



MORTGAGE ACTION ALLIANCE
Campaign Toolkit

In this toolkit, you will find:

- How the Mortgage Action Alliance (MAA) benefits our industry
- Checklists for running a company campaign
- Frequently asked questions

TABLE OF CONTENTS

- About MAA 3
- Advocacy 101. 4
- Run a Successful MAA Campaign in 3 Easy Steps 5
- Ways to Communicate about MAA 6
- Connect with MAA on Social Media. 7
- Talking Points for a Successful Company Campaign 8
- Frequently Asked Questions 9

MAA MOBILE APP

The Mortgage Action Alliance (MAA) App is designed to make standing up for the real estate finance industry easier than ever.

Learn more at mba.org/MAAapp



ABOUT MAA

The Mortgage Action Alliance (MAA) is the premier grassroots lobbying organization representing the entire real estate finance industry. Affiliated with the Mortgage Bankers Association (MBA), MAA enables you to quickly and easily speak directly with your members of Congress, state legislators and federal regulators about the impact of proposed legislation or regulations on your business.

Speak Up Now

With residential, commercial and multifamily issues on the Congressional and state legislative agendas, your political activism is vital. Issues affecting the industry are decided by elected officials and regulators who may or may not understand our interests and concerns. They need to hear directly from you to explain how their actions affect you, your company, and the consumers you serve.

How It Works

MAA is free, open to all professionals who work in the real estate finance industry, non-partisan and easy to participate in. When an issue relating to our industry hits a critical point in Washington, DC, or your state capital, you will receive a “Call to Action.” To respond, you simply follow a few short steps to send a pre-drafted message (which you can also personalize) stating the industry’s position to the policymakers that matter.

Get Started

Sign up now at mba.org/maa and encourage your colleagues and staff to join as well.

MORPAC

MORPAC is the non-partisan PAC of the MBA, and the only PAC that directly represents the interests of the real estate finance industry. Learn more at mba.org/morpac.

All members are required to re-register annually to retain full member privileges. We will notify you to renew your membership prior to its lapse. By becoming a member, you consent to receive emails and other communications concerning the Alliance’s advocacy issues.

By responding to a Call to Action alert from MAA, opening an email from MAA, registering for an MBA conference or contributing to MBA’s political action committee (MORPAC), you are agreeing to renew your membership in MAA for one year (365 days) from the date of your action. Please note that you may terminate your membership at any time by emailing maa@mba.org. There is no cost to participate in MAA.

What’s in it for Me?

- Stay informed about regulatory and legislative issues affecting our industry
- Serve as a resource within your company and to your customers
- Create relationships with your elected officials

ADVOCACY 101

Advocacy is defined as the act or process of supporting a cause or proposal. We advocate every day for our industry and can't do it alone. Below are some key terms to help you get started on your advocacy journey.

Grassroots Advocacy

- The promotion of an idea, proposal, or cause through education, outreach, and constituent mobilization.
- The process of communicating with the general public and asking them to contact their local, state or federal officials regarding a certain issue.
- Grassroots advocacy is considered indirect lobbying.
 - + Grassroots advocacy initiatives look to involve citizens who are personally affected by an issue that an organization cares about.

Lobbying

- Asking an elected official to take a particular position or vote a certain way on a specific piece of legislation or rule.
- Lobbying is regulated and constitutionally protected.
- Professional lobbyists research and analyze legislation or regulatory proposals, attend congressional hearings, and educate government officials.

Political Action Committee (PAC)

- A group of people with common goals or interests who pool their money to support candidates running for office.
- PACs support political candidates who represent the views of their members.

EXAMPLES OF ADVOCACY AND LOBBYING

NON-PARTISAN EDUCATION, INFORMATION, RESEARCH AND ANALYSIS

Access to, and affordability of, owner-occupied and rental housing continues to be a challenge for multiple communities across the country.

ADVOCACY

Housing inventory shortages require local, state, and national solutions to address labor and building material shortages, zoning restrictions, and federal oversight of lending and funding of construction. Renters and homebuyers would benefit from greater flexibility and coordination in all these areas.

