

# **MAKE ROOM**

**Let's give renters a voice**

An aerial photograph of a suburban neighborhood with several houses highlighted by red circles. The text is overlaid on the center of the image.

# The United States is in the midst of a rental housing crisis.

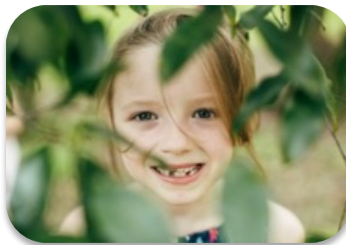
11 million households – 1 in 4 of all renter households – spend more than half of their income on rent.

**MAKE  
ROOM**

# Impacting 25 million people



14.6 Million  
Women



8.6 Million  
Children



7.9 Million  
Millennials



2.3 Million  
Seniors



757,000  
Veterans

Total exceeds 25 million due to overlap in categories.

Source: US Census Bureau's 2015 1-year American Community Survey Public Use  
Microdata Series as provided by IPUMS-USA, University of Minnesota, [www.ipums.org](http://www.ipums.org)



# A drag on the national economy

The lack of affordable homes costs

**\$1.4  
Trillion**

in lost wages and  
productivity every year.

## And causes long-lasting effects on health, educational achievements and lifetime earnings.



- **Children** who grow up in rent-stressed homes are more likely to be in **fair/poor health** and to suffer physical, developmental, and mental health challenges.
- They experience frequent school moves, high rates of absenteeism, and **low test scores**.



- **More Millennials** are **living in poverty** and fewer are employed or own homes, compared with Baby Boomers in 1980.
- They are less likely to have savings or other investments.



- Unstably housed seniors **visit the emergency room at nearly 4x the rate** of the general population of older adults.

# About Make Room

We will end the rental housing crisis with bold innovations that will:



Increase the supply of homes that renters can afford.



Increase rental assistance to help close the gap.



Provide short-term emergency assistance grants.



Break down regulatory barriers.



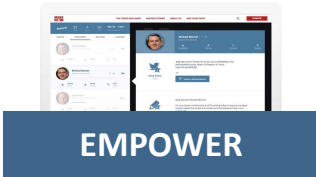
Make Room is a nonprofit, nonpartisan national organization working to solve America's rental housing crisis

# A new organization with a different approach



## STORYTELLING AND JOURNALIST EDUCATION

- Real stories, real people - Humanize the issue
- Expose the human suffering and societal costs



## DIGITAL FOCUS

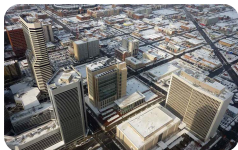
- Empower renters with tools to use their voice
- Educate policy makers on why they should care about the issue



## ADVOCATING FOR CHANGE

- Mobilize 1 million supporters to advocate for policy change
- Connect policy makers to people impacted in their district
- Amplifying the issue through the power of celebrity engagement

# 2018 Initiatives



## LOCAL CAMPAIGNS

- Establishing strong local campaigns to raise awareness and mobilize support for new initiatives and policy change, based on our successful initiative in Denver.



## JOURNALISM STUDY TOURS

- Through a dynamic one-day program featuring local and national experts, interactive discussions and tours, participating journalists are introduced to a range of housing challenges, solutions and policies that impact how we can or cannot afford our homes.



## EMERGENCY ASSISTANCE PILOT

- In partnership with the Credit Builders Alliance, we will conduct events in Miami, Chicago and Washington, D.C offering a new housing stability loans, credit building, financial literacy and healthcare services.



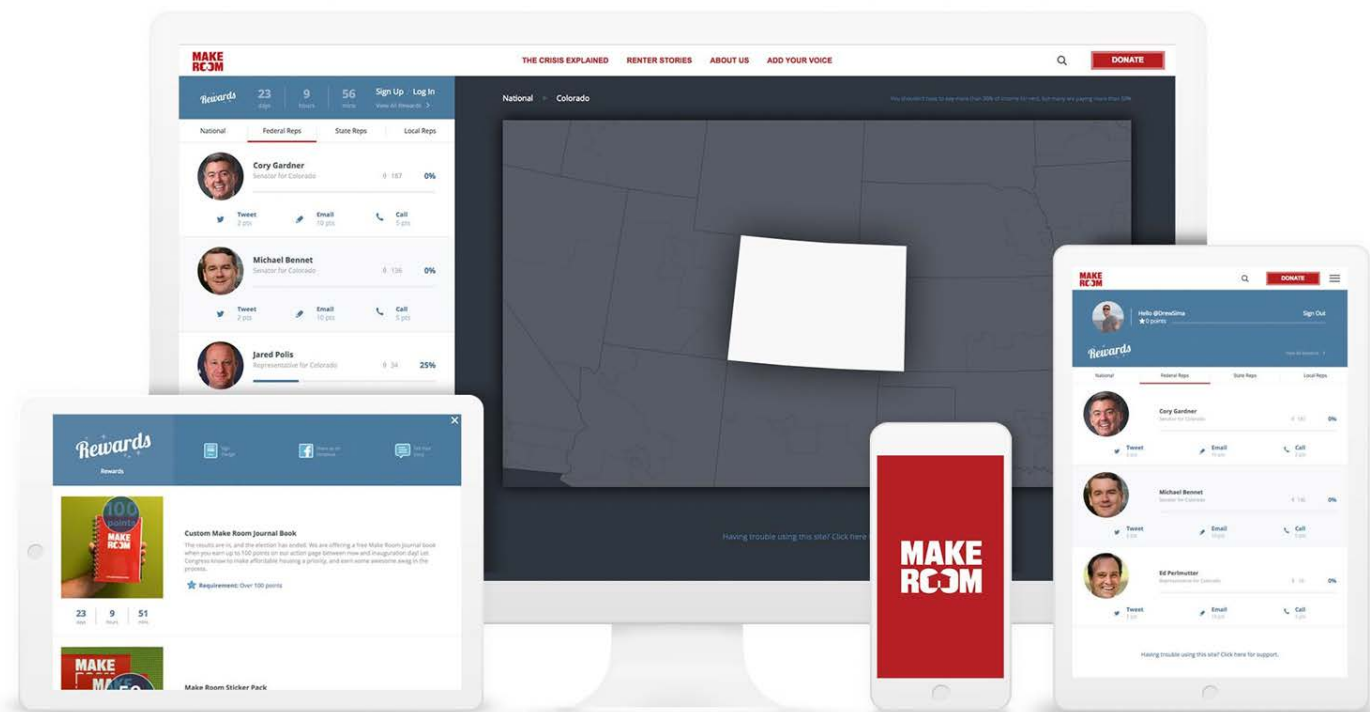
## SEPTEMBER IS NATIONAL MONTH FOR RENTERS

