


# Advocacy Works! Organizing for the 2020 State Legislative Session

A group of approximately 15 people are walking across a street in front of a large, multi-story stone building. The building has "THURSTON COUNTY COURTHOUSE" inscribed on its facade. The people are dressed in winter clothing, including coats, scarves, and hats. Many of them are wearing red scarves and holding red folders or signs. They are walking in a line, moving from left to right across the frame. The sky is overcast and grey.

The Washington Low Income Housing Alliance -  
Everyone should have the opportunity to live in a safe,  
healthy and affordable home.



## Today's agenda

- 2019 Victories and 2020 Priorities
- Basic Advocacy Rules for 501c3 Organizations
- Tips for Successful Advocacy
- Tips for Effective Communication
- Review of Advocacy Resources
- Q&A

## 2019 Wins for Affordable Housing & Homelessness

<b>\$175 Million for the State Housing Trust Fund!</b>	<b>\$14.5 M HEN funding increase and new funds for homelessness!</b>	<b>HB 1406 = Local funds for affordable homes!</b>	<b>HB 1923 = Making it easier to build affordable homes!</b>	<b>HB 1743 = Clarifies wage rates for builders of affordable homes.</b>
SB 5600 = Eviction reforms to keep people in their homes!	HB 1440 = Doubles the notice requirement for rent increases!	HB 1582 = Improving the rights of manufactured housing homeowners!	SB 5324 = Improves the Homeless Student Stability Act!	HB 1219 = Authority to use local REET funds for affordable homes!



## **Advocacy made these wins possible**

- Persistent advocacy has been building for years,
- Voices statewide are demanding action,
- Lawmakers are hearing from local advocates throughout the year,
- Advocates are delivering consistent & strategic messages,
- Advocates keep electing housing champions to state level offices.



## 2020 Top Housing & Homelessness Priorities

- Investing \$10 Million into the Housing Trust Fund,
- Requiring a legitimate business reason to make someone move (HB 1656/Macri),
- Requiring a move-in fee installment payment plan (HB 1694/Morgan),
- Creating a Real Estate Excise Tax exemption when sold to a affordable housing developer,
- Eliminating the ABD shelter penalty,
- Fixing the property tax exemption for affordable rental housing for very low-income households,
- Passing HB 1590/Doglio.



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# Advocacy is a year-round activity!





Interim: The intervening time between legislative sessions.

Session: The time when lawmakers are convened at the State Capital. Starts the second Monday of each January.

Biennium: The state runs on a two-year budget cycle. Each odd-numbered year is the primary budget writing year and those sessions are 105 days long. Even-numbered years are the second half of the biennium and those sessions are only 60 days long.



## Work with a nonprofit 501c3 organization? You can still advocate!

- Advocacy: Educating on an issue = **No limits.**
- Lobbying: Advocating for a specific piece of legislation or budget = **Some (generous) limits.**
- Campaigning: Helping get someone elected = **Not allowed!** *But you can do this on your personal time!*

Learn more: Alliance For Justice - Bolder Advocacy at [bolderadvocacy.org](http://bolderadvocacy.org).





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## Tips for having a successful lawmaker meeting!





## **Helpful Information to Know Before Meeting With a Lawmaker**

- Does the lawmaker serve on any key policy committees?
- Do they hold a leadership position within their caucus?
- What bills have they sponsored?
- What is their voting record?



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**[www.leg.wa.gov](http://www.leg.wa.gov)**



**Senator Jeff  
Holy (R)**

6th Legislative  
District

[Home  
Page](#)

[Email  
Details](#)

**Olympia Office**

201 Irv Newhouse Building  
PO Box 40406  
Olympia, WA 98504  
(360) 786 - 7610

**District Office**

9 S Washington St  
Suite 302  
Spokane, WA 99201  
(509) 456 - 2747

**Committees**

[Higher Education &  
Workforce Development](#)  
(Ranking Member)  
[Early Learning & K-12  
Education](#)  
[Law & Justice](#)

Find information on lawmakers including their committees, bill sponsorship, voting record and their home page.



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## Know what you want to accomplish with your meeting:

- Develop a relationship
- Educate the lawmaker
- Make a specific request
- Express concerns on their position
- Thank them for something specific







## **Who should attend the meeting?**

- You! Be ready to share why you care about the issue.
- People directly impacted by the issue have especially important and unique expertise to share with lawmakers.
- Non-profit board members often have valuable perspectives about why these issues matter to the public.



## **Tips for effective communication:** Be prepared!

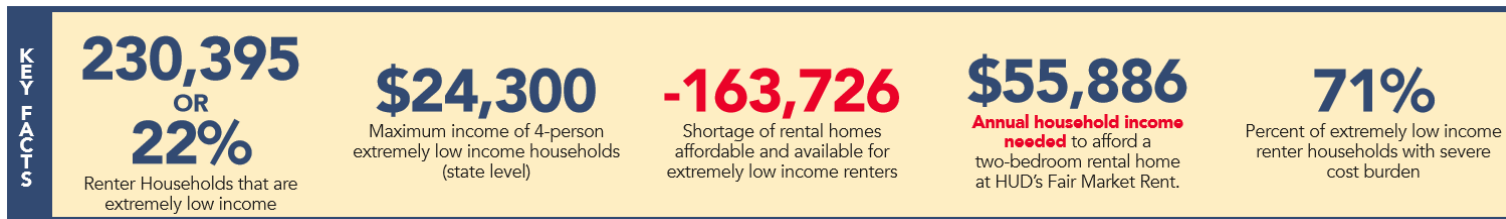
- Have the “story of you” ready: short and clear statement on who you are and why you care.
- Have your ask prepared: “I hope you will vote yes on Senate Bill 2020.”
- Listen carefully and ask questions: “What leads you to that conclusion?”, “What might change your mind?”, etc.



