

OUR HOMES, OUR VOTES: 2020

Media Toolkit

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2020

BECAUSE HOUSING IS BUILT WITH BALLOTS



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Research shows that reporters and stakeholders use social media as a resource for news. Social media is an important communications tool because it is designed to quickly disseminate information and reach wide audiences.

Twitter is a great resource for seeing what presidential candidates, members of Congress, and reported are interested in and Facebook is a great tool to rally network support.

Candidates and their staff are watching social media to see what issues are resonating most with voters -- thus the importance of elevating the #OurHomesOurVotes2020 hashtag.

Don't forget to post updates and share information about your event/activity periodically on social media.

Sample Tweets

- #DYK that 60% of people in the U.S. say housing affordability is a serious problem in the area where they live? How are candidates addressing this issue? Join #OurHomesOurVotes2020 & share solutions & resources <https://www.ourhomes-ourvotes.org/>



- Housing is built with ballots. Don't let candidates ignore your vote. Join #OurHomesOurVotes2020 & spread the word about the resources candidates & voters need to advocate for #affordablehomes <https://www.ourhomes-ourvotes.org/>

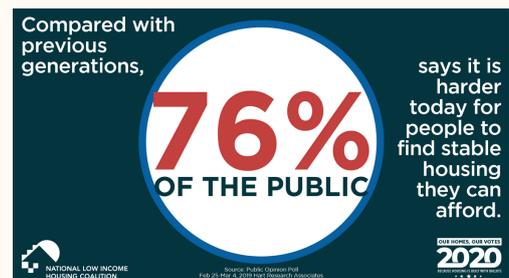
- I support #OurHomesOurVotes2020 because affordable homes are built with ballots, every bit as much as bricks and drywall! If you agree, spread the word <https://www.ourhomes-ourvotes.org/>



- #DYK that 8 in 10 people in the U.S. think the pres. & Congress should take major action to make housing more affordable for low-income households? What are the candidates doing to address this issue? #OurHomesOurVotes2020

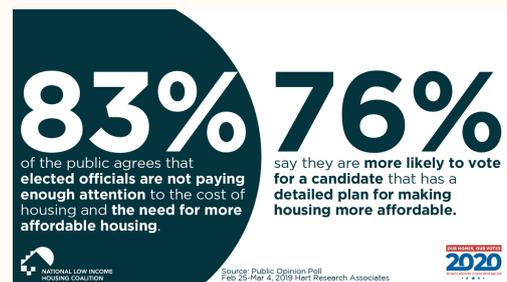


- #DYK that 76% of the public says it's harder today to find stable housing compared to previous generations? What do the candidates think about this issue? #OurHomesOurVotes2020



- America is stronger and prosperous when we have safe, decent, accessible, and affordable homes & stable communities. We need candidates who will boldly tackle these issues. #OurHomesOurVotes2020
- In the world's richest nation, we should not have millions struggling to keep roofs over their heads. Housing is built with ballots. Vote! Join #OurHomesOurVotes2020 & spread the word about the need for #affordablehomes Get resources at: <https://www.ourhomes-ourvotes.org/>
- Having to decide between paying rent & buying food is unacceptable. Elected officials must work to end this crisis. #OurHomesOurVotes2020
- In 2019, 61% of people in the U.S. say housing affordability is a serious problem in the area where they live. That's a 21-point increase from 2016. What will candidates do to fix this crisis? #OurHomesOurVotes2020
- Compared with previous generations, 76% of the public says its harder today for people to find stable housing they can afford. Candidates need to provide solutions to this growing crisis. #OurHomesOurVotes2020

- 83% of the public agrees that elected officials are not paying enough attention to the cost of housing and the need for more affordable housing. #OurHomesOurVotes2020



