

BUILDING AN EFFECTIVE GOVERNMENTAL RELATIONS STRATEGY FOR AN ELECTION YEAR – THE CHICAGO EXAMPLE

Brian A. Bernardoni

Illinois Association of REALTORS® - Chicago

WINNING ELECTIONS STARTS WITH COLLECTING INFORMATION

- 30,000 Foot Analysis of each of the 50 wards in Chicago began 2 years prior to the election
 - Find excellent sources
- Narratives and Charts help keep your targets and defenses clear – it allows you to assess candidates and potential impact

CHARTING

Ward	Housing Committee	Zoning Committee	Open Seat	Un- Opposed	Contested #	Outside Factors?	REALTOR® Friendly?	Polling Opportunity	Campaign Services Op
1 - Moreno					5	Berrios		X	
2 - Fioretti		X	X		6	Numerous		X	X
3 – Dowell	X				2		Yes		
4 – Burns	X				4	Preckwinkle			
5 – Hairston					7		Yes	X	
6 –Sawyer					5	Anti - Emanuel	Yes		
7 – Holmes	X		X		16			GENERAL	
8 – Harris		X			5				
9 – Beale					7		Yes	X	
10 – Pope	X				7	Hispanic #'s	Yes	X	X
11 – Balcer	X		X		3	Thompson	Yes	X	X
12 – Cardenas	X				2		Yes		
13 – Quinn				X			Yes		
14 – Burke		X		X			Yes		

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- Repeat the exercise often as metrics change even after the elections – its always election season
- Your report card is just as critical for members and donors – and sets expectations for members and your issues during the election and after.

CONTACT INFORMATION

- Brian A. Bernardoni

Email: bbernardoni@iar.org

Twitter: @brianbernardoni