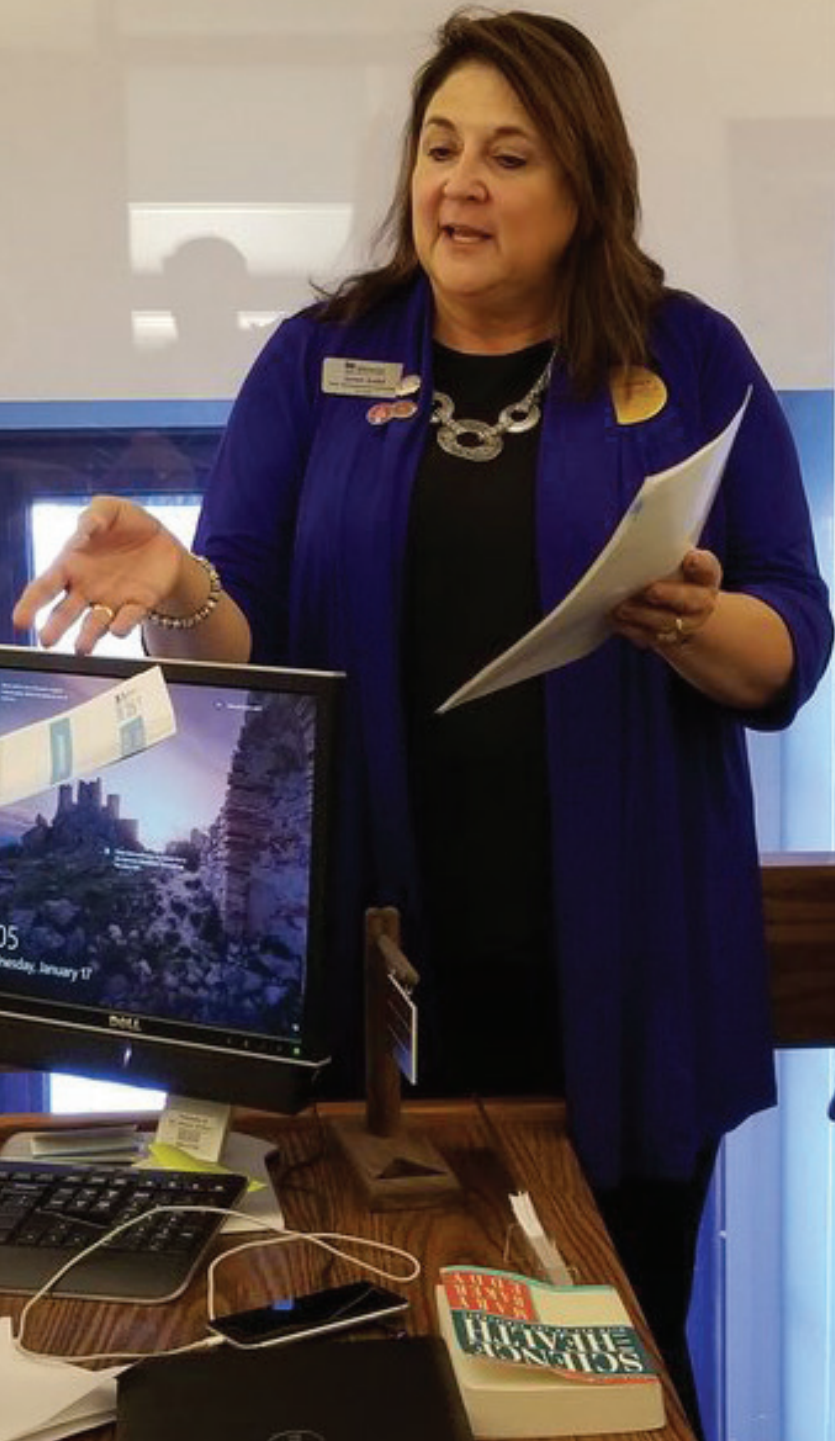
# FOSTER A RELATIONSHIP WITH YOUR MEMBER OF THE LEGISLATURE

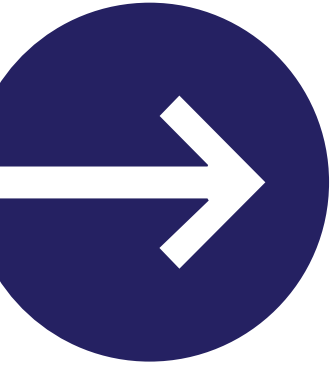
## There are many ways to maximize your influence

- Work with either the St. Louis REALTOR® staff or Missouri REALTOR® Party staff to plan and conduct a visit with your legislator during Capitol Conference and REALTOR® Days
- Personally interact with and involve your elected officials in REALTOR® activities, including invitations to speak at your annual meeting, attend new office openings or groundbreakings, etc.
- Volunteer for a candidate's campaign activities, including phone banking, canvassing or hosting a fundraiser