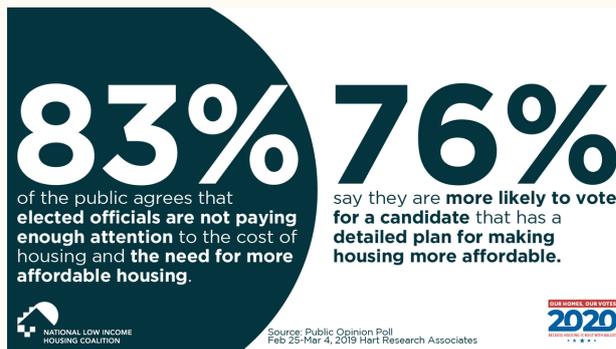
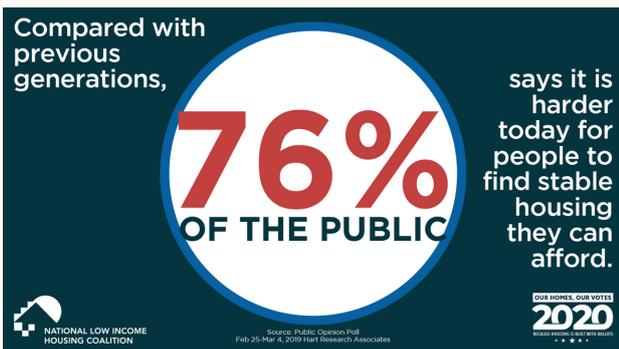
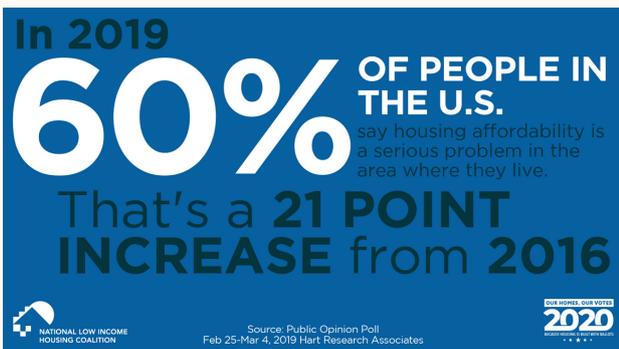
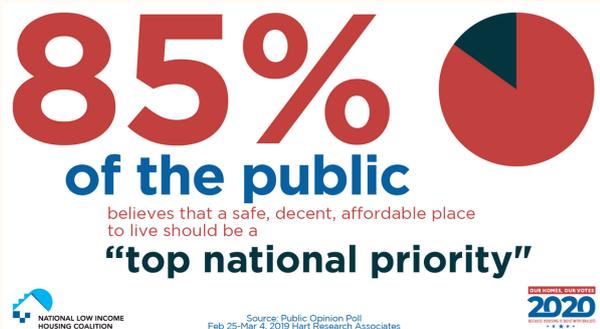
- Affordable homes are built with ballots every bit as much as they are built with bricks and drywall. #OurHomesOurVotes2020

- No one should have to skimp on food and healthcare to make rent. How are candidates addressing this issue? Check out #OurHomesOurVotes2020 & share solutions & resources <https://www.ourhomes-ourvotes.org/>



- Decent affordable housing should be a basic human right for everyone in this country - without stable shelter, everything else falls apart. #OurHomesOurVotes2020

Social Media Images & Graphics



I AM A
RENTER
AND I VOTE

#OURHOMESOURVOTES2020

OUR HOMES, OUR VOTES
2020
HOUSING POLICY & AFFORDABILITY BALANCE

NATIONAL LOW INCOME HOUSING COALITION

ourhomes-ourvotes.org

I VOTE FOR MORE
AFFORDABLE
HOMES

#OURHOMESOURVOTES2020

OUR HOMES, OUR VOTES
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HOUSING POLICY & AFFORDABILITY BALANCE

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ourhomes-ourvotes.org

**Additional shareable graphics and images can be found at:
<https://bit.ly/2MVGweC>**

Don't tweet? Share sample messages and images on other social media platforms like Facebook and use [#OurHomesOurVotes2020](#)

Not on Twitter or Facebook? Print out the tools available throughout <https://www.ourhomes-ourvotes.org/> and share them during your next legislative visit, Lobby Day, town hall, or community picnic. Use the time between now and election day to get the message out that you Vote for More Affordable Homes!

Sample Op-Ed [470 words*]

*Depending on the outlet, the word limit for op-eds is usually between 700-850

Across America, millions of families are struggling to find safe, decent, accessible and affordable homes. There are far too many who cannot afford to keep roofs over their heads and who are spending most of their incomes on rent, leaving them few resources for other necessities such as food, medications, and childcare -- and in the worst cases, leaving them homeless. The nation's affordable housing crisis is one we as a nation *choose* to allow or overcome. We have the resources to solve and end homelessness and housing poverty in America

That's why **[Insert organization]** is part of *Our Homes, Our Votes: 2020* a non-partisan project to raise the nation's dire need for affordable homes in the 2020 presidential elections and to register, educate, and mobilize more low-income renters and affordable housing advocates to vote. Renters, especially low-income renters, are underrepresented among voters. To ensure low-income housing interests are addressed by elected officials, these renters and other low-income people must become engaged in the electoral process.

