

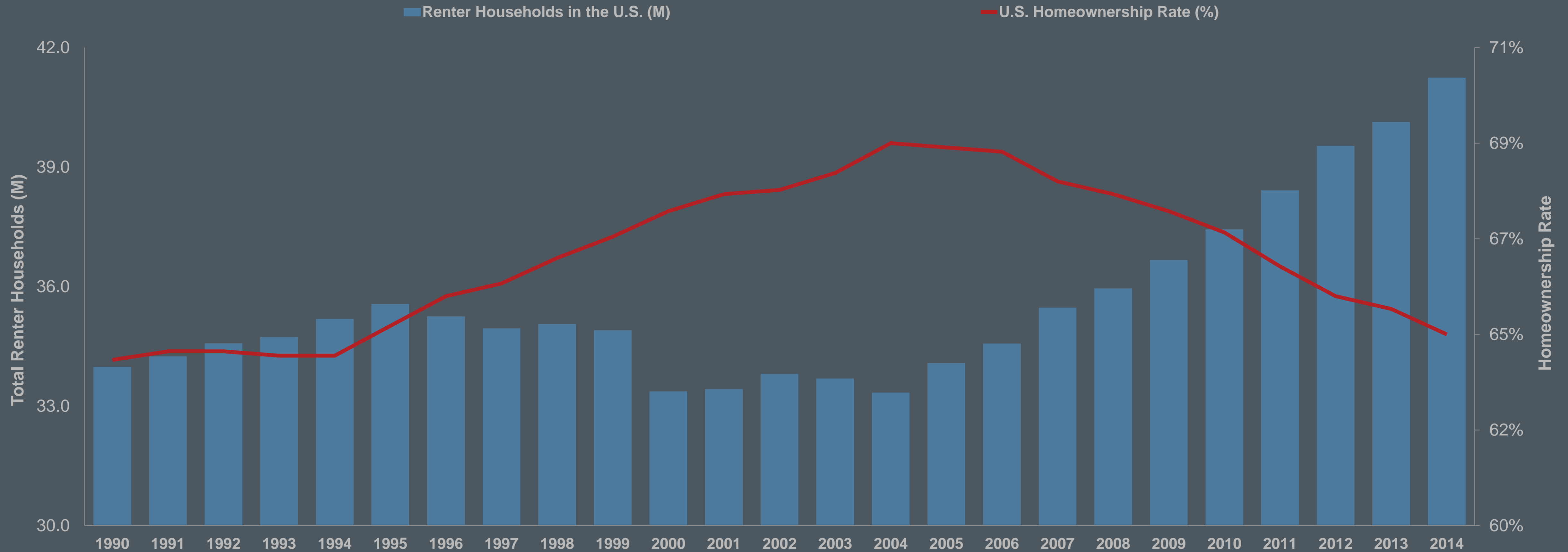


**THE CAMPAIGN TO END
AMERICA'S RENTAL HOUSING CRISIS**



@MakeRoomUSA

#makeroom



Renting is up. Homeownership is down.

SOURCE: Harvard Joint Center for Housing Studies, *America's Rental Housing*, December 2015

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**11.4 million families pay more
than half of their income for rent.**

