MESSAGING FOR A NEW CONGRESS & ADMINISTRATION

NACEDA

AUGUST 31, 2016
On the first of every month, the rent is due.

For 11 million American families, that means over half their paychecks are gone.

That leaves less than half for everything else. Food. Medicine. Gas to get to work.

This problem is hidden behind closed doors.

The Make Room campaign is here to make some noise and make some change.

Reporter: “Why is it so hard to stay focused on housing?”

“It’s not a sexy issue. It depresses people.”
Messages that describe and explain problems with housing are effective – especially when linked to solutions.

Creating a sense of urgency and a path to resolution is critical.

The general public feels the pinch and wants attention from our leaders.

**Question 3.3: America’s leaders should pay more attention to the needs of struggling renters.**

**Q3.3 Main Sample (Public):**
- Strongly Disagree: 2%
- Disagree: 13%
- Neither agree nor disagree: 14%
- Agree: 38%
- Strongly Agree: 33%

**Q3.3 Elite Sample:**
- Strongly Disagree: 7%
- Disagree: 22%
- Neither agree nor disagree: 17%
- Agree: 40%
- Strongly Agree: 14%

*p = 0.000*

Game Plan

**Explain the problem**

Why is this happening? What are the impacts – especially at the community level?

**Follow with solutions**

Avoid fatalism by explaining how the problem can be solved.

**Mind your audience**

What are their frames? Is there a fresh perspective or messenger?
**AVOID**

- Just the facts
- Correcting mistakes
- Meeting them where they are
- Individual hard work and will
- Just the basics

**ADVANCE**

- Well-framed facts
- Explain how things work
- Advancing new perspectives
- A contextual perspective
- Explanations of how quality affects wellbeing

For likely voters, housing affordability is a priority

“I will make affordable homes a priority…”

76% of likely voters would be more likely to support a candidate who made housing affordability a focus of their campaign and a priority in government.

1 million messages to Congress that America’s housing affordability crisis must end.

100 days.

2,000 organizations.

Join us Sept. 1 – Nov. 8 at www.MakeRoomUSA.org.
Raise awareness among policymakers that Americans’ inability to afford homes is a huge issue that requires their attention

Mobilize advocates to be part of the solution by contacting their elected officials

Demand action in the context of what’s possible – tweets, op-eds, town halls, tours

#makeroom