Dear:\_\_\_\_\_\_\_ (Owner Email Template)

**The headlines are shocking and frequent.**

A presidential candidate puts forth a [draconian national rent control initiative](https://www.reviewjournal.com/news/politics-and-government/bernie-sanders-reveals-national-rent-control-plan-in-las-vegas-1848660/).

The state of California [passes a “rent cap measure”](https://www.latimes.com/business/story/2019-10-07/california-landlords-respond-to-rent-caps) that threatens to decimate the rental housing industry statewide.

Even in Arizona, long a state that favors private property rights, [rent control measures surface](https://www.azleg.gov/legtext/53leg/1R/bills/SB1358P.pdf) and [the eviction process routinely gets bashed](https://www.azcentral.com/story/news/local/arizona-best-reads/2018/04/13/eviction-rate-spikes-again-across-phoenix-affordable-housing-crisis-worsens/508696002/) in the media.

Such constant attacks nationally and locally have made taking action to defend our industry and its central role in the Arizona economy a must. With the 2020 elections looming and a new session of the Arizona Legislature coming in January, the leadership of the Arizona Multihousing Association has outlined a proactive campaign meant to tell “our side of the story” to everyone from elected leaders to the statewide media, the business community to Arizona’s nearly 7 million residents.

**How can you help?**

First, we need your full engagement in the work ahead. Second, we need every AMA member to help grow the resources available in the AMA’s Better Government Fund – to more than $1 million on hand before the end of 2020.

The BGF allows the AMA to protect against legal, regulatory and legislative missteps that would harm our industry. It also allows us to fund policies and political candidates committed to strengthening rental housing statewide.

To reach this $1 million goal, the AMA Board of Directors in August approved an increase in members’ dues of $0.50 per unit, all of it committed to the BGF. The same holds for the $100 voluntary dues assessment (per member or per property). While we have not raised dues in over 12 years, the board and our members have recognized the critical need to defend our industry and to have on hand the resources to do so.

We also urge you to give directly to the BGF at \_\_\_\_\_\_\_\_\_\_ fill in donation page

To stand idly by in the face of such attacks is to risk not just a few bad years, but nothing short of economic devastation. We can’t afford to wait or to simply “wing it.” We must take action – and your team at the AMA already has begun to do so.

Thank you for your help, ideas and efforts to ensure the economic success of your investment in Arizona.

Best,

P.S. If you would like to know more about the Federal, State and negative national trends and watch a video from our AMA leaders Please visit [www.azmultihousing.org](http://www.azmultihousing.org) (need to fill in site one we have the details)

**About Arizona Multihousing Association:**The Arizona Multihousing Association is the statewide trade association for the apartment industry, representing more than 2,200 members in legislative, legal, and regulatory matters. The AMA provides services, products, educational programs, and networking opportunities to promote ethical, quality rental housing throughout Arizona. **For more information, visit** [**azmultihousing.org**](http://www.azmultihousing.org/benefits.html)**.**