  
**Advocacy Day Outreach Messaging Guide**

This guide offers several suggestions on how to best get the word out about Housing and Homelessness Advocacy Day. This messaging can be used verbatim, or 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 us mobilize communities for Advocacy Day!

The following Housing Alliance staff members are specific points of contact for Advocacy Day questions:

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| **Alouise Urness**  Registration, childcare, transportation assistance funding, logistics, and outreach to advocates.  [alouise@wliha.org](mailto:alouise@wliha.org)  206.442.9455 x203 | **Latanya Jenkins**  Lawmaker meetings, volunteer recruitment, and group registration.  [latanyaj@wliha.org](mailto:latanyaj@wliha.org)  206.442.9455 x213 |
| **Reiny Cohen**  Social media, communications, and media relations. [reinyc@wliha.org](mailto:reinyc@wliha.org)  206.442.9455 x208 |  |

**This guide includes:**

1. [**Outreach Template for Your Organization’s Website & Newsletter**](#website)
2. [**Social Media Outreach Examples**](#socialmedia)
3. [**Suggested Messaging to Use When Recruiting Individuals Experiencing Homelessness or Living in Affordable Housing**](#recruithomeless)
4. [**Suggested Messaging to Use When Recruiting Nonprofit Board Members**](#recruitboard)
5. [**Source for Advocacy Day Media You Can Use for Outreach**](#images)
6. **Outreach Template for Your Organization’s Website** **or Newsletter**

Long Blurb for Website

[**2017 Housing and Homelessness Advocacy Day**](http://wliha.org/housing-and-homelessness-advocacy-day) **Thursday, February 2**

**8am-4pm at United Churches and the Capitol Campus in Olympia**

Housing and Homelessness Advocacy day is a day-long event where advocates who care about affordable housing and an end to homelessness get to meet with their lawmakers and have their voices heard. We’re looking for folks passionate about ensuring everyone in Washington has the opportunity to live in a safe, healthy, and affordable home to join us in Olympia and shine a light on Washington’s housing crisis. Do you want to unite with over 600 advocates to help end homelessness in our state?

Please join the Washington Low Income Housing Alliance and (insert your organization name) on February 2 in Olympia for the annual Housing and Homelessness Advocacy Day! [Click here to register today.](http://wliha.org/housing-and-homelessness-advocacy-day) *[link to:* [*http://wliha.org/hhad*](http://wliha.org/hhad)*]*

Advocacy Day gives you the opportunity to:

* Gain inside information on housing policies
* Attend workshops to build your advocacy skills
* Meet with lawmakers. (Don’t worry, we’ll train you!)
* Become a part of the growing movement for a safe, healthy, affordable home for everyone in Washington

Can’t make it to Olympia? You can still be an advocate! Watch wliha.org on Thursday, February 2 to find out how you can still participate by contacting your lawmaker from home or work. You can also use social media to participate or follow along with other advocates using the official Advocacy Day hashtag [#HHAD2017.](https://twitter.com/hashtag/hhad2017?f=tweets&vertical=default&src=hash)

Short Blurb for Website

[**2016 Housing and Homelessness Advocacy Day**](http://wliha.org/housing-and-homelessness-advocacy-day) **Tuesday, February 2**

Do you passionately believe that everyone in Washington should have the opportunity to live in a safe, healthy, and affordable home?

If the answer is yes, then join the Washington Low Income Housing Alliance, (insert your organization name) and more than 600 advocates on February 2 in Olympia for the annual Housing and Homelessness Advocacy Day. [Click here to register today.](https://wliha.org/hhad) *[link to:* [*https://wliha.org/hhad*](https://wliha.org/hhad)*]*

There you will be given the tools to be an effective advocate for affordable homes and an end to homelessness, followed by an opportunity to deliver your message to lawmakers.

Can’t make it to Olympia? You can still be an advocate! Check out wliha.org on Thursday, February 2 to find out how you can still participate by contacting your lawmaker from home or work.

1. **Social Media Outreach Examples**

The Housing Alliance uses social media as an outreach tool leading up to, and on Advocacy Day to communicate developments in Olympia, and to promote registration. Social media helps us educate our advocates, and the public, about our state legislative priorities.

It’s easy to help us promote Advocacy Day, encourage people to register, and raise awareness about our State Legislative Agenda to create affordable homes and end homelessness.

