



THE REALTOR® PARTY OF CALIFORNIA

Best Practices Guide

STATE IMPAC

State IMPAC (Issues Mobilization Political Action Committee) is C.A.R.'s statewide issues-advocacy fund that supports local associations and coalitions on campaigns that support the policy priorities of the California REALTORS®.

State IMPAC can be utilized when an issue is statewide in scope or beyond the capacity of a Local IMPAC or ALF (Advocacy Local Funds).

What State IMPAC Can and Cannot Fund

State IMPAC can fund things like:

- ✓ Ballot measure campaigns
- ✓ Local issue advocacy with statewide implications
- ✓ Coalition participation
- ✓ Policy forums and issue-focused events
- ✓ Public education/outreach
- ✓ Third-party research and consulting
- ✓ One-time GAD start-up equipment/recruiting support

State IMPAC cannot fund:

- ✗ Candidate campaigns
- ✗ Fundraisers
- ✗ Charitable donations
- ✗ GAD salaries or ongoing GAD contracts.

Note: At the local level, local IMPAC funds may only be used for ballot initiative campaigns and ALF funds must be used for all other appropriate causes. State IMPAC does not have an ALF equivalent and therefore is not limited in the same way. For example, while State IMPAC can provide funding for a research paper on rent control, local IMPAC funding cannot be used for the same cause and ALF funds must be used to support that cause.

Who Can Apply?

- Local Associations facing a policy issue or campaign beyond their Local IMPAC or ALF capacity or of statewide significance to REALTORS®
- Interest Groups or Coalitions pursuing real estate policy issues with statewide relevance to REALTORS®

How to Apply to California's State Issues Mobilization PAC (IMPAC)

STEP 1: Decide if State IMPAC Is the Right Tool

Use State IMPAC if:

- Your issue is real estate related, policy focused, and consistent with C.A.R. positions.
- The campaign exceeds your Local IMPAC or ALF capacity or has statewide significance or precedent.
- Local REALTORS® are willing to contribute funds or volunteer time.

Before You Apply: Checklist

- ✓ Have you used your funds?
- ✓ Have you applied for NAR Issues Mobilization Committee funding? (www.realtoractioncenter.org)
- ✓ Does your request align with C.A.R.'s policy priorities?
- ✓ Do you have a reasonable budget with documented costs?
- ✓ Can you demonstrate local REALTOR® commitment (financial or volunteer support)?
- ✓ Do you have funds for a "skin in the game" contribution?
- ✓ Is your timeline realistic for Trustee review?
- ✓ Can you explain how this issue matters beyond your local area?
- ✓ Are you submitting at least 5 weeks before a scheduled IMPAC meeting or can justify a shorter submission timeframe?

STEP 2: Gather the Information You'll Need

Collect the details before filling out the form:

- **Issue summary**
 - **Background/context:** Key history, players, timeline, political landscape
 - **Budget:** Detailed cost breakdown (mail, digital, polling, consultants, etc.)
 - **Local contribution:** How much Local IMPAC, ALF, or other local or coalition sources are contributing
 - **REALTOR® involvement:** Volunteer efforts, coalition partners, letters, phone banks, etc.
 - **Timeline & urgency:** Election dates, council votes, hearing dates, filing deadlines
 - **Statewide impact case:** How does this issue set a precedent or affect other regions
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STEP 3: Choose the Right Application Form

Go to car.org/advocacy/PACSnRAF and select the form that fits your project:

- State IMPAC Campaign Application
 - ◆ For ballot measures and true campaigns (support or oppose).
 - State IMPAC Program Application
 - ◆ For coalitions, issue events, policy education/outreach, or research.
 - State IMPAC GAD Start-Up Grant Application
 - ◆ For one-time equipment and recruiting costs for a new GAD position.
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STEP 4: Complete the Application

Using the information from Step 2, fill in:

1. **Issue summary & background** – clear, concise description.
 2. **Objectives** – define what success looks like (win at the ballot, stop a harmful ordinance, etc.).
 3. **Budget & funding plan** – include your local contribution and any other funding sources.
 4. **Coalition information** – partners, roles, and contributions (if applicable).
 5. **Timeline** – key dates, why and when funding is needed.
 6. **Evaluation criteria** – explain how your request meets State IMPAC's priorities (statewide impact, REALTOR® commitment, likelihood of success, proactive value, etc.).
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Pro Tip:
Explicitly connect your answers to the Trustees' lens: statewide significance, local buy-in, realistic budget, strong strategy.

STEP 5: Submission Timeframe

Standard timing:

- Submit your application at least 5 weeks before a scheduled State IMPAC meeting.
- Allow approximately 6-7 weeks from submission to decision.

Expedited review:

- Possible when there are sudden developments (e.g., unexpected ballot qualification or last-minute council action) and you clearly explain the urgency.

Special meetings:

- Reserved for truly urgent, high-impact issues that can't wait for the next regular meeting.

STEP 6: Submit and Coordinate with C.A.R. Staff

Email your completed application to:

- Anna Buck - Annab@car.org
- Lisa Beier - Lisab@car.org

Staff will:

- Confirm the issue is real estate-related and consistent with C.A.R. policy.
 - Prepare a neutral staff report summarizing the issue and context.
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Pro Tip:
C.A.R. Staff does **not** approve or deny funding as that's the Trustees' role, but early communication can help you avoid surprises.

STEP 7: Trustee Review and Decision

Once submitted:

- Trustees receive your application and the staff report.
 - Trustees receive the application and staff report, review all materials confidentially, deliberate, and then vote.
 - Staff will notify you of the decision and any conditions attached to funding.
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Pro Tip:
Use any Trustee feedback to fine-tune your campaign, even if the request is modified or partially funded.

STEP 8: Use the Funds and Report Back

If your request is approved:

- Funds are disbursed according to Trustee direction and your approved budget.
 - You may be asked for:
 - ◆ Periodic **progress updates**
 - ◆ A **final report** summarizing outcomes
 - ◆ **Documentation** of how funds were spent
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Pro Tip:
Treat this like a full campaign partnership - good reporting helps future IMPAC requests from your Association and others.

STEP 9: Using Interboard Solicitations (Optional)

If the issue is regional and needs broader support:

- You may request Local IMPAC or ALF support from other AORs after State IMPAC Trustee approval.
- Include in your outreach:
 1. Total fundraising goal
 2. Amount requested from each AOR
 3. Your own Local IMPAC contribution
 4. Election or cut-off date

Any unused interboard funds must be returned to contributing Associations.

Quick Best Practices Checklist

Before you hit "send," ask:

- ✓ Have we started early enough to comply with 5-week window for applications?
 - ✓ Are we showing meaningful local engagement (funds/volunteers)?
 - ✓ Is our statewide impact explanation clear?
 - ✓ Is the budget detailed and realistic?
 - ✓ Have we followed all directions and deadlines?
 - ✓ Is our explanation direct, concise, and REALTOR® focused?
 - ✓ Have we contacted and consulted State IMPAC staff?
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Contacts & Resources

State IMPAC Staff:

- Anna Buck - Annab@car.org
- Lisa Beier - Lisab@car.org

Resources:

- Forms & information: car.org/advocacy/PACSnRAF
- NAR Issues Mobilization Committee: realtoractioncenter.org