The affordable housing crisis continues to worsen, making it nearly impossible for seniors, people with disabilities, families with children, and low-wage workers to pay rent and make ends meet. Every state and community in the country-- urban, rural, and suburban-- is impacted. In **[State]**, there is a shortage of **[#]** affordable and available homes for extremely low-income renter households-- those with incomes at or below the poverty guideline or 30% of area median income. Approximately **[#]** of these households in **[state]** are paying more than half of their modest incomes on rent.

[Provide a local example of how residents are impacted by the lack of affordable housing.]

Voters are demanding solutions. According to a **poll** commissioned by NLIHC, 85% of people in America believe ensuring everyone has a safe, accessible, and affordable home should be a top national priority, and 8 in 10 want to see significant action from Congress and the White House. Seventy-six percent said they are more likely to vote for a candidate with a detailed plan for making housing more affordable. Voters want to see action and they want candidates to share what they'll do; they are asking about housing affordability on the campaign trail all around the country.

[Insert organization] and other partners of the *Our Homes, Our Votes: 2020* project call on all candidates to address how they would preserve and build more affordable homes, increase rental assistance, prevent families from experiencing evictions, protect renters from discrimination and abuse, and end homelessness and housing poverty in America once and for all.

We urge all voters to ask the 2020 candidates: What would you do to make homes affordable for our nation's lowest-income people? And we urge all eligible voters to show up to the polls because housing is built with ballots.

NLIHC Poll: <https://www.opportunityhome.org/resources/poll2019/>

Published Op-Eds

We've successfully placed the following op-eds in key states calling for presidential candidates to talk about housing affordability. Julian Castro, Cory Booker, and other candidates have even retweeted some of our social media posts sharing these pieces.

Des Moines Register OPINION
Voters care about affordable housing but 2020 debates have ignored the issue
Eric Burmeister, Lauren Johnson and Diane Yentel, Guest columnists Published 2:55 p.m. CT Aug. 12, 2019

Iowans, your voice matters on the issue of housing affordability! All across the state, our families and neighbors struggle to find safe, stable and affordable homes. Too many cannot afford to keep roofs over their heads and are spending most of their income on rent, leaving little for other necessities like groceries, medicines, and child care. Policymakers must act to address this crisis: Iowans want our elected officials to make bold investments in affordable homes.

Our Homes, Our Votes, Our Iowa, a partnership between the National Low Income Housing Coalition (NLHC) and the Polk County Housing Trust Fund, is working to raise the profile of affordable housing in Iowa and in the 2020 presidential elections. We are hosting a series of non-partisan candidate town halls and conversations throughout Iowa on affordable housing and the needs of our lowest-income residents.

The national affordable housing crisis continues to worsen, making it impossible for seniors, people with disabilities, families with children, and low-wage workers to pay rent and make ends meet. Every state and community in the country — urban, rural, and suburban — faces an affordable housing shortage, and it is a clear crisis here in Iowa.

"Voters care about affordable housing but 2020 debates have ignored the issue"

Des Moines Register, August 12:
<https://tinyurl.com/y5nty63z>

-Written by Eric Burmeister & Lauren Johnson from the Polk County Housing Trust Fund

NH BUSINESS REVIEW
How we define the attorney-client relationship. Our lawyers take a personal interest in both your legal and business success. Learn More Here. HINCKLEY ALLEN

It's time to ask the affordable housing question
New Hampshire voters should get presidential candidates to address crisis that's hit the state, nation
September 9, 2019 by Elissa Margolin

New Hampshire's first-in-the-nation primary has always provided intimate voter-candidate connection, but this season takes the cake. The crowded field in the 2020 presidential election has created a flurry of opportunities to engage with the candidates like never before.

Whether it's at backyard barbecues, bookstore chats, college conferences or small business tours, the candidates seeking our nation's highest office are here and they are taking your questions.

This is why our affordable housing coalition decided to launch the Our Homes, Our Votes, Our New Hampshire project. It is time for Granite Staters to raise the affordable housing issue and ask the question: What will you do, as president, about the nation's affordable housing crisis?

"It's time to ask the affordable housing question"

New Hampshire Business Review,
September 9:
<https://tinyurl.com/y64wj5le>

-Written by Elissa Margolin from Housing Action NH

PERSPECTIVE
The Question the Presidential Candidates Don't Get Asked
Affordable housing is an urgent crisis, and 11 candidates have presented plans for solving it. But you wouldn't know this by watching the TV debates.
SEP 13, 2019

DIANE YENTEL
Diane Yentel is president of the National Low Income Housing Coalition.

