

# NHC Annual Budget Forum

Advocacy strategies for housing stakeholders



[www.nhc.org](http://www.nhc.org)



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conversation!

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# ABOUT NHC

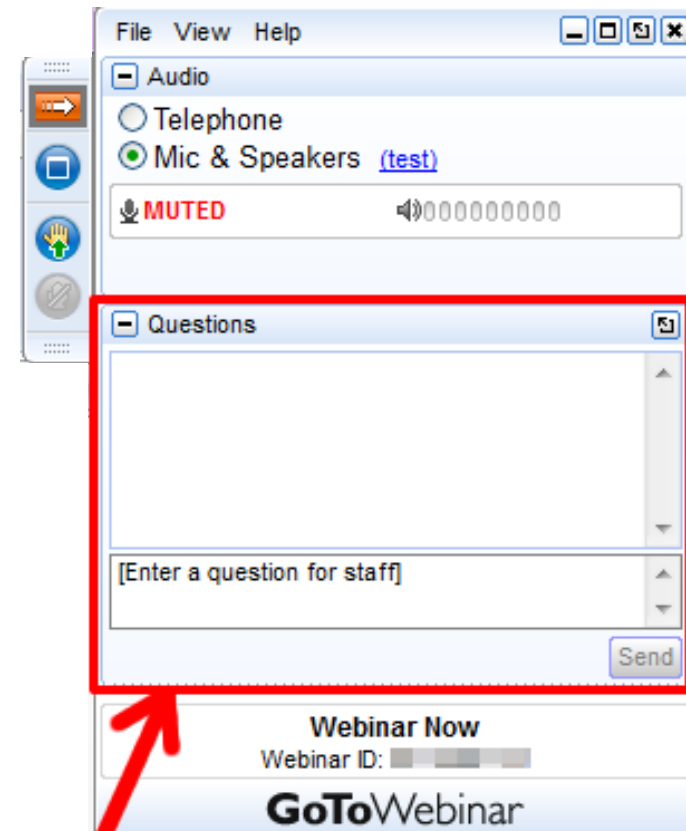
The National Housing Conference educates decision makers and the public about housing policies and practices to move housing forward together.

NHC convenes and collaborates with our diverse membership and the broader housing and community development sectors to advance our policy, research and communications initiatives to effect positive change at the federal, state and local levels.



# Questions and technical details

- A link to view the presentation and download slides will be emailed to everyone who registered
- Ask us questions via the Questions box in your GoToWebinar module
- Use the Help menu or visit <http://support.citrixonline.com/> for support



# Welcome

David Dworkin  
President & CEO  
National Housing Conference



 @DavidMDworkin

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# Strategic Advocacy

Amy Clark

Senior Director of Marketing  
and Communications

National Housing Conference



 @amysee

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# Advocacy in 5 Ms

1. Member of Congress
2. Message
3. Messenger
4. Meetings
5. Media



# #1 Member of Congress

- Biography
- Priorities
- Campaign contributors
- Relationships



# Biography

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**Congressman John B. Larson** proudly represents **Connecticut's First District**. Now in his tenth term, John sits on the influential House Ways and Means Committee—including the Subcommittees on Tax Policy and Social Security, where he serves as the Ranking Member. Throughout his time in Congress, John has proven himself a staunch advocate for Connecticut's working families, our manufacturing and small business ecosystem, and commonsense solutions for the problems Americans face everyday.

Born and raised in the federal housing project of Mayberry Village in East Hartford, John is fond of saying he is the product of public housing, public education, and public service. His father, Raymond, worked for Pratt & Whitney, while his mother, Pauline, served on the Town Council. John graduated from East Hartford High School in 1967 and from Central Connecticut State University (CCSU) in 1971.

Before entering Congress, John taught history and coached football at George J. Penney High School. He was also an owner of Larson & Lysik insurance company, where he saw firsthand the challenges many small business owners must overcome. Following in his mother's footsteps, serving on the East Hartford Board of Education and the East Hartford Town Council. In 1982, he was elected to the Connecticut State Senate, beginning a 12-year tenure representing the 3rd Senate District until 1995. Larson served as Senate President Pro Tempore for eight years from 1987 to 1995.



