

Community Outreach

Champion Industry Issues with Community Outreach Grants and Services

NAR's Community Outreach program positions REALTORS® as community leaders and collaborators through their associations. It offers five different grants, technical assistance, and resources to match affordable housing, fair housing, community planning and development, placemaking, rural-related advocacy, education, and engagement objectives for state and local REALTOR® associations.

Take action with help from a Community Outreach Grant

State and local REALTOR associations can apply for a Community Outreach Grant for [Housing Opportunity](#), [Smart Growth](#), [Placemaking](#), [Rural Outreach](#) and [Fair Housing](#) advocacy, engagement and education. Grants offer levels 1 and 2 (up to \$3,000 and \$7,500 respectively), with Housing Opportunity and Smart Growth offering level 3 (up to \$15,000). Each association can receive one grant per level each year, and grant applications are available online (login required). In 2023, the 10% financial commitment requirement is waived for associations under Right Tools, Right Now. To get inspired, associations can explore [grant toolkits](#) and [success stories](#).

Community Outreach Grant Application Period Closed for 2023 The Community Outreach Grants have surpassed expectations in popularity. The response and demand for Fair Housing, Housing Opportunity, Smart Growth, Placemaking, and Rural Outreach grants have been overwhelming, leading us to reach maximum capacity before the application period's scheduled end on October 15th, 2023. **As a result, the application window is now closed and will reopen on Tuesday, January 2nd, 2024.** We would like to express our gratitude to all the REALTOR® associations who have shown immense interest in these grants. We understand the significance of these grants to your organizations and the positive impact they can have on your community development and fair housing related efforts. We strongly encourage you to take advantage of this opportunity and sign up for a [Community Outreach Planning Session](#). These sessions will provide a platform to discuss innovative ways to leverage a grant in 2024, allowing you to maximize the benefits for your association. Should you have any questions or require further information, please do not hesitate to reach out to Christine Windle at cwindle@nar.realtor or call 202-383-1135. We are here to assist you and provide any necessary support throughout this process.

Customizable Community Outreach Resource Brochure for State and Local REALTOR Associations

Customize the [Community Outreach Resource Brochure](#) (8.5 x 11, trifold, power point) to share with government officials and staff for leveraging Community Outreach Grants. Use

the [Instruction Guide](#) to add your association's mission statement, advocacy priorities, and contact info.



NAR Community Outreach Promotional Video

Use the Land Use Initiative to Support Your Advocacy Efforts

As a community leader, your association creates a positive real estate and business environment. The [Land Use Initiative](#) analyzes and provides talking points for proposed land-use and real estate transactional measures (comprehensive plans, amendments, legislation, ordinances, or regulations) that impact REALTORS® and property transfers

Get the Facts on Modern Growth Management Techniques

The Growth Management Fact Book offers a comprehensive overview of growth management techniques (e.g., urban growth boundaries, cluster zoning) for REALTOR associations to develop informed policy positions on growth-related issues. A recent update includes the latest trends in parking reform, planning for equity, missing middle housing strategies, and links to NAR resources on all topics.

Tackle Top-of-Mind Real Estate Issues with Transforming Neighborhoods

Through [Transforming Neighborhoods](#), local associations can apply to receive expert analysis, plans, and actionable recommendations on real estate challenges (e.g., commercial disinvestment, housing gaps, brownfield reuse, natural disaster response) via the Counselors of Real Estate® (CRE) Consulting Corps.

Leverage the State & Local Polling Program to Advance Growth Priorities

The [State and Local Growth Polling program](#) allows REALTOR® Associations to conduct surveys on growth-related issues in their areas. Associations can work with NAR's public opinion firm to survey the opinions of local/state residents, with the results used to influence local and state government officials. Surveys usually involve 400 registered voters in the defined area.

Use *On Common Ground* to Open Doors to Smart Growth

[On Common Ground](#) magazine is published biannually (May and November) and presents various perspectives on smart growth issues to encourage dialogue among REALTORS, elected officials, and other stakeholders. State and local REALTOR associations can order bulk amounts of the magazine for use as a leave-behind when visiting local officials or provide NAR with a mailing list for delivery.

Sign up for a Community Outreach Virtual Planning Session to brainstorm ways to use Community Outreach Grants and Resources to support advocacy efforts.

State and Local Associations can schedule a [one-on-one session \(link is external\)](#) with staff via Zoom to learn how to leverage a grant to support affordable housing challenges, community planning and development issues, revitalization opportunities, and fair housing education. The session also includes an overview of critical steps to success in developing grant ideas, accessing resources, and writing a compelling application.

If you need more information about these programs contact:

- [Christine Windle](#) for [Housing Opportunity Grant](#), [Fair Housing Grant](#), [Rural Outreach Grant](#), [Land Use Initiative](#), [Transforming Neighborhoods](#)
- [Hugh Morris](#) for [Smart Growth Grant](#), [Placemaking Grant](#), [State and Local Growth Polling](#), [Growth Management Fact Book](#) and [On Common Ground Magazine](#)

Programs & Grants

[Customized State Smart Growth Legislation](#)

[Diversity & Inclusion Grant](#)

[Fair Housing Program & Grant](#)

[Housing Opportunity Program & Grant](#)

[Land Use Initiative & Technical Assistance](#)

[Placemaking Program & Grant](#)

[Rural Outreach Initiative](#)

[Smart Growth Program & Action Grant](#)

[State & Local Growth Polling](#)

Educational Opportunities

[Community Outreach Webinars](#)
[Leading with Diversity Workshop](#)
[Smart Growth for the 21st Century Class](#)

Tools & Resources

[Better Block Guide](#)
[Community & Transportation Preference Survey](#)
[Community Outreach Toolkits](#)
[Employer-Assisted Housing Guide](#)
[Growth Management Fact Book](#)
[Housing Opportunity FAQs](#)
[Housing Opportunity Resources](#)
[Housing Opportunity Toolkit](#)
[Housing Pulse Survey](#)
[Land Use Memo Database](#)
[On Common Ground Magazine](#)
[Placemaking Toolkit](#)
[Walkable Community Resources](#)
[Workforce Housing Forum Guide](#)

State & Local Resources

[Hot Topic Alerts](#)
[State Issues Tracker](#)
[State Legislative Monitor](#)
[Territorial Jurisdiction Policy](#)