



# **NJ Housing Budget to Build a Thriving NJ**



## ***Advocacy Kit***

## Communications Toolkit for Advocates

### Sample Facebook Posts

*(right click & save pictures to include in post)*

They raised their family here, but as retirees, they can't afford to stay and watch their grandchildren grow up here. #BuildaThrivingNJ by making sure everyone can afford to call New Jersey home. Call your NJ Assemblymembers and Senators today and urge them to support full funding for the Affordable Housing Trust Fund and investments in our communities by ensuring tax fairness and adopting the governor's budget.



More millennials are living at home longer in NJ than anywhere else in America. #BuildaThrivingNJ by creating more affordable home opportunities. Call your NJ Assemblymembers and Senators today and urge them to support full funding for the Affordable Housing Trust Fund and investments in our communities by ensuring tax fairness and adopting the governor's budget.

There's a lot we need to do to #BuildaThrivingNJ but starting with the basics like where we work and live, making sure that NJ residents can afford to call their state home. That's why building homes we can afford and revitalizing our communities is the place to start. Call your NJ Assemblymembers and Senators today and urge them to support full funding for the Affordable Housing Trust Fund and investments in our communities by ensuring tax fairness and adopting the governor's budget.



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### Sample Tweets

Members of the #NJLeg should adopt the #NJBudget w/ #taxfairness so we can #BuildaThrivingNJ by creating affordable homes & revitalize the communities where we work & live.

Thank you #NJLeg members who supported funding the Affordable Housing Trust Fund last year. Pls support a #NJBudget w/ #taxfairness for FY2020 so we can fully fund the Trust Fund & #BuildaThrivingNJ.

Tell your #NJLeg members to support a #NJBudget w/#taxfairness so we can make investments that allow #NJ to be a place everyone can afford to call home.

#NJ is best when our communities are strong. Members of the #NJLeg should invest in our communities by adopting the #NJBudget w/#taxfairness. @njassemblydems @NJAssemblyGOP @NJSenateDems @senatenj

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**Copy and paste the following into an e-mail to share with your networks**

*Subject header:* **Take Action: Help Get Investments in YOUR Community**

*Body:*

Governor Murphy has proposed a state budget that **fully funds the Affordable Housing Trust Fund for the first time in a decade**. Through tax fairness, the proposed budget would also help revitalize neighborhoods, protect children from lead poisoning, and create healthy homes and communities.

**LET'S GET THIS BUDGET OVER THE FINISH LINE!**

Negotiations are currently underway to finalize the state budget by the June 30 deadline. Take action today to ensure this budget makes investments in *your* community! **Call your NJ Assemblymembers and Senators today and urge them to support full funding for the Affordable Housing Trust Fund and investments in our communities by adopting the governor's budget with tax fairness.**

To find out how to contact your elected officials, visit [www.hcdnnj.org/legislatorlookup](http://www.hcdnnj.org/legislatorlookup).

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**Copy the following text onto your website**

For the first time in a decade, the proposed state budget fully funds the Affordable Housing Trust Fund. This is not a done deal! [Contact your](#) NJ Assemblymembers and Senators today and urge them to support full funding for the Affordable Housing Trust Fund and investments in our communities by adopting the governor's budget with tax fairness so we can build a thriving NJ.

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**Sample Letter to the Editor**

*\*\*Please personalize the following with examples relating to your organization and communities you serve.*

I'm proud to call the State of New Jersey home. It's a wonderful place to live and raise a family. Unfortunately, the number one complaint most people seem to have about NJ though is that it's too expensive to live here. It's crushing to see retirees struggle to stay in the communities they've lived in their entire lives. Young adults fresh out of college are trying to keep up with student loan payments and

the rent. Then there are the young couples starting families in need of an affordable home in a good school district or the single parent trying to provide for their kids while making sure to keep a roof over their heads. It's tough to make ends meet when there's not a lot of homes that are affordable for our neighbors.

Governor Murphy has proposed fully funding the Affordable Housing Trust Fund as a way to help create more opportunities for our hard-working families, seniors, and residents living with special needs. I urge the Legislature to adopt the budget the governor has proposed and keep the Affordable Housing Trust Fund from being raided yet again.

Our state cannot thrive if our residents cannot afford to live here. We need to make sure people are able to keep a roof over their heads and food on the table. I'm hopeful that his budget will set a course of action to make investments that will allow NJ to become a place everyone can afford to call home.

#### TEMPLATE

*Below is a sample template to help you structure your letter.*

[Name of Outlet or Publication]

Attn: [Editor of Publication]

[Address Line 1]

[Address Line 2]

[City, ST ZIP]

Dear Editor: [If you are responding to or referencing another article, you should reference it by writing the first sentence, then the title of the article, the name of the publication & finally the date it was published. If not, you can start here with the reason why you're writing, but it's not always necessary. Sometimes it's best to include some kind of interesting hook here that also explains why you're writing without saying "I'm writing because..."]

[Tell your personal story in this second section. How has the issue impacted you, your family, or someone you know? Or why is this issue important to you? What are the impacts of the issue on people in your community? Remember to be concise, draw a local connection, and relate to the community you know best by touching on the values you share with them. If you include contrast—what the opponents think—be respectful.]

[So now what? Are you encouraging readers to contact their legislator? Are you asking them to take some other action? Don't be afraid to make a specific ask of the people reading your letter.]

[End on a positive note. You have gone to all this trouble to entice your readers, you don't want to turn them off to your opinions before you've sealed the deal.]

Sincerely, [YOUR NAME] [YOUR CITY, ST, Month DD, YYYY]