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# Priorities



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# Campaign contributors

[Summary](#) [Elections](#) [Industries](#) [PACs](#) [Contributors](#) [Geography](#) [Expenditures](#) [Legislation](#) [News](#) [Other Data](#)



## John B Larson

Representative (D - CT)  
*Ways and Means*

First Election: 1998  
Next Election: 2018

**TOP INDUSTRIES 2017 - 2018**

Insurance	Defense Aerospace
\$160,775	\$49,850

**TOP CONTRIBUTORS 2017 - 2018**

Lockheed Martin	Council of Insurance Ag...
\$18,700	\$15,000

[www.opensecrets.org](http://www.opensecrets.org)

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# Campaign contributors

## Top Contributors, 2017 - 2018

Contributor	Total	Individuals	PACs
Lockheed Martin	\$18,700	\$5,200	\$13,500
Council of Insurance Agents & Brokers	\$15,000	\$0	\$15,000
Prudential Financial	\$13,000	\$8,000	\$5,000
Sheet Metal Workers Union	\$12,500	\$0	\$12,500
Massachusetts Mutual Life Insurance	\$10,500	\$500	\$10,000

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# Relationships

- Kitchen cabinet?
- Campaign endorsers?
- Business partners?
- Friends and family?
- Constituents?



## #2 Message

- Start with “why”
- Connect to your audience
- Structure and support



# Start with “why”

- Why do you do your work?
- Why is your work meaningful for your residents, clients, community?
- Why should a lawmaker care about housing when there are so many other important issues?



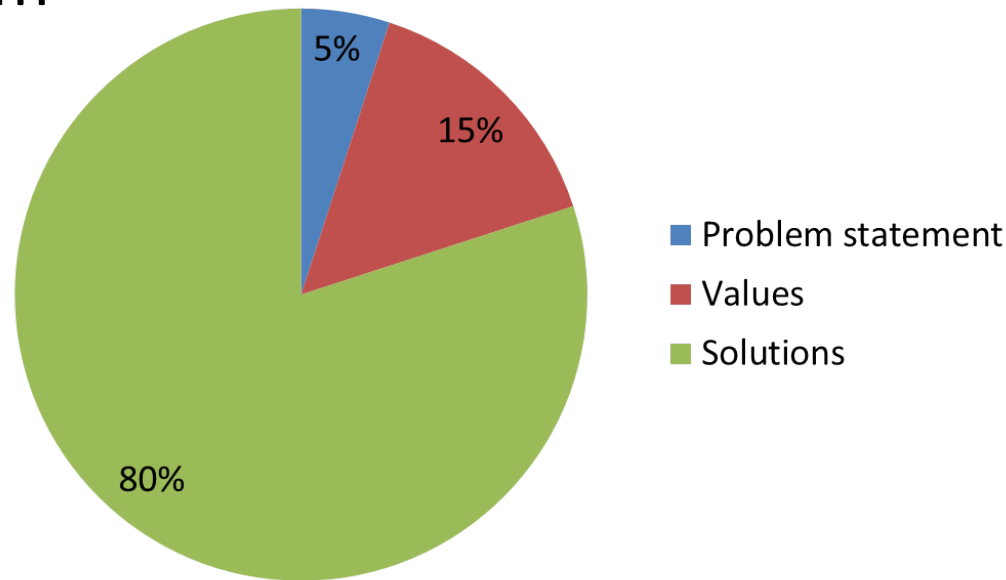
# Connect to your audience

How does your “why” align with your lawmaker’s “why?”



# Structure and support

- Lead with “why”
- Briefly state the problem
- Share aspirational solution that will impact your lawmaker’s priorities
- Need & impact data as support



[www.nhc.org/framing](http://www.nhc.org/framing)





## #3 Messengers

- Staff
- Residents and clients
- Business partners and vendors
- Board members *and their networks*
- New board prospects

**[standforyourmission.org](http://standforyourmission.org)**

[www.nhc.org](http://www.nhc.org)



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# Messengers

- Time
- Place
- Opportunity



# #4 Meetings

- Fly-ins
- Recess meetings
- Openings
- Property tours

Congressional calendars:  
<http://bit.ly/2EV9UQF>

**RealEstateRama**  
Press Release Distribution · Government & Nonprofit

U.S. National ▾ Housing Homeless Mortgage Foreclosures Investing Proper

RealEstateRama > Eden Housing Celebrates Grand Opening of Affordable Rental Apartment Homes for Farmworkers in Monterey County

**BUSINESS** **COMMERCIAL** **HOUSING & DEVELOPMENT** **INVESTING** **PRESS RELEASES**  
**PROPERTY, RENTALS, TRANSACTIONS**

## Eden Housing Celebrates Grand Opening of Affordable Rental Apartment Homes for Farmworkers in Monterey County

*By KTG Architecture + Planning - July 1, 2016*

**KTGY-Designed LEED Platinum Camphora Apartments Provides 44 Energy-Efficient Apartment Homes**

**Guest speakers included:** **Hon. Sam Farr**, U.S. Congressman (CA District 20); **Hon. Simon Salinas**, Monterey County District 3 Supervisor; **Hon. Fred J. Ledesma**, Mayor, City of Soledad; **Hon. Maria Orozco**, Mayor, City of Gonzales; **Jen Ray**, Field Representative for State Senator Anthony Cannella (CA Senate District 12); **Shane McKeithen**, Field Representative for Assembly Member Luis Alejo (CA Assembly District 30 and **Juan Uranga**, Executive Director, Center for Community Advocacy.

