



How to Build a Successful FPC Team

Every FPC experience is unique—levels of advocacy experience, knowledge of the public affairs world, and personal connections to lawmakers all vary to a large degree. As a result, it is important to develop an FPC Team to support you in executing your significant grassroots activities and duties to the best of your abilities. The following guidelines will help you build a new team or help if you are struggling with your current support structure.

Step 1: Identify Your Needs

Take stock of your needs as an FPC and build your team accordingly. When choosing members of your FPC team, keep in mind that ideal NAR advocates hold the following attributes:

- An understanding of the key issues affecting REALTORS®;
- An interest in politics;
- A willingness to play an active role in specified NAR grassroots initiatives;
- Existing relationships with legislators, community and business leaders.

Many REALTOR® advocates may have more specialized experience. Areas of advanced familiarity might include:

- Relevant issue expertise and/or a history of advocacy;
- Campaign experience;
- Leadership experience within NAR.

Step 2: Ensure Strong Team Qualities

Your goal in building an FPC team is to help you better carry out your duties and increase responses to Calls for Action. As a result, ideally your team should include:

- A minimum of one FPC Team Member for each Senator and Representative serving under each FPC.
 - Representatives of various major boards in the district and perhaps even the affiliates (Women's Council of REALTORS®, Commercial members, etc.)
- Representatives of the minority population in your district if it is significant (ie: National Association of Hispanic Real Estate Professionals (NAHREP), Asian Real Estate Association of America (AREAA), or National Association of Real Estate Brokers (Realtists))
- REALTOR® members on your board that you know will also respond to Calls For Action;
- Those who serve on Government Affairs Committees and RPAC.
- Also, consider asking members with different real estate specialties (ie: Commercial, Land, Broker etc.)

Step 3: Seek Advice

There are significant resources available to every FPC to help them recruit and build a high potential FPC Team. Consulting with the following groups will help you identify and recruit individuals who are interested and capable advocates on behalf of NAR. They include:

- State and Local Associations;
- Government Affairs Staff;
- State and Local Association Executives;
- NAR Political Field Representatives;
- Leaders within NAR (ie: committee chairs and committee members).

Step 4: Hold an Organizational Meeting

Once chosen, it is important that you meet with your team and learn their interests, advocacy history and strengths. This will help you seamlessly work together to maximize the team resources in order to play a fundamental role in NAR's grassroots public affairs agenda. The organizational meeting may be in person, by conference call, or tied to an already scheduled meeting to take advantage of team members being in one place.

During this meeting, FPCs should gather information to establish regular contact patterns with team members, which can also be activated when hot issues emerge or when specific CFAs are made. Below are some examples of information that you may want to gather:

- Phone number;
- Primary email address;
- Home/work address;
- Fax number.

Step 5: Get on the Same Page

Your team members should all be equally familiar with their Members of Congress. Since legislators have different committee expertise or issue areas that are of interest to them, communications directed at legislators should reflect the REALTOR® advocate's familiarity with an issue and his/her understanding of its importance to the particular Member of Congress.

Provide your team with a biography of your lawmaker and other materials which can be provided by your NAR Political Field Representative.

Step 6: Ensure Participation

Some FPC Team Members will be more involved than others depending on the time they can dedicate. To help ensure maximum participation, we suggest the following:

- Ask your team members about their level of time commitment.
 - This will help identify which members are willing to do what activities.
- Delegate!
 - Giving Team Members greater responsibility for certain projects often generates a feeling of ownership over the goals of grassroots, and eventually your team's overall success.

Step 7: Provide Recognition and Positive Feedback

Team members who go above the call of duty or who have made great strides in furthering the team's goals should be acknowledged and appreciated in newsletters, email updates or in other forums. If the team has been successful (i.e., getting your Member of Congress to be a co-sponsor or getting a vote), the team should celebrate its victory. Please notify NAR staff if you have a particularly victorious win.