**Keep this handy** - Advocacy Day’s hashtag is**:**[**#HHAD2017**](https://twitter.com/hashtag/hhad2017?f=tweets&vertical=default&src=hash). You can use it on Twitter, Facebook, or Instagram.

**Twitter: Sample Tweets**

First, FOLLOW our profile at: [www.twitter.com/WLIHA](http://www.twitter.com/WLIHA). We encourage you to LIKE, RETWEET, and REPLY to our posts. We also encourage you to use pictures or gif in your posts if you have them. Here are some example posts for your personal and/or organizational Twitter feed.

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| So excited for [#HHAD2017](https://twitter.com/hashtag/hhad2017?f=tweets&vertical=default&src=hash) on 2/2! Help us advocate for [#affordablehomes](https://twitter.com/search?q=%23affordablehomes). Register at [@WLIHA](https://twitter.com/WLIHA) website: [http://wliha.org/HHAD](http://wliha.org/housing-and-homelessness-advocacy-day) |
| Get engaged in [#WAleg](https://twitter.com/search?q=%23WAleg) process advocating for [#affordablehomes](https://twitter.com/search?q=%23affordablehomes) & ending [#homelessness](https://twitter.com/search?q=%23homelessness) at [#HHAD2017](https://twitter.com/hashtag/hhad2017?f=tweets&vertical=default&src=hash). Register here: [http://wliha.org/HHAD](http://wliha.org/housing-and-homelessness-advocacy-day) |
| What does [#affordablehousing](https://twitter.com/search?q=%23affordablehousing) & fighting [#homelessness](https://twitter.com/search?q=%23homelessness) mean to you? Tell your lawmaker directly on 2/2 at [#HHAD2017](https://twitter.com/hashtag/hhad2017?f=tweets&vertical=default&src=hash). [http://wliha.org/HHAD](http://wliha.org/housing-and-homelessness-advocacy-day) |

**Facebook: Sample Posts**

First, LIKE our page at: [www.facebook.com/WLIHA](http://www.facebook.com/WLIHA" \t "_blank). Then, to ensure our posts show up in your newsfeed, we encourage you to LIKE, SHARE, and COMMENT on our posts. Tag the Housing Alliance in your posts by typing the @ symbol followed by our name. When our name comes up in the list, click on it. We also encourage you to share visuals or news articles related to housing in Washington in your posts.

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| Why do I care about (insert issue here)? Because (insert reason here). Join me in advocating for this important program on Housing and Homelessness Advocacy Day! Learn more at the **@Washington Low Income Housing Alliance** website: <http://wliha.org/housing-and-homelessness-advocacy-day> #HHAD2017 |
| Please join us, **@Washington Low Income Housing Alliance**, and over 600 advocates from all over the state on February 2 in Olympia for the annual Housing and Homelessness Advocacy Day. Click here to register <http://wliha.org/HHAD> #HHAD2017 |
| Registration for Housing and Homelessness Advocacy Day is now open. On February 2, gain inside information and timely updates on affordable housing and homelessness legislation and feel the power of a strong and growing movement for affordable housing and an end to homelessness. Register at the **@Washington Low Income Housing Alliance** page: <http://wliha.org/HHAD> #HHAD2017 |

1. **Suggested Messaging to Use When Recruiting Individuals Experiencing Homelessness or Living in Affordable Housing**

Organizers, case managers, and housing staff can use the following messages 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 affordable housing and safety net bills passed. So it is absolutely essential for lawmakers to hear directly from people who are impacted by the issues they are making decisions about.
* The Housing Alliance is committed to supporting people who are affected by the issues we advocate for. 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 homes and ending homelessness.
* Some of the Housing Alliance’s top priorities this year include:
* The legislature should allocate funds **to build and preserve safe, healthy, affordable homes** through the Housing Trust Fund.
* Increase funds for homelessness services, and remove the sunsets on the **Document Recording Fees** that fund them.
* Protect funding for the **Housing and Essential Needs/Aged, Blind & Disabled, Medical Services, and SSI Facilitation** programs.
* Ensure that services for people living in **supportive housing** can be paid for with **Medicaid**.
* Pass **Source of Income Discrimination protections** to prevent landlords from denying a home to all tenants relying on a lawful housing subsidy or lawful income supports (e.g. Housing Choice voucher, state voucher, SSI, etc.) to help pay the rent.

