



## Advocacy Day Outreach Messaging Guide

This guide offers suggestions on the best ways to get the word out about Advocacy Day 2014 in the lead-up to January 28. The suggested messaging can be adapted to your organization or the specific population you are working with. We also include links to resources and images that you can use. We appreciate all the work you are doing to help the Housing Alliance mobilize communities for Advocacy Day.

The following Housing Alliance staff can be used as a point of contact for Advocacy Day questions:

### **Alouise Urness**

Planning committee, registration, childcare, transportation assistance funding, logistics, general messaging, and outreach to general advocates.

Email: [alouise@wliha.org](mailto:alouise@wliha.org)

Phone: 206.442.9455 x203

### **Margie Quinn**

Planning committee, volunteer recruitment, and group registration.

Email: [margie@wliha.org](mailto:margie@wliha.org)

Phone: 206.442.9455 x213

### **Ben Miksch**

Board Advocacy Project and organizing nonprofit board members.

Email: [benm@wliha.org](mailto:benm@wliha.org)

Phone: 206.442.9455 x204

The guide includes:

- I. 2014 Theme
- II. Outreach Template for your Organization's Newsletter
- III. Outreach Template for Your Organization's Website
- IV. Suggested Email Signatures to Encourage Registration
- V. Suggested Messaging to Use When Recruiting Individuals Experiencing Homelessness or Living in Affordable Housing
- VI. Suggested Messaging to Use When Recruiting Nonprofit Board Members
- VII. Source for Advocacy Day Images You Can Use for Outreach

## I. 2014 Theme

The theme of Housing and Homelessness Advocacy Day 2014 is "...it all starts at home." The theme starts with an ellipsis because it is meant to connect the importance of a home to other basic needs in life, like having a steady job, positive learning outcomes, and good health.

For instance you can use the theme as a chant:

Call: "Healthier people!"

Response: "It all starts at home!"

Call: "Thriving children!"

Response: "It all starts at home!"

You can also use it for a tagline:

Our communities can have better health and education. But it all starts at home.

NOTE: A few of our allies have pointed out that if you partner this theme with education, then folks might think the implication is that we are solely blaming parents and families at home for poor education outcomes. One way around this is to include the phrase, "And it all starts by having a home!" or "It all starts with a home."

For example:

Better education and health for our communities, it all starts at home. It all starts by having a home!

## II. Outreach Template for your Organization's Newsletter

### **2014 Housing and Homelessness Advocacy Day is Tuesday, January 28**

9am-4pm at United Churches and the Capitol Campus in Olympia

---

An Advocacy Day (a.k.a. "Lobby Day") is an organized event, usually at the legislature, where constituents can meet their elected officials to inform on and advocate for specific legislation and policies. Each year, the Washington Low Income Housing Alliance organizes one of the largest Advocacy Days during the legislative session. This January, you have an opportunity to be a part of this very important day of action! We're looking for people passionate about ensuring that everyone in Washington has the opportunity to live in a safe, healthy, and affordable home. Housing and Homelessness Advocacy Day is a chance for you to unite with others to end homelessness in our state. Are you ready to join over 500 other advocates from around Washington to tell your elected officials how you feel?

If you are ready to take fighting homelessness to the next level, then please join the Housing Alliance and (insert your organization name) on January 28 in Olympia for the annual Housing and Homelessness Advocacy Day!

The day includes:

- Inside information and timely updates on affordable housing and homelessness legislation.
- Workshops on how to talk to your elected officials and be the most effective advocate possible.
- Meetings with your lawmakers for which you'll be armed with key messages, supporting documents and facts to help share your story.
- And an opportunity to feel the power of a strong and growing movement for affordable housing and an end to homelessness.

Please join hundreds of your fellow housing and homelessness advocates and register today! Go to [www.wliha.org](http://www.wliha.org) and register in the advocacy section or [click here](#)!

### III. Outreach Template for Your Organization's Website

#### Long Blurb for Website

#### **2014 Housing and Homelessness Advocacy Day**

**Tuesday, January 28**

**9am-4pm at United Churches and the Capitol Campus in Olympia**

---

An Advocacy Day (or “Lobby Day”) is an all-day event organized to ensure constructive meetings between constituents and their elected officials. That’s why we’re looking for folks passionate about ensuring everyone in Washington has the opportunity to live in a safe, healthy, and affordable home. Do you want to unite with over 500 other advocates to help end homelessness in our state?

Please join The Housing Alliance and (insert your organization name) on January 28 in Olympia for the annual Housing and Homelessness Advocacy Day. [Click here to register today!](#)

Advocacy Day gives you the opportunity to:

- Gain inside information and timely updates on affordable housing and homelessness legislation.
- Attend workshops on how to talk to your elected officials and be an effective advocate.
- Meet with your lawmakers (don’t worry The Housing Alliance will prepare you with supporting documents and messaging)!
- Feel the power of a strong and growing movement for affordable housing and an end to homelessness.

Can’t make it to Olympia? You can still be an advocate! [Click here](#) to sign a pledge to call your legislator on January 28 and ask them to support the Housing Trust Fund.

