



# Action Alert

Taking Action for the Things That Matter



## THIS FRIDAY: Join the Network's Call-In Day and Twitterstorm to Urge Governor Murphy to Sign Community Wealth Preservation Program

Earlier this summer, the [NJ Senate and Assembly passed a bill](#) that would advance equity in foreclosures and help close the racial wealth gap. The Community Wealth Preservation Program is an innovative and responsible piece of legislation that will allow families and community organizations the first chance to purchase foreclosed properties at sheriff sales, keeping these assets locally owned and *affordable* for local residents.

**Join us THIS FRIDAY, SEPTEMBER 9TH for a statewide call-in day and Twitterstorm to urge Governor Murphy to sign the Community Wealth Preservation Program into law without further delay!**

### How YOU Can Help Advance the Community Wealth Preservation Program:

1. **Call** Governor Murphy on Friday, September 9th at 609-292-6000 and urge him to sign the Community Wealth Preservation Program into law! Use the **call-in script and toolkit attached to this e-mail** to help create your own message.
2. **Tweet** messages in support of the bill tagging @GovMurphy on Friday, September 9th.

### BACKGROUND

At a June hearing of the U.S. House Committee on Financial Services, experts discussed the state of the nation's housing market in wake of the 2008 housing crisis when investors began rapidly purchasing residential properties in foreclosure, often in majority Black counties. In Newark alone, almost half of residential sales in the city went to institutional investors, which according to a recent Rutgers study contributed to "rapidly rising rents, decreased homeownership, higher barriers to affordable housing production goals, renter displacement and less stable communities."

[The Network testified](#) back in the spring that this bill will help address NJ's racial wealth gap, one of the worst in the nation, by protecting these assets from outside investors and allowing them to build generational wealth, especially for our Black and Brown residents. Sheriff sales are happening now, all across the state with properties being purchased by unknown LLCs and unscrupulous buyers. Every single day that goes by without the protections offered by this legislation is a day that families and communities lose the ability to protect the single greatest mechanism for building wealth and achieving the American Dream. Any form of veto or other delay will exacerbate this problem.



## **Network Call Script and Social Media for Community Wealth Preservation Program Day of Action Friday, September 9th**

Contact Governor Murphy using the call script and sample Twitter posts below and urge him to sign the Community Wealth Preservation Program into law!

### **PHONE NUMBER 609-292-6000**

*(You will leave a message with a member of the Governor's staff)*

### ***SAMPLE PHONE SCRIPT***

Hello! My name is (First Name, Last Name) and I am a resident of (Town). I am also (Title) of (Organization). I'm calling today to urge Governor Murphy to sign the Community Wealth Preservation Program. This innovative and responsible legislation will allow families and community organizations the first chance to purchase foreclosed properties at sheriff sales, keeping these assets locally owned. It will also help address NJ's racial wealth gap, one of the worst in the nation, by protecting these assets from outside investors and allowing them to build generational wealth, especially for our Black and Brown residents.

Competition for quality, affordable homes is fierce everywhere because the housing market is out of balance. New Jersey families that own their homes are more economically stable and have the assets to create and expand businesses, send their children to college, or build a nest egg for a secure retirement. Our families and communities know that this Administration has always fought for NJ's well-being, and we look forward to the governor continuing to stand with us by signing this important bill, as passed, immediately. Thank you.

### ***SAMPLE TWEETS***

.@GovMurphy we urge you to sign into law the Community Wealth Preservation Program, A793/S1427, which would expand access to sheriff sale properties, keeping homes community owned and occupied.

We urge @GovMurphy to sign the Community Wealth Preservation Program into law so that we can build generational wealth, protect neighborhood assets & close the racial wealth gap. #HouseNJ!

We don't need predatory investors to buy up homes, we need to #HouseNJ! @GovMurphy, pls sign the Community Wealth Preservation Program into law without delay!

.@GovMurphy w/the 3rd highest foreclosure rate, NJ needs a solution that addresses our growing racial wealth gap. Pls sign legislation that protects our neighborhoods & families from corporate investment firms and preserves homes to build generational wealth. #HouseNJ