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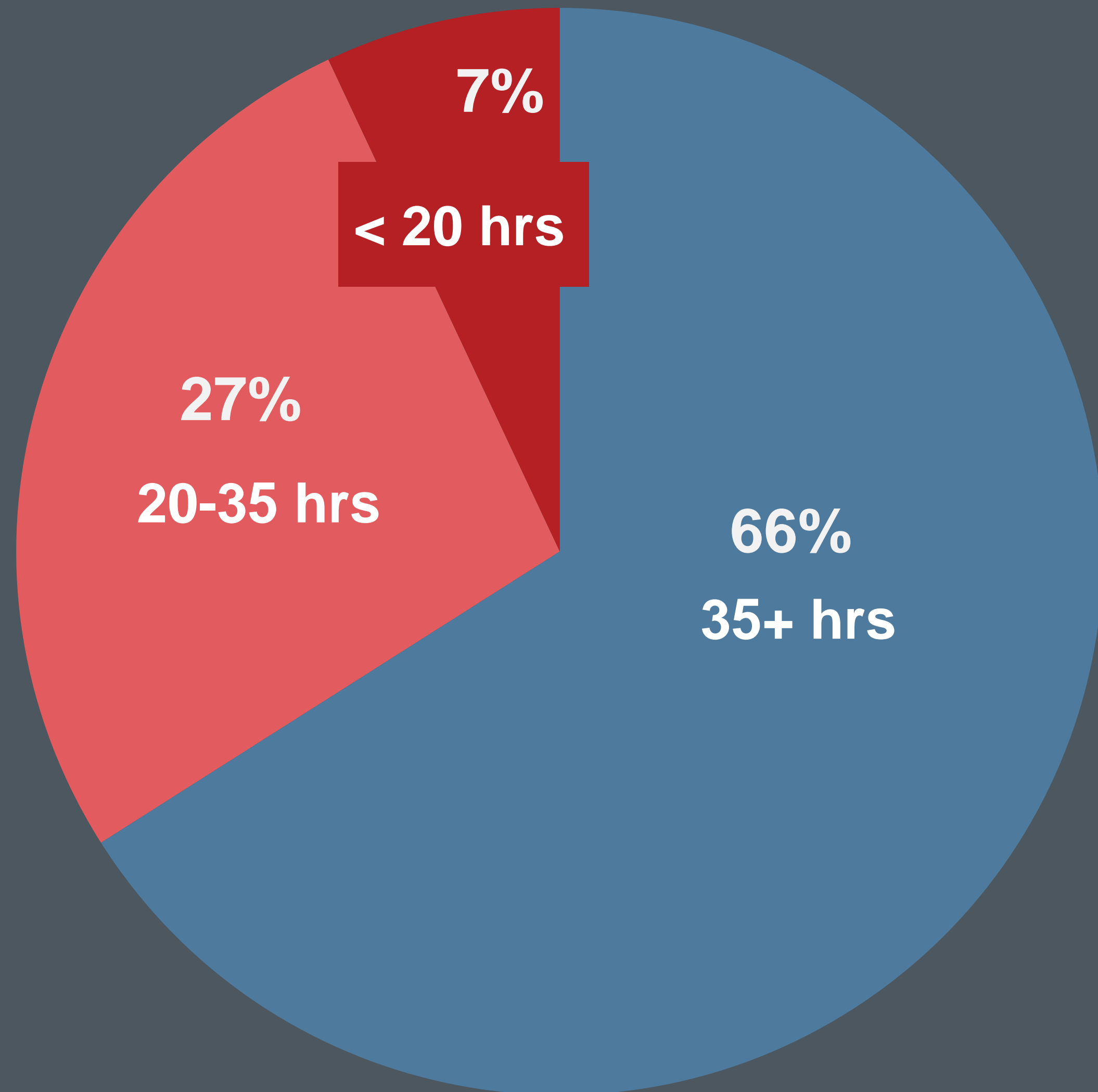


HALF of all renters pay more than 30%
of their income for rent.