## Short Blurb for Website

### **2013 Housing and Homelessness Advocacy Day Tuesday, January 28**

---

Are you passionate about ensuring that everyone in Washington has the opportunity to live in a safe, healthy, and affordable home? Do you want to unite with over 500 other advocates to help end homelessness in our state?

Please join The Housing Alliance and (insert your organization name) on January 28 in Olympia for the annual Housing and Homelessness Advocacy Day. [Click here to register today!](#)

Can't make it to Olympia? You can still be an advocate! [Click here](#) to sign a pledge to call your legislator on January 28 and ask them to support the Housing Trust Fund.

#### **IV. Suggested Email Signatures to Encourage Registration**

Housing and Homelessness Advocacy Day 2014 is Tuesday, January 28. [Register today!](#)

Better education and health, it all starts at home. And it all starts by having a home! [Register now](#) for Housing and Homelessness Advocacy Day!

Join the (insert organization name) at the Housing Alliance's Advocacy Day on January 28. [Register now!](#)

Come to Olympia on January 28 for [Housing and Homelessness Advocacy Day](#) and make sure your lawmaker hears from you...that it all starts at home.

## V. Suggested Messaging to Use When Recruiting Individuals Experiencing Homelessness or Living in Affordable Housing

Below is The Housing Alliance's recommended messaging that can be used by organizers, case managers, and housing staff when talking with individuals experiencing homelessness and living in affordable housing. These talking points focus on the importance of attending Advocacy Day and sharing their story.

### Talking Points on Why to Advocate

- We have heard from many in Olympia that this is going to be a difficult year to get bills passed. Thus, it is absolutely essential for lawmakers to hear directly from people who are impacted by the issues politicians are making decisions about.
- The Housing Alliance is committed to supporting people who are affected by the issues we advocate on. We'll do what we can to make it simple for you to participate in Advocacy Day, to share your experiences if you choose to do so, and to stay engaged with the movement for affordable housing and ending homelessness.
- Some of the Housing Alliance's top priorities this year include:
  - ✓ Passing Part 3 of the Fair Tenant Screening Act, so tenants don't have to keep paying a tenant screening fee to several landlords during a search for a new home.
  - ✓ Protecting funding for the Housing and Essential Needs/Disability Lifeline programs for people with disabilities.
  - ✓ Protecting current funds and enacting new sources of revenue to pay for safety-net programs people depend on.
  - ✓ Funding the Housing Trust Fund to increase access to affordable homes.
  - ✓ Leveraging Medicaid expansion to end homelessness

More info on our State Legislative Agenda is available at: [wliha.org/advocacy/state](http://wliha.org/advocacy/state).

### Advocacy Day Talking Points Regarding Advocate Assistance

- Full and partial scholarships are available to anyone who needs them. Just click the scholarship box on the registration form: [wliha.org/HHAD#scholarships](http://wliha.org/HHAD#scholarships).
- Breakfast and lunch are provided to registered Advocacy Day attendees.
- Free transportation will be available from some cities, and carpools can be coordinated for those needing transportation assistance. Check back with your service providers or the Housing Alliance for more details.
- We will be offering limited access to childcare during the morning program of Advocacy Day. But you must register early, as it is on a first-come, first-served basis.

## VI. Suggested Messaging to Use When Recruiting Nonprofit Board Members

- Board members already have key skills and experience to make them great advocates because board members tend to be passionate, credible, and knowledgeable experts in their communities. Also, board members tend to have connections to business, political, and other community leaders and advocacy skills are similar to skills used in fundraising.
- To policy makers, board members are also constituents, campaign donors, volunteers, and community leaders. Legislators also view board members as expert advocates who must be passionate about the issues because they are volunteers. As such, legislative staff record when their office is contacted by board members.
- Each year, we see a growing representation from nonprofit board member advocates. Let's beat last year's board member attendance record!
- This year we are working to increase the number of nonprofit board members at Advocacy Day. Board members have unique ties to the issues we all care about, and their advocacy potential is limitless!
- The Board Advocacy Project has created a framework to give board members the training and ongoing support they need to be effective advocates. The Housing Alliance can help mobilize your board members to advocate for the resources and policies needed to end homelessness and expand access to affordable housing for more information, or to schedule an advocacy training for your organization's board of directors, contact Ben Miksch ([benm@wliha.org](mailto:benm@wliha.org)) or 206.442.9455 x204.

## VII. Source for Advocacy Day Images You Can Use for Outreach

You can use any of our Advocacy Day images from last year at our **Facebook album** here: <https://www.facebook.com/media/set/?set=a.10151238482090836.447096.37260650835> and from our **Flickr set** here: <https://secure.flickr.com/photos/105393844@N05/sets/72157637614535894/>.

The next page has a few photos you can easily export from this document as their own stand-alone jpgs.

Please use this attribution:

Photo credit: Housing Alliance.

Thank you!





A banner you can use for your web page or newsletter (rally on the Capitol steps).



A banner you can use for your web page or newsletter (advocates inside the Legislative Building).



Last year's call to action inside United Churches.





Advocates on the steps of the Capitol building rallying to ensure all Washington residents have an opportunity for a safe, healthy, affordable home.



Left: formerly homeless youth Brittany Lang. Right: formerly homeless veteran Quiana Ross. Both were last year's keynote speakers at the Advocacy Day rally.