SHARE TWEET

Last night, ten Democratic presidential hopefuls debated their plans for America's future — with barely a mention of an issue at the top of many voters' minds: the nation's severe shortage of affordable homes.

The United States is in the grips of a severe and pervasive housing crisis, one that is hitting rural, urban, and suburban communities alike. Nationally, there is a shortage of 7 million homes affordable and available to the lowest-income renters. Rents have risen faster than renters' incomes over the last two decades, and while more people are renting than ever, the supply of apartments they can afford has lagged. Fewer than four affordable and available rental homes exist for every 10 of the lowest-income renter households nationwide; people of color are disproportionately impacted. Meanwhile, policy makers have disinvested in the nation's public housing infrastructure leaving families living in unsafe, unhealthy

"The Question the Presidential Candidates Don't Get Asked"

CityLab.com, September 13:
<https://tinyurl.com/y6k9a23j>

-Written by Diane Yentel, President and CEO of the National Low Income Housing Coalition

Sample Media Advisory for a Candidate Event

FOR IMMEDIATE RELEASE: [Date]

Media Contact: [contact name, phone number, and email address]

Our Homes, Our Votes: 2020: Because Housing is Built with Ballots

Non-partisan project invites presidential candidate [name of candidate] to address the affordable housing crisis

[City, State] - On [date] affordable housing advocates and concerned voters in [city] are participating in [the event you are planning] featuring presidential candidate [name of candidate]. [Organization leading the event] is hosting this event as a partner of the Our Homes, Our Votes: 2020 project calling on presidential candidates to tell voters what they will do to address the affordable housing crisis facing the nation and [state].

What: [Organization leading the event] has invited 2020 presidential candidate [name of candidate] to [name of event] to discuss [his/her] proposed affordable housing solutions. This event will also provide low-income voters and future voters access to the candidate to ask about what [he/she] will do specifically to ensure greater housing affordability and to end homelessness and housing poverty in America. *[If possible/optimal: There will also be an opportunity for residents to register to vote.]*

When: [Date and Time]

Where: [Location]

Why: According to a national poll, "85% of the public believes that ensuring housing affordability in America should be a top priority," and eight out of ten say Congress and the president must act.

Neither minimum wages nor prevailing renter wages have kept pace with the cost of rental housing. The typical renter in [state] earns [estimated mean renter hourly wage], which is [subtract the mean hourly wage from housing wage] less than the hourly wage needed to afford a modest rental home.

There is currently nowhere in the U.S. where a minimum-wage renter working a 40-hour work week can afford a modest two-bedroom rental home at the average fair market rent. Working at the minimum wage of [state minimum wage] in [state], a wage-earner must work [# full-time jobs at minimum wage] full-time jobs or [# work hours per week at minimum wage] hours per week to afford a modest one-bedroom apartment and must work [# full-time jobs at minimum wage] full-time job(s) or [# work hours per week at minimum wage] hours per week to afford a two-bedroom apartment. But it's not just minimum wages that are insufficient: seven of the ten fastest growing occupations in America do not pay enough to afford a modest one-bedroom apartment.

People should not have to sacrifice other important necessities - like food, medicines, and childcare - in order to pay the rent. Candidates need to prioritize housing affordability in America and tell voters what they will do to ensure it.

NLIHC launched Our Homes, Our Votes: 2020, a non-partisan project to urge presidential candidates to address the affordable housing crisis and its solutions and to engage more low-income renters in voting. NLIHC is working with partners across the country to encourage all presidential candidates to put forward robust solutions to the nation's housing crisis, and **[organization]** is proud to collaborate with NLIHC in this effort.

We as a nation need to make a bold investment and sustained commitment to ensure everyone has a safe, accessible, and affordable home. When we invest in affordable homes, we invest in people, our communities, and America as a whole: affordable homes increase employment, economic growth, health outcomes, educational attainment, and more.

###

NLIHC Poll: <https://www.opportunityhome.org/resources/poll2019/>

For questions contact: May Louis-Juste, mlouis-juste@nlihc.org

Follow [#OurHomesOurVotes2020](#) on
Twitter: [@OurHomesVotes](#) and Facebook: [@OHOV2020](#)

*NLIHC has launched the nonpartisan **Our Homes, Our Votes: 2020** voter and candidate engagement project to raise the issue of affordable housing in the 2020 elections, to urge candidates to discuss how they will deal with the crisis, to track their comments and proposals, and to engage more low-income renters in the voting.*

Learn more at: www.ourhomes-ourvotes.org