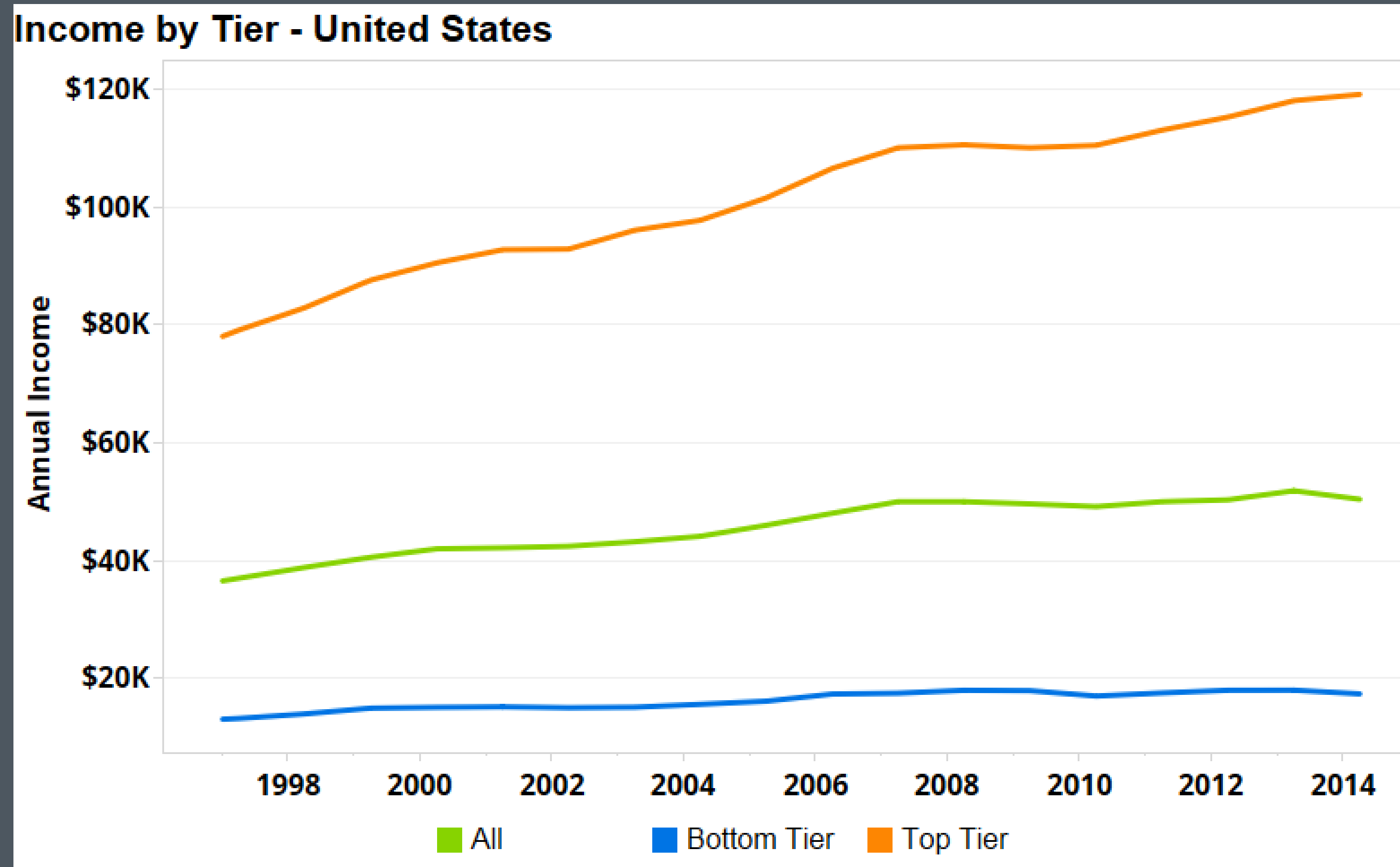
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Nationally, 66% of
working adults who
pay more than 30% of
income on rent work

35+ hours/week.

