



MESSAGING FOR A NEW CONGRESS & ADMINISTRATION

NACEDA

AUGUST 31, 2016



@MakeRoomUSA

#makeroom

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.

Join us at www.MakeRoomUSA.org.

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

“It’s not a sexy issue.
It depresses people.”

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Messaging

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.

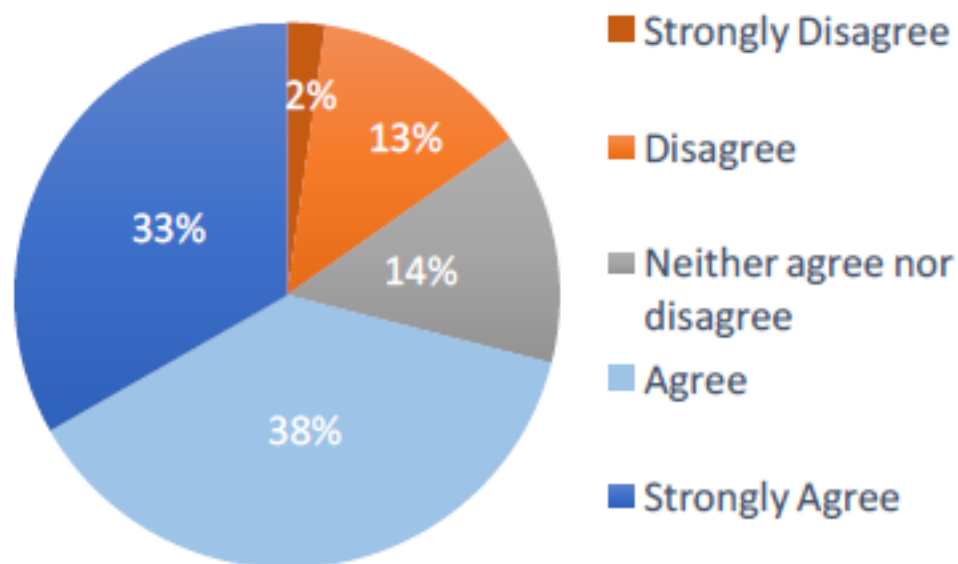
SOURCE: FrameWorks report for Make Room, February 2016.

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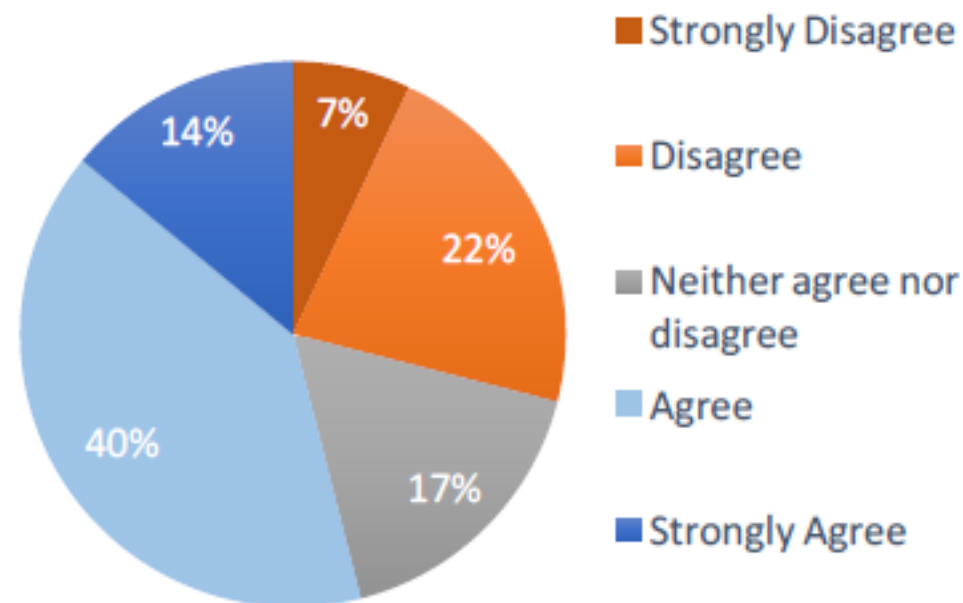
The general public feels the pinch and wants attention from our leaders.

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

Q3.3 Main Sample (Public)



Q3.3 Elite Sample



$p = 0.000$

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.

