

Purpose of this Toolkit

This toolkit was created by the Housing Opportunity Committee to help GAR member associations understand, access, and apply for NAR (National Association of REALTORS®) grants. Whether your association is focused on housing affordability, placemaking, or community outreach, this guide equips you with the knowledge and tools to successfully leverage NAR funding, increasing member engagement, and demonstrating REALTORS® value.

Available NAR Grants

1. Diversity Grant

Designed to assist Associations in their efforts to support, strengthen, and collaborate with local chapters of national multicultural real estate associations. These grants also aim to expand homeownership opportunities, increase diversity within association leadership, and facilitate planning and discussion activities addressing racial disparities within communities.

- **Useful Ideas:** DEI initiatives, education class creation, cultural events, and partnerships with multicultural organizations.
- **2 Levels**
- **Max Amount:** Up to \$5,000
- **Application Deadline:** Rolling basis beginning January 1st of each year
- **Apply through:** [NAR Diversity Grant](#)
- **More Information:** Kelsi Dunn, kdunn@nar.realtor

2. Fair Housing Grant

Promotes partnerships with community organizations to create or improve systems, programs, and policies that advance fair housing awareness, education, and homeownership opportunities.

- **Useful Ideas:** Hosting events, webinars, or campaigns around fair housing issues.
- **2 Levels**
- **Max Amount:** Up to \$7,500
- **Application Deadline:** October 15th, or until commitment levels reach 100%
- **Apply through:** [NAR Fair Housing Grant](#)
- **More Information:** FairHousingGrants@nar.realtor

3. Housing Opportunity Grant

Supports activities that create or improve systems, programs, and policies that expand access to affordable housing.

The program goal is to position REALTORS® as leaders in improving their communities by creating affordable housing opportunities.

- **Useful Ideas:** A class or forum; a speaker(s) who can address specific affordable housing issues; a meeting with community stakeholders to develop coalition efforts, and housing fairs.
- **3 Levels**
- **Max Amount:** Up to \$15,000
- **Application Deadline:** October 15th, or until commitment levels reach 100%
- **Apply through:** [NAR Housing Opportunity Grant](#)
- **More Information:** HousingOpportunityGrants@nar.realtor

4. Placemaking Grant

Supports the creation of new, outdoor public gathering spaces and destinations in a community on unused or underused sites that enhance a community's quality of life. Support for improvements to existing places is also permitted.

The goal of the program is to enable REALTORS® to strengthen ties with their community, to develop relationships with public officials, and to spur economic growth and development through the creation of new public gathering places.

- **Useful Ideas:** Pocket parks, public art installations, and outdoor seating areas.
- **2 Levels**
- **Max Amount:** Up to \$7,500
- **Application Deadline:** October 15th, or until commitment levels reach 100%
- **Apply through:** [NAR Placemaking Grant](#)
- **Questions:** PlacemakingGrants@nar.realtor

5. Rural Outreach Grant

Supports initiatives, including trainings, forums, events, studies, and ordinance drafting, on a wide range of rural issues such as broadband, well and septic, open space preservation, environmental standards, and planning and zoning issues.

- **Useful Ideas:** Training, subject matter expert speakers, and ordinance drafting.
- **2 Levels**
- **Max Amount:** Up to \$7,500
- **Application Deadline:** October 15th, or until commitment levels reach 100%

- **Apply through:** [NAR Rural Outreach Grant](#)
- **Questions:** RuralOutreachGrants@nar.realtor

6. Smart Growth Grant

Supports efforts to advance programs, policies, and initiatives aligned with one or more of the [10 Smart Growth Principles](#).

- **Useful Ideas:** Place maker training, land use planning, public policy engagement, and infrastructure initiatives.
- **3 Levels**
- **Max Amount:** Up to \$15,000
- **Application Deadline:** October 15th, or until commitment levels reach 100%
- **Apply through:** [NAR Smart Growth Grant](#)
- **Questions:** SmartGrowthGrants@nar.realtor

Additional Grants

Utilize the links below to learn more about these grant opportunities.

- [NAR Broker Engagement Program & Grant](#)
- [NAR Commercial Innovation Grant](#)
- [NAR Consumer Advocacy Grant](#)
- [NAR Issues Mobilization Grant](#)
- [NAR RPAC Fundraising Grant](#)

How to Apply

1. **Identify Your Project Goals**
Match your initiative with one of the grants listed above. Clearly define the objectives and community impact.
2. **Check Grant Criteria & Deadlines**
Review NAR's official criteria for each grant. Some grants have rolling deadlines; others have specific application windows.
3. **Gather Required Documentation**
This typically includes:
 - Project proposal or description
 - Budget breakdown
 - Timeline
 - Letters of support (if applicable)
4. **Submit via the Appropriate NAR Program Page**
Make sure to apply through your association leadership (e.g., AE, committee chair), if required.
5. **Follow Up & Report Outcomes**
Be sure to submit all follow-up reports and documentation per grant guidelines. This strengthens your credibility for future applications.

Pro Tips & Best Practices

- **Start Small:** Begin with Level 1 grants if it's your first time applying.
 - **Show Impact:** Include data and stories about how your project will serve the community.
 - **Engage Members:** Involve REALTOR® members in planning and executing projects—it strengthens your case.
 - **Collaborate Locally:** Partner with municipalities or nonprofits to elevate your application.
 - **Document Everything:** Take photos, gather testimonials, and track outcomes for reporting and promotion.
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Questions or Support?

Contact the **GAR Advocacy team** (advocacy@garealtor.com), your **Local Outreach Manager**, or your local **Association Executive** for guidance and support.