- We envision the opportunity to expand the National Month for Renters platform with the goal to engage rent-burdened Americans, policy makers, community members, and the press on the National Mall.



# Building a movement through digital tools

We're making it easier for real people to access their to elected officials in real time.





# Tools to connect and act



Send  
email



Make  
the call



Send  
tweet



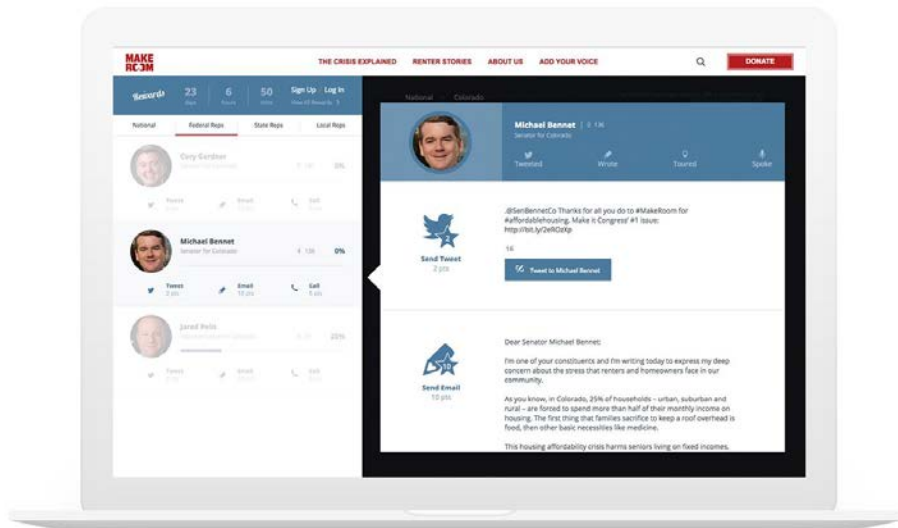
Share your  
story



Sign the  
pledge



Share on  
Facebook



- **190,000 actions** (emails, tweets, pledges)
- **184 renter stories** contributed and shared online, pinned to Congressional districts
- Nearly **100 members of Congress** took action via social media to show their support for solutions that address the housing crisis
- Grew supporter network to **138,000 subscribers**

Rewards

55  
days

9  
hours

27  
mins

Sign Up / Log In  
View All Rewards >

National

Federal Reps

State Reps

Local Reps



ProTips:

All federal elected officials have Twitter accounts.

Tweet @policymakers, they pay attention.



Tweet  
2 pts



Email  
10 pts



Call  
5 pts

National > Washington

You shouldn't have to pay more than 30% of income for rent, but many are paying more than 50%.



**Maria Cantwell** | 3  
Senator for Washington

Tweeted

Wrote

Toured

Spoke



Send Tweet  
2 pts

.@SenatorCantwell Thanks for all you do to #MakeRoom for housing. Let's make this Congress' #1 issue:  
<http://bit.ly/2bwb5pq>

17

Tweet to Maria Cantwell

**Maria Cantwell**

I'm your constituent and I'm calling to ask for you to work on affordable housing. We need Congress' help to solve this problem. In our community too many people are struggling to get by because housing costs are so high.





Hello Richard A Larimer

★20 points

Sign Out

## ProTips:

Original content  
performs best

Keep it short.

Incentives and  
sweepstakes work



Jim McDermott

Representative for Washington

2

0%

## Rewards

Rewards



Hello Richard A Larimer

★20 points

Sign Out



Sign  
Pledge



Share us on  
Facebook



Tell Your  
Story



### 125 point reward level

At the close of the campaign, everyone who has earned 125 points or more will receive a Make Room t-shirt. We're still designing it, but we promise it will be cool.

55

days

9

hours

17

mins



### Make Room will pay one year's rent!\*

Share your story of how the cost of rent is holding you back and you could be chosen to have your rent paid for a year. (\* Up to \$15,000.) NO PURCHASE NECESSARY. Open to legal residents of the 50 United States, DC, and Puerto Rico. Ends 11/15/16. See rules at [makeroom.org](#).

Join #MakeRoom to make  
rental homes affordable for all.

MakeRoomUSA.org



@MakeRoomUSA

