THE CAMPAIGN TO END
AMERICA’S RENTAL HOUSING CRISIS
Renting is up. Homeownership is down.

SOURCE: Harvard Joint Center for Housing Studies, *America's Rental Housing*, December 2015
11.4 million families pay more than half of their income for rent.
HALF of all renters pay more than 30% of their income for rent.
Nationally, 66% of working adults who pay more than 30% of income on rent work 35+ hours/week.
Rents are rising but incomes are not, especially for lower-income Americans.
People who spend too much on rent can’t save money

**Figure 2:** Share of Renters Saving Nothing, by Rent-to-Income Quintile

- 13% or less: 29%
- 13%-19%: 31%
- 19%-26%: 28%
- 26%-37%: 44%
- 37% or more: 60%


*Notes: Includes employed renters with nonzero income. The size of each dot reflects its survey weight.*
The number of renters paying over half their income on rent could grow by 25% in the next ten years.
Raise awareness
Recruit partners
Drive policy change
30.1% of California’s renters pay more than HALF their income to rent.

The Duartes pay 54%

#makeroom
The Duartes | L.A. | performance by Carly Rae Jepsen

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The public feels it.

Influencers, not so much.
Reported: “Why is it so hard to stay focused on housing?”

“It’s not a sexy issue. It depresses people.”
DIGITAL ADVOCACY PLATFORM
Congressional Outreach Goals

Raise awareness among policymakers that rental housing is a huge issue that requires their attention.

Mobilize advocates to be part of the solution by contacting their elected officials.

Demand action in the context of what’s possible – tweets, op-eds, town halls, tours.

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Between Aug 1 and Election Day (Nov 8), success is:

- 1 million individual messages sent
- 2,000 organizations take action
- 1 in 5 Members respond

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TAKE ACTION INTERACTIVE

Start making a difference in the community. You will soon have the power to interact with your community in a unique way by gaining more access to the issues you care about most in the housing market. Search by area and reach out for chances to win.

Coming Soon.

1. TELL CONGRESS.
2. EARN POINTS.
3. WIN PRIZES.

Does your Organization want to join the campaign?
We Believe Renters Have a Voice

That's why we want to tell Congress to focus on the rent crisis in America. We want you to help us message them and in return, we will give you the chance to earn prizes along the way. #OwnTheFirst

Made Possible By:

Zillow
Habitat for Humanity

5 Points

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<th>Amplifying the Campaign</th>
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<td><strong>Short film</strong></td>
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<td><strong>Celebrities</strong></td>
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Make Room’s Responsibilities

• Build interactive digital advocacy platform on makeroomusa.org
• Deploy CQ/Roll Call’s Engage platform to enable direct messaging to Members
• Guarantee minimum 150,000 messages sent via Engage
• Provide digital toolkit to partners with email messages, social media
• Create a short film engaging celebrity talent to amplify the campaign; put digital ad budget behind film
• Develop incentive program for taking action
• Compile report at end of campaign to deliver to the Hill
National Strategic Partners’ Responsibilities

• Commit to making this campaign a priority for 100 days
• Deploy regular email communications to your lists promoting action by your organizational and individual networks
• Share regular campaign messaging on social media
• Create an online profile on makeroomusa.org
• Sign national sign-on letter to Members from organizations
Join us

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