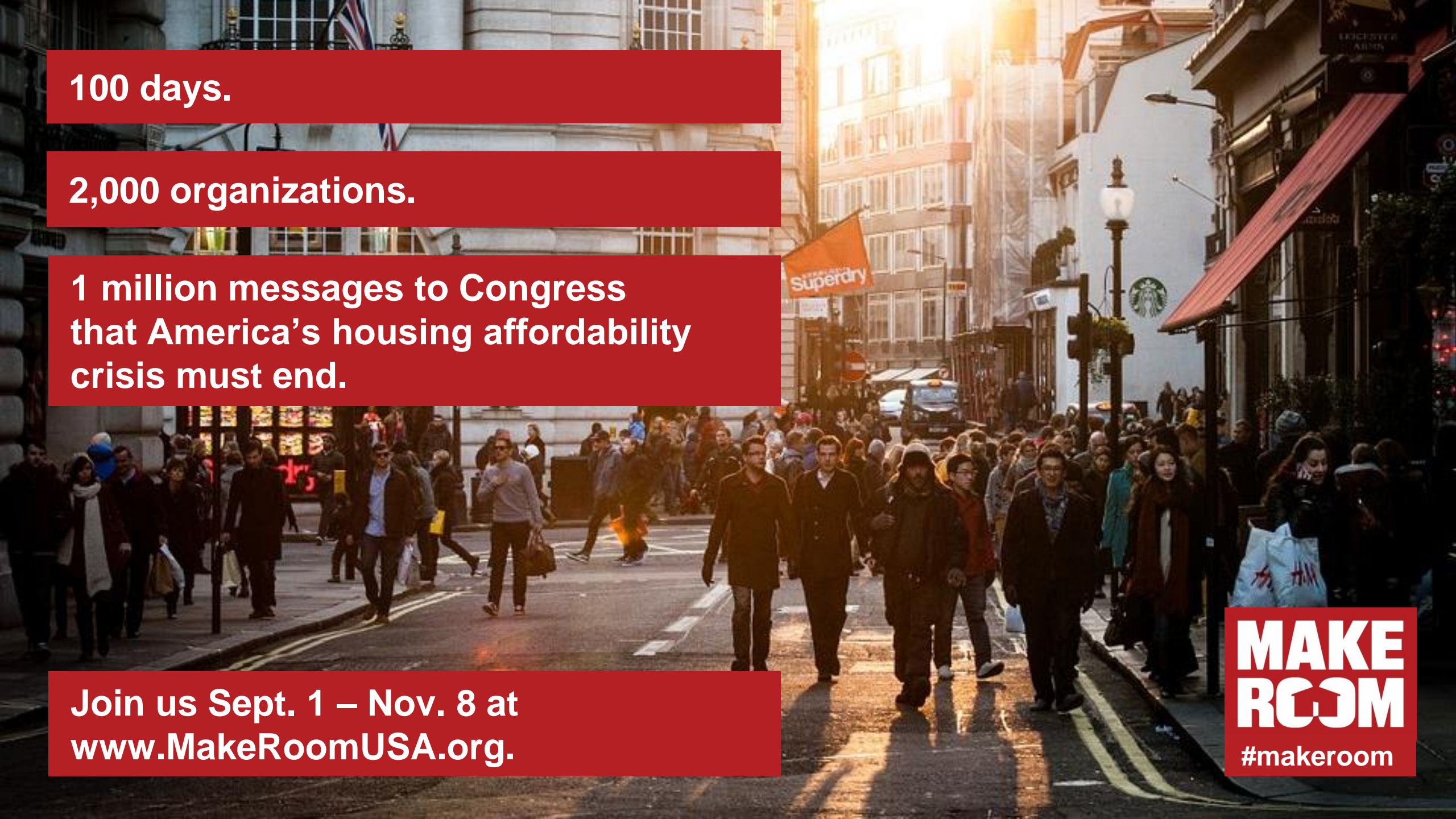
100 days.

2,000 organizations.

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

**Join us Sept. 1 – Nov. 8 at
www.MakeRoomUSA.org.**

**MAKE
ROOM**
#makeroom



Campaign Objectives

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



MAKE ROOM

**Campaign partners -
plus 350 more and counting!**



Join us



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