*This will add credibility to your grassroots messages and help to build lasting relationships with your legislator(s)*

- Consider making a personal political contribution
- Work with St. Louis REALTOR® staff to learn about different opportunities to get in front of your elected officials such as meetings/events





# Do

- Work with St. Louis REALTORS® staff to coordinate meetings and keep up to date on legislative issues

- Deliver the main message clearly, for example:

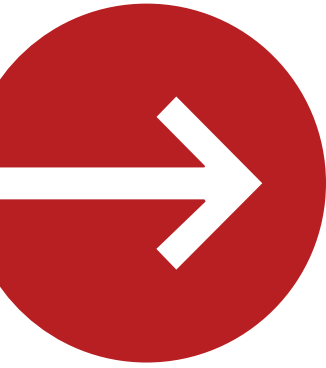
**Begin with:** *“I’m calling you to urge you to vote for/against...”*

**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 a personal example, but be sure it’s related to what the bill is about. If you are unsure that your message applies, check with St. Louis REALTORS® staff
- When speaking about a specific piece of legislation, include the bill number, what the topic is, what the bill does and specific reasons for our support or opposition
- Ask if the elected official has any concerns or reservations and address them if you can

**You can always say:** “Let me speak to St. Louis REALTORS® staff and get back to you.”

- Contact the elected official as soon as you can when needed/requested
- Remember that it is very effective when St. Louis REALTORS® position is communicated by you, a resident of the area and someone with whom the elected official has a relationship
- Listen to the elected official



# Don't

- Go off track...stick to the talking points
- Commit to changing the legislation or changing St. Louis REALTORS® position. We speak with one united voice. If an elected official has concerns or objections, get that information to the St. Louis REALTORS® staff immediately
- Make promises about rewards for the “right” vote or threats of retribution
- Wait too long to contact the elected official, because of action can occur quickly on legislation

**DO NOT EVER 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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## ABOUT RPAC

The REALTORS® Political Action Committee (RPAC) is a nonpartisan organization that assists in the election of candidates who support private property rights and other issues that have a direct impact on the real estate industry at the local, state, and national levels. RPAC is funded through voluntary contributions from REALTORS®. 100 percent of RPAC contributions are used to support REALTOR®-friendly candidates. 70 percent of funds go towards state and local races, and 30 percent towards federal candidates.

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## RPAC Criteria for Candidate Selection

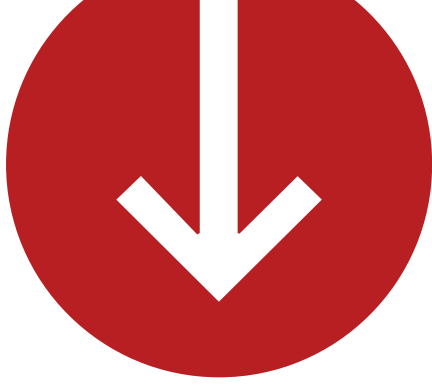
Like most PACs, RPAC adheres to the policy of supporting like-minded incumbents. The criteria RPAC issues in determining its support includes:

- Individual action taken to advance pro-REALTOR® legislation
- Voting record
- Engagement with St. Louis REALTORS® staff
- Accessibility
- Race competitiveness

## Making an Individual Contribution to RPAC

Supporting RPAC is a critical component of supporting your elected officials. By investing in RPAC, you distinguish yourself as a political leader who is actively involved in politics on behalf of REALTORS®. As a St. Louis REALTORS® representative to local elected officials, it is important that you personally support the PAC that gives you the resources to do your job effectively.





## IMPORTANT CONTACTS

### St. Louis REALTORS®

12777 Olive Blvd  
St. Louis, MO 63141  
314-576-0033

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### St. Louis REALTORS® Staff

St. Louis REALTORS® staff **MUST** be your first point of contact for LPC questions. Please contact us with any questions.



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## RESOURCES

### Stay involved and stay informed!

**St. Louis REALTORS® Facebook**

*<https://www.facebook.com/stlouisrealtors>*

**St. Louis REALTORS® Twitter**

*<https://twitter.com/STLRealtors>*

**St. Louis REALTORS® Vimeo**

*<https://vimeo.com/STLRealtors>*

**St. Louis REALTORS® Government Affairs**

*<https://www.stlrealtors.com/membercenter/governmentaffairs>*

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To learn more contact Missouri REALTORS® at 1.800.403.0101.

Get advocacy and legislative updates at [stlrealtors.com/membercenter/governmentaffairs](https://stlrealtors.com/membercenter/governmentaffairs)

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