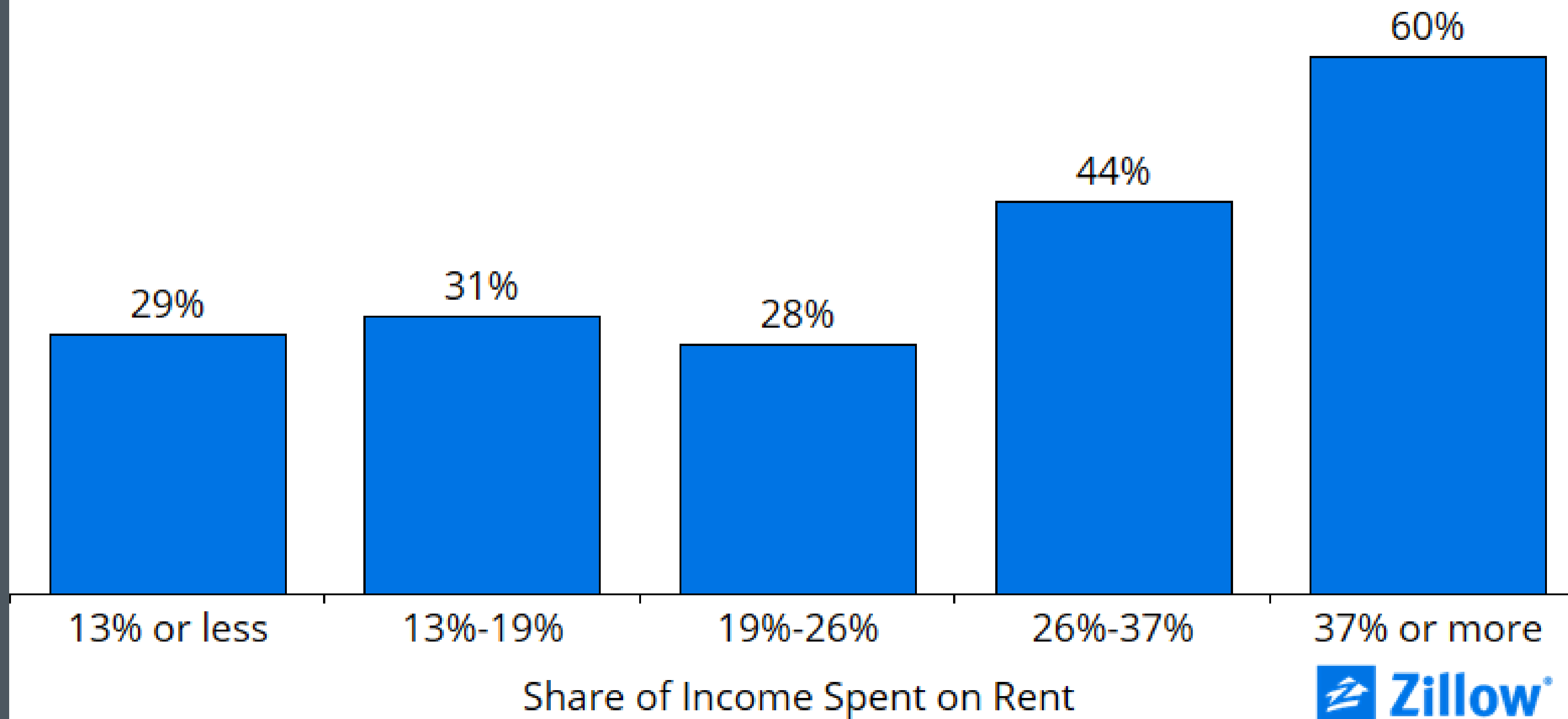


Rents are rising but incomes are not, especially for lower-income Americans.



