



Idaho Asset
Building Network

Social Media Toolkit

Housing Day of Action | August 25, 2022

Dear Advocates,

The Idaho Asset Building Network invites advocates across Idaho to join our Federal Housing Day of Action! Together, we will use the congressional August Recess to urge Idaho's congressional delegation to make robust investments in housing in the Fiscal Year 23 (FY23) budget. This toolkit includes suggested social media posts and graphics to share through your organizational and/or personal channels on August 25th.

The homes we live in impact every part of our lives. Idaho renters, including children and families, living in affordable homes enjoy greater health and educational outcomes, better mental and physical well-being, and are more likely to climb the economic ladder.

Contact Angelica Moran at amoran@jannus.org for more information or questions.

Federal Policy Priorities

Bridge the Gap between Rents and Incomes: Increase the amount of funding to ensure all eligible households have access to a Housing Choice Voucher to access homes on the private market at affordable prices. Only one in four eligible households can currently access and use a housing voucher, and increasing the number of housing vouchers available to Idahoans will help more families and individuals facing housing instability find an affordable place to live.

Expand Stock of Affordable Homes: Increase annual funding to the national Housing Trust Fund to promote the creation and maintenance of affordable homes nationwide. Access to additional capital through the national Housing Trust Fund will incentivize developers to build more affordable homes. As the HTF expands, newly built affordable units must be located in ways that foster racially and socially just and inclusive communities. At least \$45 billion for the national Housing Trust Fund is needed to ensure recovery as we economically recover from the COVID-19 pandemic.

Stabilize Households Experiencing Temporary Financial Shocks: The creation of a permanent Emergency Assistance Fund to provide financial assistance and housing stability services for families facing unexpected emergency costs would help families avert the downward spiral of housing instability, eviction, and homelessness.

Learn more and take action here on current legislation that supports our federal policy priorities:

<https://www.idahoassetnetwork.org/takeaction/>



Share the Message

- Follow us and post on social media (Instagram, Facebook, Twitter).
- Use the hashtags:
 - #IdahoDayofAction
 - #HousingForAllIdahoans
- It is helpful if you tag @IdahoABN in your posts and follow us for ideas on what to repost on your social media channels.

Twitter: @IdahoABN

Facebook: <https://www.facebook.com/IdahoAssetNetwork>

Instagram: @IdahoABN



#HousingForAllIdahoans
#IdahoDayOfAction

Social Media Suggestions

Post and re-post comments on campaign news throughout all your social media networks. Sample language and graphics below. Consider pairing your posts with images for increased visibility, impact and engagement.

Facebook and Instagram Sample Posts

Congress must advance policies that create long-term housing solutions and ensure all Idahoans have access to a safe and affordable home. Learn more and take action here:

<https://www.idahoassetnetwork.org/takeaction/> #HousingForAllIdahoans #IdahoDayofAction @IdahoABN

Only 1 in 4 Idahoans eligible for housing assistance gets help. That's why the FY23 Appropriations proposal to expand rental assistance to 200K more households is critical. Help us call on Congress to approve this funding in FY23. #HousingForAllIdahoans #IdahoDayofAction @IdahoABN

Congress needs to hear from their constituents about the importance of accessible, safe, and affordable homes for Idahoans most in need. Call your senators and representative, calling for robust funding in FY23. Learn more and take action here: <https://www.idahoassetnetwork.org/takeaction/> #HousingForAllIdahoans #IdahoDayofAction @IdahoABN

Far too many families are struggling to keep a roof over their head because Congress hasn't funded investments in accessible, affordable homes at the scale needed. One place to start is the FY23 spending bill. Learn more and take action here: <https://www.idahoassetnetwork.org/takeaction/> #HousingForAllIdahoans #IdahoDayofAction @IdahoABN

Share the Message

Facebook and Instagram Sample Posts

Congress is debating how much funding to invest this year in housing, homelessness, and community development. Join advocates across Idaho and urge Congress to provide the highest level of funding possible! #HousingForAllIdahoans #IdahoDayofAction @IdahoABN

Twitter Sample Posts

#DYK that only 1 in 4 Idahoans who qualify for housing assistance receives it, and most are left to fend for themselves? Learn more and take action here: <https://www.idahoassetnetwork.org/takeaction/>
#HousingForAllIdahoans #IdahoDayofAction @IdahoABN

#DYK since 1990, renters' incomes have increased by 21%, while rents have risen 36%?
#HousingForAllIdahoans #IdahoDayofAction @IdahoABN

#DYK millions of eligible households are on housing waiting lists, often for years, waiting for housing assistance? Most never get it. #HousingForAllIdahoans #IdahoDayofAction @IdahoABN

#DYK 46% of Idaho renters pay at least a third of their limited incomes on rent, leaving them w/o the resources they need to put food on the table, purchase medications, or make ends meet?
#HousingForAllIdahoans #IdahoDayofAction @IdahoABN

#DYK on avg in Idaho, renters need to earn \$18.87 an hour to afford a modest, two-bedroom apartment - far above the incomes of many working families, seniors, & people w/ disabilities. We need
#HousingForAllIdahoans #IdahoDayofAction @IdahoABN



Share the Message

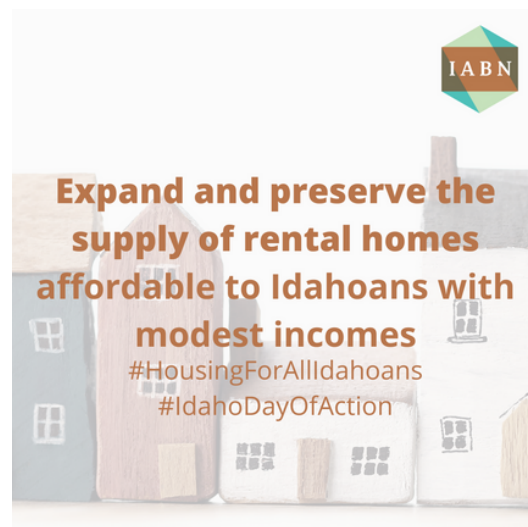
Graphics



DAY OF ACTION

#HousingForAllIdahoans
#IdahoDayOfAction

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