LOBBYING

Vote in favor of a particular bill to help expand homeownership opportunities and revitalize communities now.

RUN A SUCCESSFUL MAA COMPANY CAMPAIGN IN 3 EASY STEPS

Once your company agrees to run a MAA campaign and selects a MAA Company Captain (a MAA member who volunteers to help promote MAA within their company), email us at maa@mba.org to execute in 3 easy steps.

		
MAKE YOUR PLAN	LAUNCH YOUR MAA CAMPAIGN	COMPLETE YOUR MAA CAMPAIGN
<p>MBA STAFF</p> <ul style="list-style-type: none"> <input type="checkbox"/> Schedules a kick-off call <input type="checkbox"/> Provides roster of current and expired MAA members <input type="checkbox"/> Shares MAA graphics and sample communications <p>MAA COMPANY CAPTAIN</p> <ul style="list-style-type: none"> <input type="checkbox"/> Provides MAA roster to their HR team to vet <input type="checkbox"/> Identifies new prospective MAA members 	<p>MAA COMPANY CAPTAIN</p> <ul style="list-style-type: none"> <input type="checkbox"/> Emails vetted employees to join/renew MAA memberships <input type="checkbox"/> Tracks MAA signups <input type="checkbox"/> Personally calls or emails those who don't respond and explains benefits <p>MBA STAFF</p> <ul style="list-style-type: none"> <input type="checkbox"/> Always available if you have questions 	<p>MAA COMPANY CAPTAIN</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sends updated MAA member list to MBA staff <p>MBA STAFF</p> <ul style="list-style-type: none"> <input type="checkbox"/> Uploads updated MAA member list into MBA database <input type="checkbox"/> Sends new MAA members MAA newsletter, Calls to Action and other advocacy communications throughout the year

Keep Up the Good Work!

Company Captains should run an annual MAA enrollment campaign, promote increased participation from their peers in MAA Calls to Action and engage their company in other MBA advocacy programs throughout the year.

WAYS TO COMMUNICATE ABOUT MAA

Sharing PowerPoint Presentations

We have developed a sample PowerPoint presentation that you can use to introduce MAA to your coworkers. The presentation is available upon request. Email MAA staff at maa@mba.org

Sharing Sample Emails

We have developed sample emails and examples from past campaigns to give you an idea of what to communicate during a company campaign. The samples are available upon request. Email MAA staff at maa@mba.org



“Our company is frequently one of the top responders to MAA Calls to Action. Our Team Members find that the MAA Calls to Action are a very simple way to have an individual voice in the regulation and policies that affect their careers and livelihoods. New American Funding (NAF) team members take tremendous pride in being able to participate in their futures. As a company we have established a culture of activism and have asked our team members to respond to each Call to Action once I have had the chance to review the subject matter. Doing this on a regular basis has created a great culture of advocacy at NAF, so every time a Call to Action goes out, I simply forward it on to our entire team as an extra reminder and summarize why their individual involvement is necessary. I also connect the specific issue to how it will affect NAF, which makes it more personal to our employees.”

— **Rick Arvielo, New American Funding
and 2017-2018 MORPAC Chairman**

TESTIMONIAL

CONNECT WITH MAA ON SOCIAL MEDIA

MAA shares information, Calls to Action and highlights company campaigns on a regular basis through our social channels.

Connect with us on:

