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WHEN DISASTER STRIKES: MOBILIZE TO SERVE YOUR COMMUNITIES

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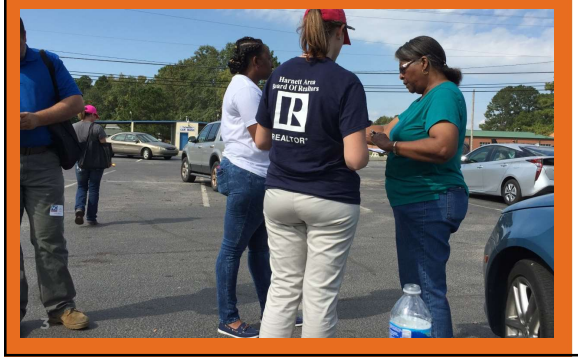

TOPICS

- Before the Crisis
- Implementing the Plan
- Funding Sources

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BEFORE THE CRISIS

CREATE A DISASTER PLAN

- Internal (Business Continuity)
- External (Community Outreach)

ESTABLISH GUIDELINES & PROCESSES

- What constitutes a disaster?
- Association's capacity to help?
- Reserve Policy
- Communication Channels
- Grant guidelines
- Staff and volunteer roles

ROLE OF THE BOARD AND STATE ASSOCIATION

- Coordinate Resources
  - State Associations
  - NAR
  - State & Local Government
  - Utilities
  - Relief Organizations

INFRASTRUCTURE

- Keeping office running
- Work from home
- Communication
- Technology

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I HAVE A PLAN. NOW WHAT?

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PREPARE

FILES & PAPERWORK

Membership
Contracts
Accounting

BACKUPS & TECH

Offsite Backups
IT Support
Cloud/VPN
Laptops – Office Phones
Virtual Meetings
Staff Communication

CONTACT INFORMATION

Email & Contact Info for:
Every Member
Fellow AEs
State AEs & Staff

ONE BIG BINDER

Bylaws
Policy
Employee Info
Insurance
Payroll
Attorney

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T MINUS 24-48 HOURS

THE OFFICE	STAFF	YOU	MEMBERS
Pictures Pack for a Month Pack Office/Phones Executive Comm/Crisis Team Communication	Talk & Plan Group Chat Staff Needs (time to prep their own homes)	Download Contracts Phone Numbers Binder Files	Set Expectations Start Communicating

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WHAT IF YOU DO NOT HAVE ADVANCE NOTICE?

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COMMUNICATE

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COMMUNICATE

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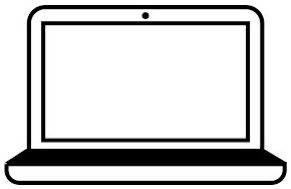
COMMUNICATE



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COMMUNICATE

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MAKE SURE MEMBERS KNOW HOW TO REACH YOU!

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HELPING YOUR COMMUNITY WHEN A DISASTER STRIKES

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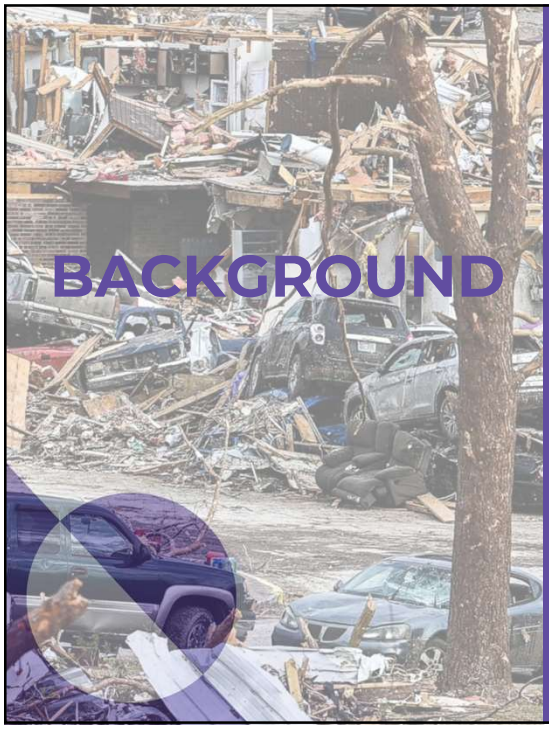

BACKGROUND

In the span of eight months, Kentucky faced two disasters that were classified as "A thousand-year disaster".

In December 2021, Western Kentucky was impacted by a violent tornado that destroyed 1,000 homes and took 76 lives. In July 2022, Eastern Kentucky was ravaged by historic floods that took 43 lives and displaced over 700 individuals. The scars on both sides of Kentucky will last a lifetime.

For both tragedies, Kentucky REALTORS® provided on-the-ground support in addition to relief funds for those impacted by the disasters.

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HOW TO PREPARE

Procedures, Funding Requests, and the Role of the Association

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Establishing Guidelines When A Disaster Strikes

Establishing Guidelines

Establishing guidelines is essential. The press, public, and members must know who can apply, where to apply, and how funds are disbursed.

- Clearly communicate which documents are required for relief applications (Identification, mortgage/rental statement, proof of loss, etc.)
- Determine maximum amount to be given to victims.
- Create an organized system for application review.

Application Setup/Communication

Developing an online platform for relief applications is key to administering funds.

- Develop an online platform or web application that allows victims to easily apply from a phone or computer.
- Create a recognizable link for the purpose of easy recognition "www.KYRrelief.com"
- Communicate timeline for the process with relief applicants from the moment their application is submitted.