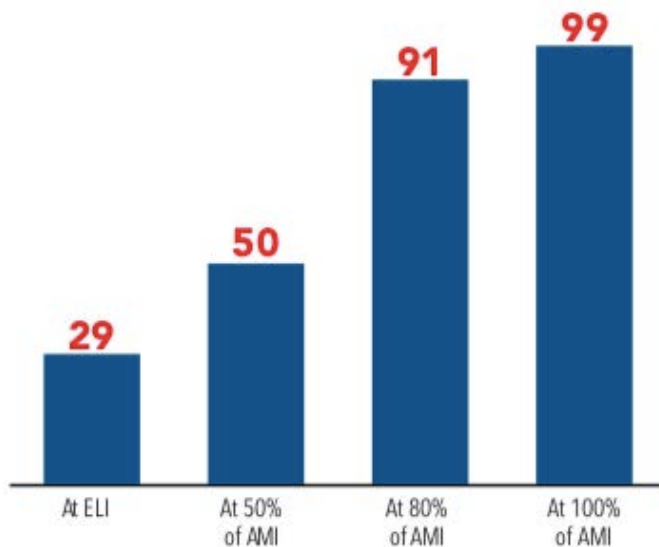
## **Tips for effective communication:** Challenge harmful comments.

- Don't be afraid to challenge stereotypes or stigmas of homelessness. Polite, but clear communication is a key part of educating lawmakers. "95% of the people experiencing homelessness in our county are from here."
- For more see <https://www.wliha.org/toolkit>

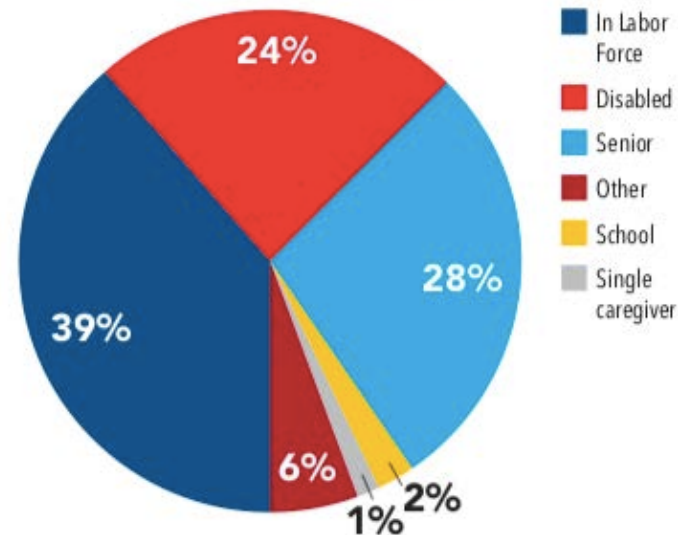
# Tips for effective communication: Use reliable data that helps to illustrate the problem.



**AFFORDABLE AND AVAILABLE HOMES PER 100 RENTER HOUSEHOLDS**



**EXTREMELY LOW INCOME RENTER HOUSEHOLDS**



Data from the NLIHC Gap report: [NLIHC.org](https://www.nlihc.org/)





## **Tips for effective communication:** Pitfalls to avoid.

- Don't offer up other programs to cut in the budget.  
Do pivot back to the importance of your ask.
- Don't spend most of your time making small talk.  
Do get to know the lawmaker, but make sure you have time to get to the point.
- Don't use acronyms.  
Do offer to provide full background on the issue or program you want them to understand.



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## **Tips for effective communication:** Learn from success.





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## Michele's top tip!



**“Get to know the  
lawmaker’s Legislative  
Assistant and never,  
ever take them for  
granted.”**



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## Mindy's top tip!



**“Remember,  
lawmakers are people  
too. Start each meeting  
by stating values likely  
to be shared by the  
lawmaker so you can  
begin with common  
ground.”**





## **The Housing Alliance is a resource for engagement:**

- “Learn at Lunch” educational webinars,
- Advocacy tools at [www.wliha.org](http://www.wliha.org),
- Staff are available to provide support,
- Sign up for our emails and follow us on social media to stay engaged!



## **The Housing Alliance advocacy programs:**

- Resident Action Project
- Board Advocacy Project
- Legislative District Leads
- Share your story!
- Help send housing champions to Olympia!

# Housing and Homelessness Advocacy Day! February 3, 2020 in Olympia!

*“HHAD is my favorite day of the year! The energy, the learning, the rally! I always leave feeling heard, and ready to do more!”*

*“It is a day for everyone, from first time advocates to old-timers. Everyone has a role!”*





## **More Housing Alliance Campaigns:**

- Have you received a no-cause notice to move? Share your experience at [www.evictedwithoutcause.com](http://www.evictedwithoutcause.com)
- HB 1406 Implementation Across the State! [1406status.com](http://1406status.com)
- Communications Survey – Inform us so we can provide the most helpful talking points! <https://bit.ly/2pBsmaA>
- Share Your Story! Do any of the 2020 Legislative Priorities speak to your personal experience? Consider sharing your story!





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**Q & A**

***Any questions?***



## **Contact us with any questions and to get involved!**

- Resident Action Project:  
[KikiS@wliha.org](mailto:KikiS@wliha.org) & [residentactionproject.org](http://residentactionproject.org)
- Policy:  
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- LD Leads Program, board advocacy, and to share your story:  
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