People who spend too much on rent can't save money

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

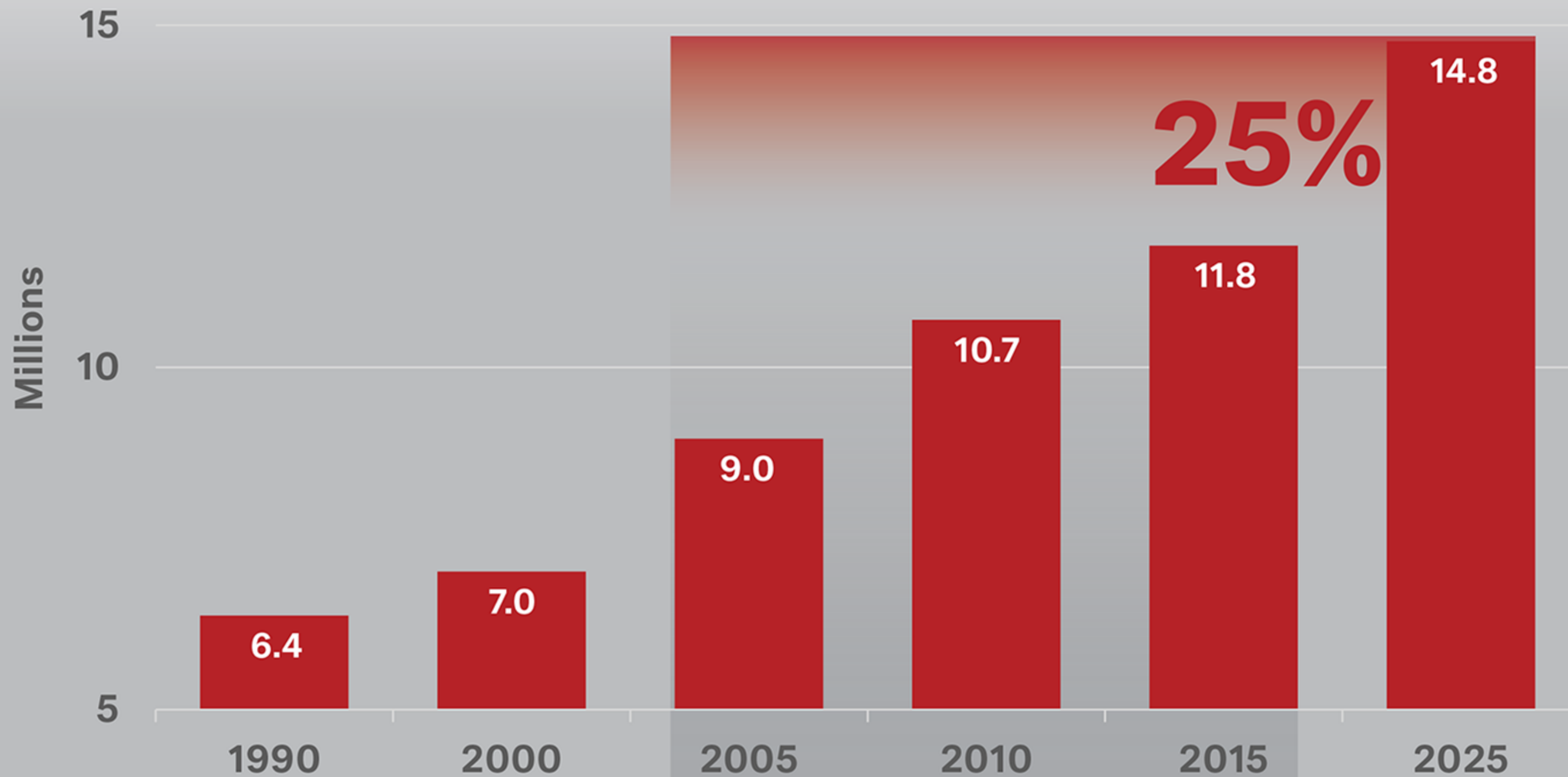


Source: Zillow analysis of data from the Federal Reserve Board, Survey of Household Economics and Decisionmaking 2013 and 2014, and the U.S. Census Bureau, American Community Survey, 2013 and 2014, made available by the University of Minnesota, IPUMS-USA.

Notes: Includes employed renters with nonzero income. The size of each dot reflects its survey weight.

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The number of renters paying over half their income on rent could grow by 25% in the next ten years.



MAKE ROOM

Raise awareness

Recruit partners

Drive policy change

#makeroom



#makeroom

The Duartes | L.A.

30.1%
of California's renters
pay more than
HALF
their income to rent



The Duartes pay 54%

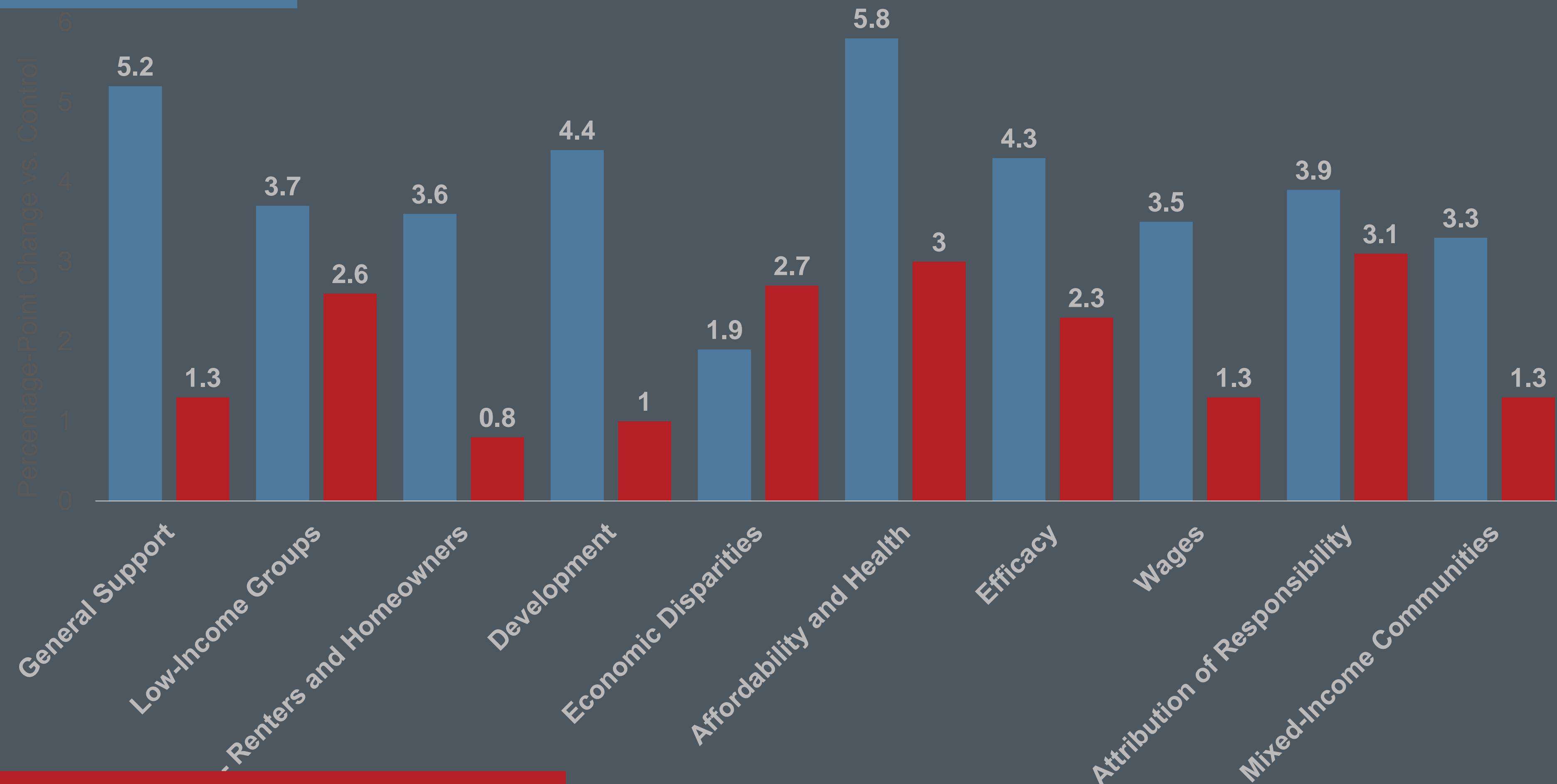
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The Duarte | L.A. | performance by Carly Rae Jepsen