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Determining the Level of Assistance

How Much Assistance Should be Provided?

Depending on budget, the amount of assistance should be based on the housing costs of the victims.

- Set a financial assistance threshold.
- Establish a maximum award to be given to any singular applicant.
- Base the amount of assistance on the monthly housing payment.

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Application Review Panel

Identifying Your Panel

Composition will depend on the frequency of applications.

- Ideal number of panel members is 3-5
- Panel members review applications for basic criteria established in policy
- Electronic applications can make process more efficient for the applicant, staff, and panel members.

Role of the Panel

Review applications to verify eligibility.

- Staff does initial review to verify required documentation is included and that documents match applicant identification

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OVERVIEW

Applications
Launch online applications, if possible.

Staff Lead
Identify staff lead.

Application Review Panel
Establish application review panel.

Communication
Communicate the time frame for the status of the application and when funds will be disbursed.

Be Courteous
Everyone's time matters. Whether it's the applicants, staff, or review panel, be courteous.

Set End Date
Determine the application close-out date.

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STAFF INSIGHTS

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REALTORS® RELIEF FOUNDATION

**THE NEED IS GREATER THAN OUR AVAILABLE RESOURCES…
WHERE CAN I GO?**

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**REAL PEOPLE.
REAL IMPACT.
REALTORS®**

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RRF IMPACT 2022-2023

$6 MILLION

Grants awarded.

2,000+

Families helped.

100%

Of all support to RRF goes directly to disaster relief.

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ELIGIBILITY

Eligible grant applicants include state and local REALTOR® associations, as well as an Institute, Society or Council (ISCs) of the National Association of REALTORS® that is spearheading a particular relief effort.

- All grant requests must be for an emergency that has been declared a major disaster by the affected city, county/parish, state, or federal governing agency.
- Grant requests are not accepted from individuals.
- Entire application must be completed and include all requested supporting documentation to be considered for a grant.

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ELIGIBILITY

Why do you only support causes that are declared a disaster?

The unfortunate reality is that the need from disasters is growing, and funding is limited. As such, the Bylaws established for RRF require an official disaster declaration to be eligible. When tragedies happen outside of our scope, we are hopeful that state and local association foundations, along with the REALTOR® community, will help to fill the need – knowing that RRF is ready to provide support when larger disasters happen.

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APPLICATION

Step One: Download RRF Grant Guidelines and familiarize yourself with the information and questions needed for completing your application.

Step Two: Contact REALTORS® Relief Foundation.

Step Three: Submit application and supporting documentation.

Step Four: Application will be reviewed by the RRF Board (The RRF Board schedules discussions weekly, when possible, to respond to grant requests quickly.

Step Five: RRF will work with your association to identify easiest way to implement grant distribution.

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VISIT:

NAR.REALTOR/RRFGRANTS
OR
VISIT THE RRF TABLE AT AEI

TO LEARN MORE

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QUESTIONS?

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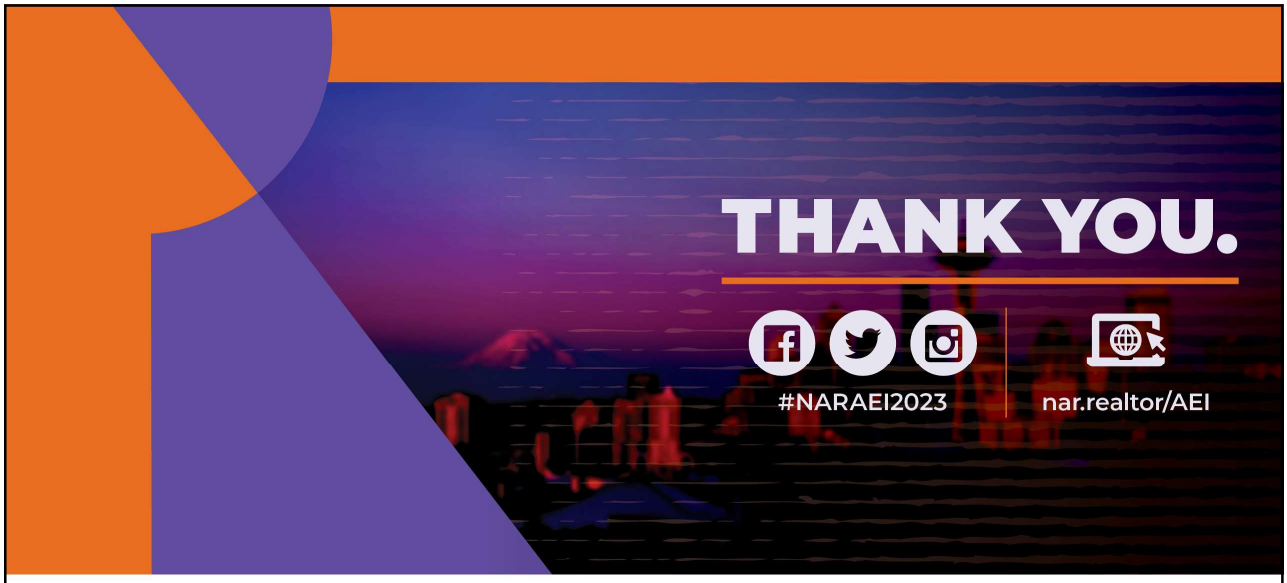

THAT'S WHO WE REALTOR

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