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# #5 Media advocacy

- Set the agenda
- Frame the issue
- Advance a specific solution



# Media advocacy

- Create your own news
- Leverage breaking news
- Target opinion leaders

**Berkeley Media Studies Group:**

**<http://bit.ly/2F9h0Az>**

**Community Tool Box: <http://bit.ly/2Falale>**



# Stay connected

## NHC membership

- NHC Member Brief
- Access to decision makers
- Member network



[www.nhc.org/membership/](http://www.nhc.org/membership/)

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# Federal Budget

Rebekah King  
Acting Director of Policy  
National Housing Conference



@RDKing14

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# Summary

President's proposed budget with \$6.8 billion cut from HUD and housing cuts in many other agencies.

This deep cut would be accomplished by eliminating whole programs, like HOME and CDBG.

The budget would also underfund rent assistance programs and public housing.





# HUD's Budget Waterfall

HUD's  
budget

## Existing rental assistance:

- Housing Choice Vouchers
- Public housing
- Project-based rental assistance
- Homelessness programs
- Section 202
- Section 811
- HOPWA

**85%**  
of HUD's  
budget

## Everything else:

HOME, CDBG, Housing counseling, Choice Neighborhoods, Family Self Sufficiency, fair housing enforcement, Native American Programs, RAD, lead hazard control, capacity building...

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# Impact of tax reform

Lower corporate rate and other changes could reduce LIHTC production by 235,000 units over next 10 years

Affordable Housing Credit Improvement Act could help address these negative impacts and still provide some expansion

Need to reinforce strong bipartisan support for housing



# Federal Housing Landscape

Speaker:  
Susan Dewey  
Executive Director  
VHDA



# Federal Housing Landscape

Speaker:  
Buzz Roberts  
President and CEO  
National Association of Affordable  
Housing Lenders



**@BrobertsBuzz**



# Federal Housing Landscape

Speaker:

Ali Solis

President and CEO

Make Room



@MakeRoomUSA

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# Federal Housing Landscape

Speaker:

Joe Ventrone

Vice President of Regulatory and  
Industry Relations

National Association of Realtors



@nardotrealtor

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# Discussion

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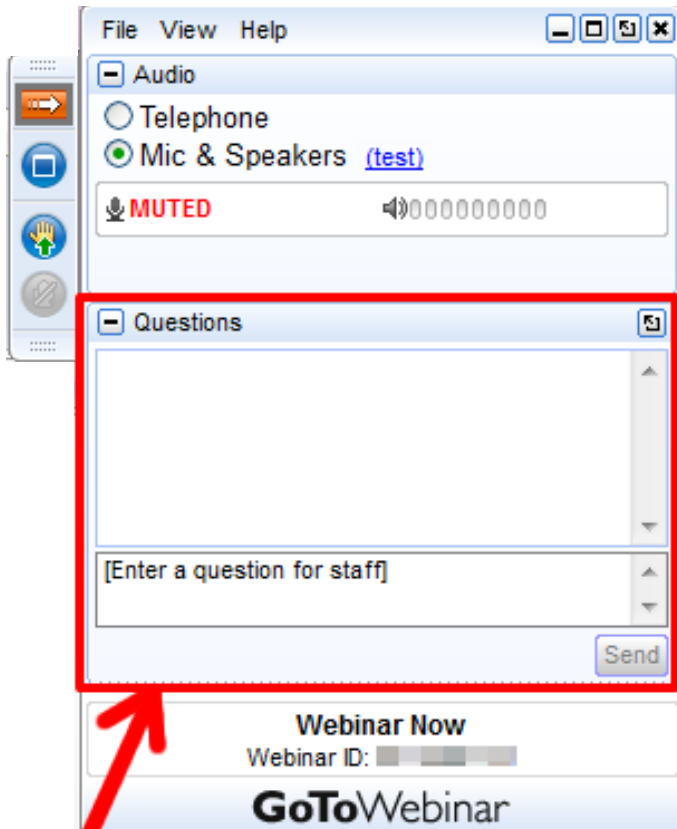


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# Questions



 Or submit questions  
via twitter





# THANK YOU!