Facebook



Facebook.com/MortgageActionAlliance

LinkedIn



LinkedIn.com/showcase/
mortgage-action-alliance-maa-

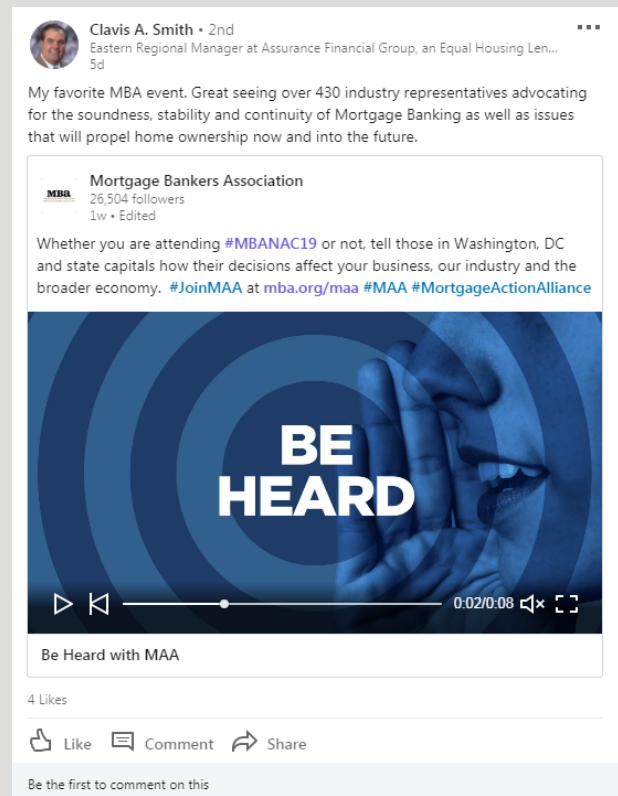
Social Graphics Media Library

MAA has created a media library of graphics you can use to accompany your social media posts on your own accounts. Visit mba.org/MAAMediaLibrary to view and download them.

Sample Posts

Below are some sample posts to get you started speaking up for MAA on your own social feed.

- Make an impact! Text MAA to 50457 to join and play an active role in shaping the laws and regulations that effect your businesses and customers. **mba.org/maa #MortgageActionAlliance**
 - Want to stay up to date on issues affecting the mortgage industry? Join MAA, MBA's free grassroots network at **mba.org/joinmaa!**
 - Speak up when Congress considers bills that would affect the mortgage industry. **#MortgageActionAlliance: mba.org/joinmaa**
 - The Mortgage Action Alliance is a free grassroots network strengthening the mortgage industry's voice. **Learn more: mba.org/maa**
 - Download the MAA App to learn about issues affecting the real estate finance industry, and to make your voice heard: **mba.org/MAAapp**
- I just contacted my elected officials and spoke up about an issue affecting the mortgage industry. You can too at **mba.org/maa**





TALKING POINTS FOR A SUCCESSFUL COMPANY CAMPAIGN

- Mortgage Action Alliance, or MAA, is the Mortgage Bankers Associations' free grassroots network.
- The Mortgage Action Alliance (MAA) gives you the opportunity to directly impact your businesses and livelihood by joining our industry's grassroots movement.
- You have a voice in the legislative and regulatory process, and you should use it. It is vital to us as an industry that legislators and regulators who are making new laws and rules hear the industry's views loud and clear.
- After signing up, you will receive "Calls to Action," asking you to contact your elected officials when important legislation is being considered on a state or federal level.
- MAA members also receive a newsletter covering what is happening in Washington that's affecting our industry.
- More than ever, it is important that our industry has a voice on Capitol Hill.
- Politics is a numbers game-elected officials pay attention to efforts conducted by a large group of people.
- MBA has a team of lobbyists, but letters from constituent MAA members show elected officials that real people (and voters) in their states or districts care about these issues.
- It's also just good business to stay informed about what's going on with our industry.
- To join, visit mba.org/maa and follow the instructions there.

FREQUENTLY ASKED QUESTIONS

1. Does my company need to be an MBA member for me to participate in MAA?

No! While MAA is affiliated with MBA, membership is completely free and unconnected to MBA membership. MAA is open to anyone who works in the real estate finance industry.

2. What do I need to do to renew my MAA membership?

- a. Open an email from MAA
- b. Complete a Call to Action
- c. Contribute to MORPAC
- d. Register for an MBA event

3. Can I get a list of MAA members at my company?

Yes! Just contact maa@mba.org

4. What if I don't always agree with MBA's position on an issue?

You don't have to participate in every Call to Action, just the ones that you feel comfortable contacting your elected officials about.

Let Us Thank You

Please contact us at maa@mba.org or (202) 557-2933 when you have encouraged others to join MAA. We want to be sure to attribute new members to your efforts and thank you by profiling your companies and campaigns in the MBA Advocacy Spotlight which is featured in our MAA Newsletters.



MORTGAGE ACTION ALLIANCE