

Post on social media (e.g. Twitter, Facebook, Instagram). Use the hashtags #HoUsed, #Housing4UsAll. It is helpful if you tag @NLIHC in your posts and follow us for ideas on what to repost on your social media channels.

Share your District meetings and site visits on your Social Media!

Go Viral -

Share the HoUsed images. Sample images and graphics for the campaign are included in this toolkit. Share the images with your social media networks and include information about your specific state.

Host tweetstorms and LIVE events on Instagram and Facebook – engage with your audience and amplify your messaging.

Post and re-post comments on campaign news throughout all your social media networks. Sample language and graphics are below. Consider pairing your posts with images for increased visibility, impact and engagement.

Immediate Opportunities

Fiscal Year 2023 Appropriations

Congress is debating how much funding to invest this year in housing, homelessness, and community development. Join advocates nationwide to urge Congress to provide the highest level of funding possible! <https://tinyurl.com/25v26f78>

Only 1 in 4 households eligible for housing assistance gets help. That's why President Biden's proposal to expand rental assistance to 200K more households is critical. Help us call on Congress to approve this funding in FY23 <https://tinyurl.com/25v26f78>

Congress needs to hear from their constituents about the importance of accessible, safe, and affordable homes for people most in need. Call your senator and representative, and sign onto a national letter calling for robust funding in FY23. <https://tinyurl.com/25v26f78>

Far too many families are struggling to keep a roof over their head b/c Congress hasn't funded investments in accessible, affordable homes at the scale needed. One place to start is the FY23 spending bill. <https://tinyurl.com/25v26f78>

Immediate Threats

Anti-Homelessness Legislation and Rhetoric

To end homelessness in our communities, we must invest in proven solutions, like Housing First, at the scale necessary. With HF, people have immediate access to affordable homes without prerequisites and supportive services, as needed. <https://tinyurl.com/2p8p5dbbr>

The research is irrefutable: Housing First is the most effective approach to ending homelessness. Housing First is a bipartisan, evidence-based practice backed by multiple, national studies <https://tinyurl.com/2p8p5dbbr>

Communities use Housing First because it works. A clearest example is veteran homelessness, which has been cut in half in recent years. Let's build on lessons learned to end homelessness for others in need.

<https://tinyurl.com/2p8p5dbr>

Criminalizing homelessness is not a solution to homelessness. Imposing fines and jail time makes it harder for people to exit homelessness and is dehumanizing. <https://tinyurl.com/2p8p5dbr>

Cutting funding for long-term solutions to homelessness – like permanent supportive housing – is incredibly short-sighted. We can't lose sight of what ends homelessness: affordable homes! <https://tinyurl.com/2p8p5dbr>

Critical Long-Term Solutions

Bridge the Gap Between Incomes and Rents

#DYK that only 1 in 4 households who qualify for housing assistance receives it, and most are left to fend for themselves. We need #Housing4UsAll <https://bit.ly/3gfNA5U>

#DYK since 1960, renters' incomes have increased by 5%, while rents have risen 61%. #Housing4UsAll <https://bit.ly/3gfNA5U>

#DYK millions of eligible households are on housing waiting lists, often for years, waiting for housing assistance; most never get it. #Housing4UsAll <https://bit.ly/3gfNA5U>

#DYK 8 million extremely low-income households pay at least half of their limited incomes on rent, leaving them w/o the resources they need to put food on the table, purchase medications, or make ends meet.

#Housing4UsAll <https://bit.ly/3gfNA5U>

#DYK on avg in the U.S., renters need an income \$24.90 an hour to afford a modest, two-bedroom apartment - far above the incomes of many working families, seniors, & people w/ disabilities. We need #Housing4UsAll <https://bit.ly/3gfNA5U>

Expand and Preserve the Supply of Affordable Rental Homes for People with the Lowest Incomes

To ensure the lowest-income people are #HoUsed we must preserve & expand the supply of rental homes across the US through investments in public housing & the national Housing Trust Fund. <https://bit.ly/3gfQUho>

#DYK for every 10 extremely low-income households, there are fewer than 4 affordable and available homes. We need #Housing4UsAll <https://bit.ly/3gfQUho>

There is no state or congressional district in America w/ enough affordable homes for people w/ the lowest incomes. Congress must invest in proven solutions, like the national Housing Trust Fund <https://bit.ly/3gfQUho>

Stabilize Families to Prevent Evictions

A permanent program to provide emergency rental assistance can alleviate economic shocks before they cause instability & homelessness. Keep people #hoUSed. <https://bit.ly/3gzMm5R>

Eviction records make it hard for families to find decent housing in safe neighborhoods and have negative impacts on health, employment, education, etc. Providing emergency rental assistance will help renters avoid eviction & remain stably #hoUSed. <https://bit.ly/3gzMm5R>

Millions of households are one financial shock away from eviction & homelessness. Everyone deserves a housing safety net; emergency rental assistance keeps us all housed! #Housing4UsAll. <https://bit.ly/3gzMm5R>

Strengthen and Enforce Renter Protections

#DYK in communities with a right to counsel, 86% of renters were able to remain in their homes, and eviction filings decreased by 10%. #Housing4UsAll <https://bit.ly/3mPfOgS>

#DYK fewer than 10% of renters have access to legal counsel when facing eviction, compared to 90% of landlords. We need Right to Counsel to rebalance the power and keep people #HoUSed <https://bit.ly/3mPfOgS>

Racial Equity

Congress must advance anti-racist policies and provide the large-scale, sustained investments and reforms needed to ensure renters with the lowest incomes have an affordable place to call home. #HoUSed <https://nlihc.org/housed>

Congress must pass anti-racist housing policies for #Universal, #Stable, #Affordable housing called for in the #HoUSed campaign <https://nlihc.org/housed>

Racial justice requires housing justice! Congress must pass #Antiracist, #Universal, #Stable, #Affordable housing called for in the #HoUSed campaign <https://nlihc.org/housed>

Black, Indigenous, and people of color are disproportionately low-income and severely housing cost-burdened renters. Call on Congress to pass anti-racist housing policies in the #HoUSed campaign! <https://nlihc.org/housed>

Bold policies are needed to ensure #Universal, #Stable, #Affordable housing for the lowest income and most marginalized people. #HoUSed #Housing4UsAll <https://nlihc.org/housed>

#DYK: Racial segregation & discrimination in housing are a major cause of racial inequity across all sectors of education, income, and more. Housing justice advances racial justice. We need to bridge the gap to ensure #Housing4UsAll. <https://nlihc.org/housed>