



UNITED TO

**End Homelessness · Build a Strong Foundation
Strengthen Communities**

www.unitedforhomes.org



UFH Media Training: Becoming Media Ambassadors

Endorser Webinar: February 8, 2017

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Agenda:

- a. Welcome
- b. Policy Update
- c. Field Updates
- d. Messaging & Tools
- e. Questions/Closing

Diane Yentel
Sarah Mickelson
Joseph Lindstrom
Lisa Marlow
Diane



Start Now

- Share your thoughts on social media
- Follow us @united4homes
- Use hashtags:
 - **#United4Homes**
 - **#MID**
 - **#SmartTaxReform**



Presenters:



Diane Yentel
NLIHC President
& CEO



Sarah Mickelson
NLIHC Director of
Public Policy



Joseph Lindstrom
NLIHC Manager Field
Organizing



Lisa Marlow
NLIHC
Communications
Specialist



Overview

United for Homes:

A national effort to **rebalance federal housing policy** by making modest changes to the mortgage interest deduction (MID) to provide tax relief to more low and moderate income homeowners and invest the significant savings into programs that ensure the lowest income people in the U.S., including those who are homeless can have decent, affordable homes.

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Policy Updates

Presenter: Sarah Mickelson
NLIHC Director of Public Policy



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Policy Updates

Tax Reform Updates

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Policy Updates

Other Hill Updates

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Policy Updates

Rep. Keith Ellison's (D-MN) Dear Colleague Letter

- To date, 25 Representatives have signed onto the letter, urging Congress to keep housing resources within housing in any tax reform bill.
- Please continue to reach out to your Representatives and ask them to sign on before the February 10th deadline.



Policy Updates

Common Sense Housing Investment Act of 2017

- Introduced by Rep. Keith Ellison (D-MN)
- Reduces the size of a mortgage eligible for a tax break from \$1 million to the first \$500,000 over 5 years—impacting less than 5% of all mortgages.
- Converts the deduction into a credit so that ALL homeowners can benefit.
- Reinvests the savings into the Low Income Housing Tax Credit, the Housing Trust Fund, public housing, and rental assistance programs at HUD and USDA or the creation of a renters' tax credit.

Please ask your Representatives to cosponsor this legislation.

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Field Updates

Presenter: Joseph Lindstrom
NLIHC Manager Field Organizing



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Field Strategy

- Contact Members of Congress
 - Transitioning from the Rep. Ellison Dear Colleague letter to the Common Sense Housing Investment Act
- Upcoming district work periods (Congressional Recess)
 - Great opportunities for meetings, site visits, and town hall participation
 - February 18-26
 - April 8-23



Messaging & Tools

Presenter: Lisa Marlow

NLIHC Communications Specialist





Communication

“The art of communication is the language of leadership.”

- **James C. Humes, author & former presidential speechwriter**



Communication

“The two words ‘**information**’ and ‘**communication**’ are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.”

– Sydney J. Harris, journalist & author
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Talking Points

Use facts to paint a stronger picture

Housing Shortage:

Nationally, there is a shortage of more than 7 million affordable homes for our nation's 10 million plus extremely low income households.

Homelessness:

On any given night, more than half a million people are experiencing homelessness.

Housing Poverty:

75% of all extremely low income households are severely cost-burdened, paying more than half their income on rent.

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Talking Points

Use facts to paint a stronger picture

Unfunded Programs:

Less than 25% of federal housing spending benefit low income renters.

Inequality:

More than 75% of federal housing dollars predominantly benefit America's highest income homeowners.



Talking Points

Tips for talking to reporters

- Review your main points before you talk to reporters
- Suggest broader, big picture stories
- Learn to pivot
- Become familiar with answers to FAQs





Social Media

Share, Share, and Share Some More

- Use Twitter & Facebook hashtags
 - #United4Homes
 - #SmartTaxReform
 - #MID
- Keep messages short & concise (140 characters max. on Twitter)
- Manage posts through platforms like Hootsuite.com



Social Media

Sample Tweets



- I'm tweeting today as one of the proud 2300 endorsers of #United4Homes. RT us or @NLIHC if you think everyone deserves an affordable home
- #United4Homes, smart proposal that will generate \$Bs in savings that can be reinvested into rental housing for people w/ greatest need
- Join the movement! Unitedforhomes.org. Together we can end homelessness, build strong foundations & strengthen communities #SmartTaxReform

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Social Media



Sample Facebook Posts

- According to the Congressional Budget Office, the top 20% of highest income households receive 75% of the benefits of the MID. By converting the deduction to a credit, 15 million more homeowners with mortgages would get a tax break, not just those who have enough income to file itemized tax returns. #United4Homes unitedforhomes.org
- It's time to reprioritize and rebalance scarce federal housing resources to serve families with the greatest needs. About 60% of current federal housing spending benefits households with incomes above \$100,000. This leaves the more than 55 million households with incomes of \$50,000 or less with fewer resources even though those families are the ones who need it the most. #United4Homes unitedforhomes.org



Social Media

Share, Share, and Share Some More

- Share blog posts
- Share press releases, published Op-eds, published LTEs
- Share videos



[The Simple Solution](https://youtu.be/ASuWtQc6OEc)

<https://youtu.be/ASuWtQc6OEc>



Social Media

• Share images & graphics

- ✓ Tweets with images receive 150% more retweets than those without (Source: [Buffer, 2016](#))
- ✓ Using infographics can increase traffic by 12% (Source: [Distribion, 2016](#))
- ✓ Photos are liked twice as much as text updates on Facebook (Source: [AdWeek, 2012](#))
- ✓ 37% increase in engagement is experienced when Facebook posts include photographs (Source: [Heidi Cohen, 2013](#))



THE PROBLEM



HOUSING SHORTAGE



HOMELESSNESS



HOUSING POVERTY



UNDERFUNDED PROGRAMS



INEQUITY

THE UNITED FOR HOMES SOLUTION

Reform the mortgage interest deduction (MID) to increase the tax benefit for low income homeowners and reinvest the savings in housing that serves households with the greatest, clearest, most pressing needs.