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The public feels it.



Influencers, not so much.

■ Public ■ Elites

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Reporter: "Why is it so hard to stay focused on housing?"

"It's not a sexy issue. It depresses people."

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DIGITAL ADVOCACY PLATFORM

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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

**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

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.

☒ Please include me in the weekly newsletter.

SEND ME UPDATES

LET YOUR VOICE BE

INDIVIDUALS

ORGANIZATIONS

TOOLS



1. TELL CONGRESS.



2. EARN POINTS.



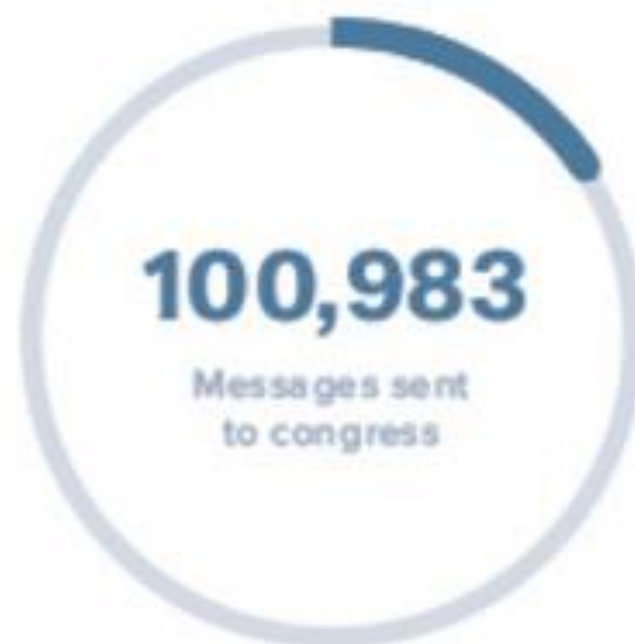
3. WIN PRIZES.

Does your **Organization** want to join the campaign?

Sign Up

Log In

We Want to send 1 Million
Messages to Congress



Nation > Colorado



We Believe Renters Have a Voice



Tell Congress



Earn Points



Win Prizes

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

80210|

GO

Made Possible By:





Steven Johnson

Sign Out

★ 35 Points

Raffle

29
days03
hours02
mins

View All Prizes >

National

Federal Reps

State Reps

Local Reps



Mike Lee

Utah Senator

1,983 20%

Tweet Him
2 ptsEmail Him
2 ptsCall Him
2 pts

Orrin Hatch

Utah Senator

89 0%

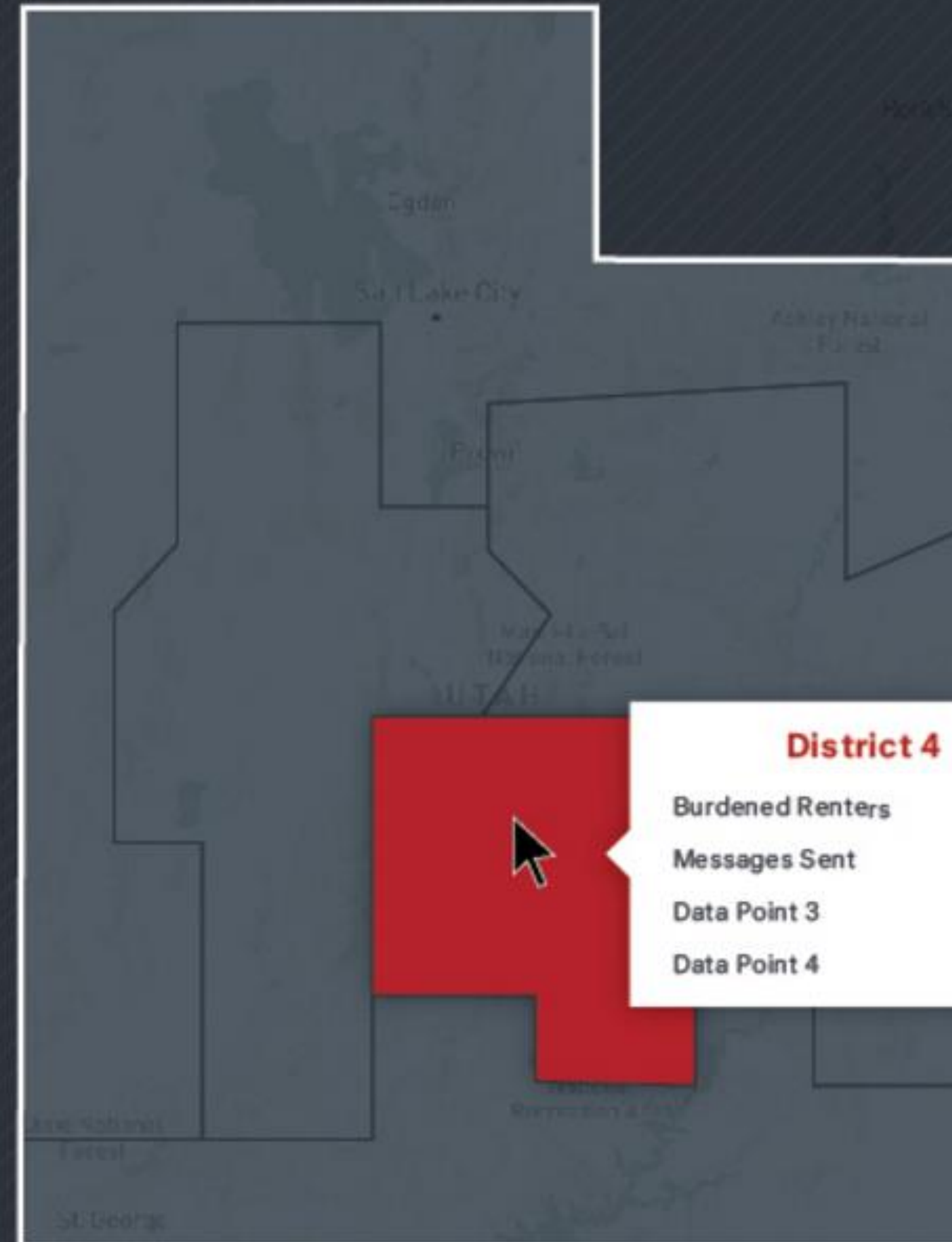
Tweet Him
2 ptsEmail Him
2 ptsCall Him
2 pts