More info on our State Legislative Agenda is available at: [wliha.org/advocacy/state](http://www.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. Go here for more information: <http://wliha.org/HHAD>.
* Lunch and morning and afternoon snacks are provided to pre-registered Advocacy Day attendees.
* Free transportation will be available from some cities, and carpools can be coordinated from the advocacy day webpage: <http://wliha.org/HHAD>
* 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.

1. **Suggested Messaging to Use When Recruiting Nonprofit Board Members**

Executive directors and board members can use the following messages when talking with board members of affordable housing and homelessness organizations. These talking points focus on the importance of nonprofit board members attending Advocacy Day, identifying themselves as board members to lawmakers, and sharing their stories.

* Strong board leadership is not just about checks and balances. It is about creating the circumstances that will allow our missions to be achieved. Housing and Homelessness Advocacy Day is an important opportunity for organizations to make a real impact fighting for the funding and policies we need to create those circumstances.
* Board members are a unique and powerful addition to advocacy efforts. As business leaders, community volunteers, philanthropists, and opinion leaders, lawmakers recognize that board members are passionate about their missions. They also know that board members have already put their time, resources, and reputations on the line, which means they serve as powerful champions for the policies their missions need.
* The precarious budget situation makes homelessness services, affordable housing, and other safety net programs very vulnerable. This could have a dramatic effect on the organizations board members serve. This is a critical moment for board members to not just sit on their boards, but to stand up and advocate for what they believe.

*“Nonprofits are a powerful force when they work together and aren’t hesitant to stand up and be heard. I call on all of us involved in charitable work to do what it takes to cure the social ills that drive our passion, and not to be satisfied with just treating the symptoms. Advocacy is a critical tool that we must use and use well, or we risk leaving our mandates unmet.”*  
Seattle-based philanthropist and board member **Sonya Campion**, in the *Seattle Times* op-ed: [“It’s time for nonprofits to advocate for their missions”](http://seattletimes.com/html/opinion/2025074087_campionopedphilanthropy22xml.html" \t "_blank).

* As a new addition to Housing and Homelessness Advocacy Day, the Housing Alliance will be providing special messaging guidance just for board members to help make sure their voices are heard loud and clear.

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 polices needed to end homelessness and expand access to affordable housing. For more information, or to schedule advocacy training for your organization's board of directors, contact Dimitri Groce at dimitrig@wliha.org or 206.442.9455 x204.

1. **Source for Advocacy Day Media You Can Use for Outreach**

**Images**

You can use any of our Advocacy Day images from previous years at our Facebook albums for outreach in newsletters, blog posts, etc. You don’t have to be a Facebook user to download the photos (though being logged into Facebook makes it easier).

Please use this attribution (link back to Housing Alliance website when possible):

Photo credit: [Housing Alliance](http://wliha.org/).

**Housing and Homelessness Advocacy Day 2016**

<https://www.facebook.com/pg/WLIHA/photos/?tab=album&album_id=10153223582040836>

**Housing and Homelessness Advocacy Day 2015**

<https://www.facebook.com/media/set/?set=a.10152577732605836.1073741859.37260650835&type=3>

**Housing and Homelessness Advocacy Day 2014**

[www.facebook.com/media/set/?set=a.10151834890940836.1073741840.37260650835&type=3](http://www.facebook.com/media/set/?set=a.10151834890940836.1073741840.37260650835&type=3)

Our partner **Firesteel** has this Facebook album with photo booth images from **Advocacy Day 2016:**

<https://www.facebook.com/pg/firesteelwa/photos/?tab=album&album_id=961922543893277>

Please use this attribution: (link back to Firesteel website when possible):

Photo credit: [Firesteel](http://firesteelwa.org/).

**Videos**

If you have the capacity to link or embed videos on your blog/website, here are some excellent online videos you can use to that end. We’re unfortunately unable to assist you in the embedding process.

**Nancy Amidei on Community Education and Organizing (Advocacy Day):** <https://vimeo.com/190599433>

**Housing and Homelessness Advocacy Day 2014 – Focus on Educators (Firesteel)**

[www.youtube.com/watch?v=kj5IVpQ7lQ8](http://www.youtube.com/watch?v=kj5IVpQ7lQ8)

**Housing and Homelessness Advocacy Day 2013 (Firesteel)**

[www.youtube.com/watch?v=h1SciQnZ3gk](http://www.youtube.com/watch?v=h1SciQnZ3gk)