OVER 10 YEARS, THESE REFORMS WOULD...

Fund

3.3 MILLION
New Vouchers

OR

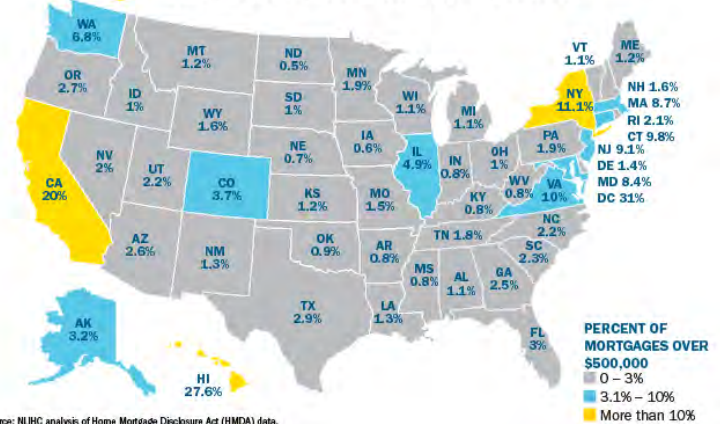
Build

2.4 MILLION
New Affordable Housing Units

TO LEARN MORE, VISIT WWW.UNITEDFORHOMES.ORG



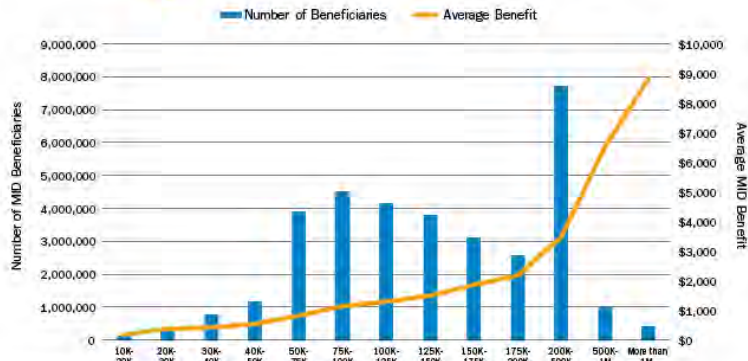
Just 6.0% of Mortgages in the United States From 2013 to 2015 Were Over \$500,000



Source: NLHC analysis of Home Mortgage Disclosure Act (HMDA) data.



Total Beneficiaries and Average Benefit of the Mortgage Interest Deduction by Income



Source: Tax Policy Center, 2015



HOW WOULD REFORMING THE MID AFFECT A MARRIED COUPLE UNDER 65 WITH 2 CHILDREN UNDER 13?

LOWER INCOME	MIDDLE INCOME	HIGHER INCOME
INCOME \$45,000	INCOME \$80,000	INCOME \$200,000
MORTGAGE INTEREST PAID \$4,000	MORTGAGE INTEREST PAID \$8,000	MORTGAGE INTEREST PAID \$20,000
CURRENT LAW: Deduction	CURRENT LAW: Deduction	CURRENT LAW: Deduction
-\$1,501 TAXES OWED	\$4,209 TAXES OWED	\$31,971 TAXES OWED
PROPOSED LAW: 15% Credit	PROPOSED LAW: 15% Credit	PROPOSED LAW: 15% Credit
-\$1,501 TAXES OWED	\$3,009 TAXES OWED	\$32,331 TAXES OWED
\$0 NO CHANGE	\$1,200 TAX CUT	\$360 TAX INCREASE

Calculations by the Center for Economic and Policy Research. Based on 2012 Form 1040 (U.S. Individual Income Tax Return).



Social Media

How can I get published?

- **Press Release** - An official statement issued to newspapers giving information on a particular matter.
- **Opinion Editorial (Op-ed)** – A written piece typically published by a newspaper or magazine which expresses the opinion of a named author.
- **Letter to the Editor (LTE)** - A letter sent to a publication about issues of concern from its readers.



Take Away

Tax reform is happening and reforms to the MID are on the table

Now that the mortgage interest deduction is no longer a “third rail” topic, let’s rally to ensure that any savings from these reforms go into programs for affordable housing.

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Take Away

Spread the message!



- Tweet!
- Post on Facebook!
- Post Blogs!
- Write LTEs!
- Write Op-eds!
- Invite Others to Guest Blog!



- Write Articles for Newsletters!
- Talk About UFH at Speaking Events!
- Invite NLIHC Staff to Local Events & Town Halls!
- Meet with Elected Officials!



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Questions



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Next Webinar: March 8, 2 pm ET

Building the Base: Field Organizing

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Resource:

2017 Media Toolkit

<http://bit.ly/2l4XVIh>

Contact:

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**Thanks for
Attending**