Mia Love

Utah US Representative

1,983 20%

Nation > Utah



District 4

Burdened Renters	24.8%
Messages Sent	176
Data Point 3	23,986
Data Point 4	22



Steven Johnson

Sign Out



35 Points

Raffle

29
days03
hours02
mins

View All Prizes >

National

Federal Reps

State Reps

Local Reps

We Want to send 1 Million
Messages to Congress

100,983

Messages sent
to congress

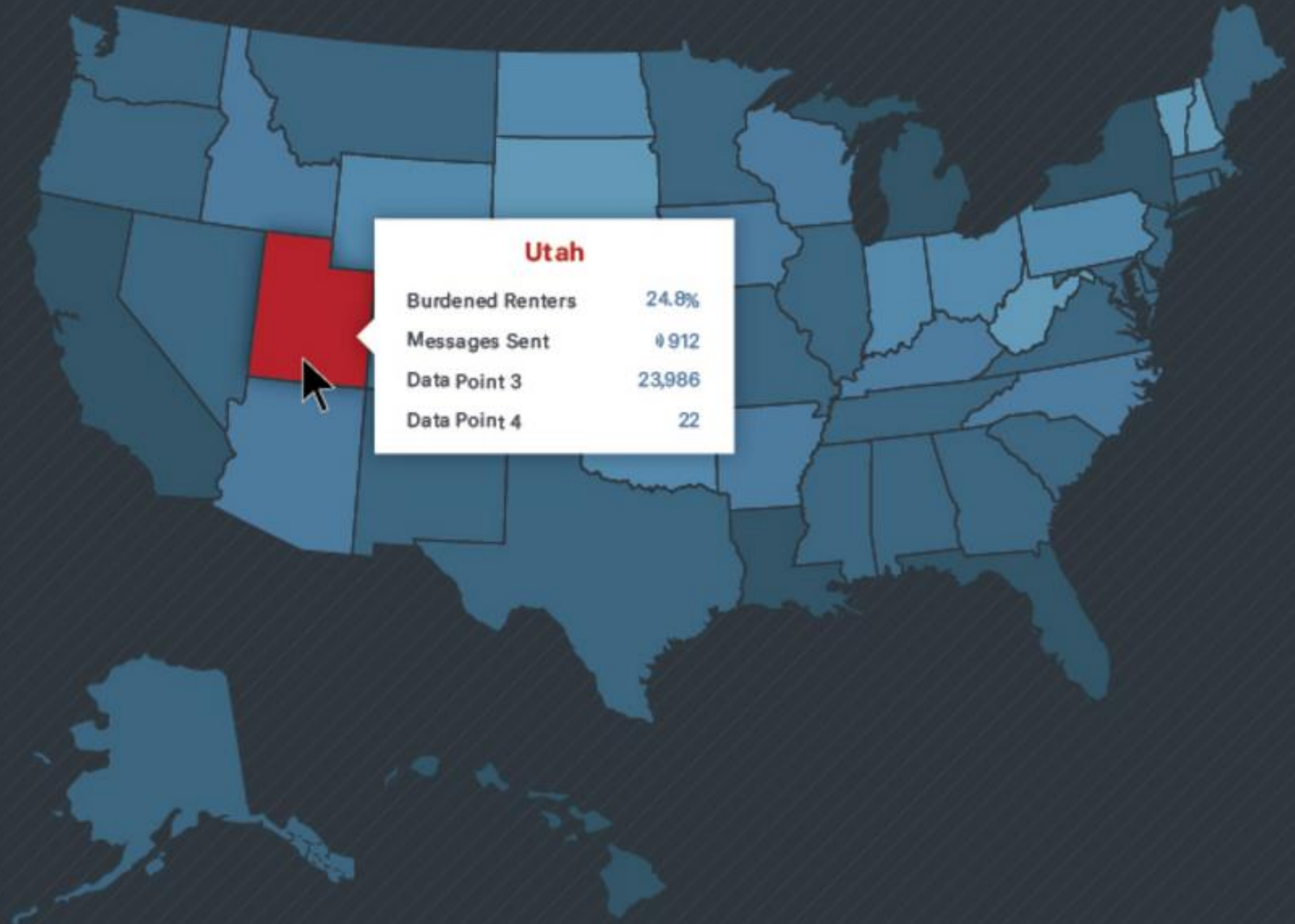
Enter Your Zip Code

or



Use Current Location

Nation



Thank You to our Sponsors

People Burdened by rent

12.2%

34.4%



Habitat for Humanity Sign Out

★ 5 Points

Raffle

29
days03
hours02
mins

View All Prizes >

National

Federal Reps

State Reps

Local Reps



Michael B. Hancock

Denver Mayor

+54 100%

Tweet Him
1 dayEmail Him
2 daysCall Him
3 days

Rafael Espinoza

Council District 1

+55 100%

Tweet Him
1 dayEmail Him
2 daysCall Him
3 days

Kevin Flynn

Council District 1

+55 100%

Nation > Colorado > State Capitol > Denver



Habitat for Humanity

0 messages sent

★ 5 Points



www.habitatforhumanity.org



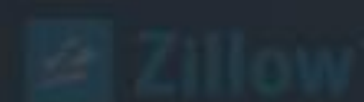
Local Service



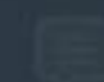
Direct Service Organization

Mission statement will go here sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Done



Thank You to our Sponsors



Tell Your Rent Story



Steven Johnson

Sign Out



35 Points

29
days03
hours02
mins

View All Prizes >

National

Federal Reps

State Reps

Local Reps



Michael B. Hancock

Denver Mayor

154 20%

Tweet Him
2 ptsEmail Him
2 ptsCall Him
2 pts

Rafael Espinoza

Council District 1

89 0%

Tweet Him
2 ptsEmail Him
2 ptsCall Him
2 pts

Kevin Flynn

Council District 1

53 0%

Nation > Colorado > State Capitol > Denver

Mountain View



Denver



Alamo Placita



Glendale



Thank You to our Sponsors



Tell Your Rent Story

Amplifying the Campaign

Short film

meant to be irreverent, funny and to engage people with a track record of viral videos

Celebrities

to be part of the film and the incentive program

Corporations

to provide prizes for taking action

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

A young girl with braids and a colorful dress is smiling and holding two red signs that say "MAKE ROOM" and "MakeRoomUSA.org". She is standing in a crowd of people outdoors. The background is slightly blurred, showing other people and greenery.

Join us



@MakeRoomUSA

#makeroom