PROGRAM PURPOSE

The purpose of the Housing Affordability Program (HAP) is to provide advocacy support and resources to NAA affiliates to address policies that negatively impact the rental housing industry. Specifically, the HAP is intended to help the industry respond to legislative, regulatory and ballot initiatives that inhibit a housing provider's ability to create, operate and maintain housing opportunities for a diversity of their residents.

Additionally, projects supported by the HAP become part of an information repository for the use and benefit of the entire NAA affiliate network. The resulting knowledge and experience gained by successive efforts serve as a model for affiliate planning, budgeting and execution of similarly situated advocacy efforts. As such, applications are evaluated for their potential benefit to the affiliate network.

To aide in this process, NAA created an "Advocacy Services Tool Box" that applicants can draw upon in preparing their application request (see summary of services at the end of the *Purpose, Application Process and Procedures* document). The nature and severity of issues faced by the rental housing industry continues to escalate, thereby necessitating the need for well-planned, comprehensive advocacy efforts.

As a dedicated resource for legislative and regulatory advocacy, the HAP *cannot* be used for the following:
- Policies that run contrary to NAA's own;
- Electioneering – political contributions or support of a political candidate;
- Lobbying Expenses – As the HAP is a one-time resource, it may not be used to supplement ongoing and recurring lobbying expenses; and
- Providing services already available through other NAA programs such as economic or market research.

APPLICATION AND APPROVAL PROCESS

1) **NAA Staff** – Applications are first submitted by state and/or local affiliate to NAA staff. NAA staff will review and provide preliminary feedback regarding the application's completeness, merit and presentation.
2) **Affiliate Staff Advisory Committee Review** – Applications are reviewed by the 20-member Affiliate Staff Advisory Committee (ASAC). The ASAC considers the campaign plan and budget efficacy as well as its overall benefit to the state and local affiliate network. The ASAC can recommend changes to the application to fulfill program goals.
3) **Legislative Committee** – The ASAC present its findings to the NAA Legislative Committee where the full committee will consider the application for approval or denial.
4) **Board of Directors/Executive Committee** – Application and funding request are submitted to the Board Of Directors or the Executive Committee for approval, depending on timing and meeting schedules.

5) **Applicant Updates** – Approved projects must provide regular update to the Legislative Committee (at intervals contingent upon the length of the campaign), as well as a review of the campaign after its conclusion.

Timeline:
- Applications must be submitted to NAA by the last week of every month.
- ASAC will vote the first week of each month.
- Legislative Committee will vote the second week of each month.
- BOD/Executive Committee will vote at the next scheduled meeting.

FUNDING EXCEPTIONS

In an effort to encompass a variety of advocacy scenarios, the following exception applies to affiliates with low dollar, rapid response requests.

30 Day, $10K – A sub-committee of three (3) members of the Legislative Committee and two (2) members of the ASAC are available to approve applications in need of immediate assistance. All five (5) members of the sub-committee must approve the application. Once approved, the recommendation is forwarded to the Chair of the Legislative Committee for final approval.

FOLLOW-UP AND REPORTING

The successful applicant is solely responsible for any and all local, state or federal reporting requirements which may apply as a result of receiving HAP support. In addition, the successful applicant agrees to provide all relevant information that may be needed for NAA to comply with any reporting requirements that may apply with distributing HAP resources.

All successful applicants agree to provide the following:
- **Planning** – Provide detailed advocacy plan with supporting strategic analysis, tactics, budget and timeline;
- **Research** – Provide detailed research (i.e. quantitative polling and qualitative focus groups) used to drive advocacy efforts;
- **Execution** – Provide NAA Legislative Committee with regular briefings detailing the progress of the project. Regularity will be commensurate to length of campaign; and
- **Postmortem** – Work with NAA to deliver comprehensive report that can be used by the greater affiliate network.

Any questions regarding the Housing Affordability Program guidelines or application process can be directed to **HAP_Application@naahq.org**.

The Advocacy Services Toolbox

REAL STRATEGIES

CAMPAIGN OUTREACH AND REMOTE ADVOCACY TOOLS	RESEARCH	STRATEGIC CONSULTING

• Creative Design & Branding
• Digital Advertising
• Geofence/Circle of Influence Targeting
• Direct Mail/Tear Off Mailers
• Email Campaigns
• Phone Solutions
• SMS/MMS Messaging Campaigns
• Radio & TV
• Programmatic radio
• Newspaper/Print Advertising
• Website Development
• Coordinated Social Media/Toolkits
• Video Montage
• Tele-townhalls
• Digital Infographics/Digital Leave Behinds/Palm Cards
	• Multi-modal Surveys
	   o Support Analysis
	   o Viability Measurement
	   o Message Development
	• Focus Group Moderation & Analysis
	• Online Panel Research
	• SMS Messaging Surveys
		• Polling Analysis
		• Message Development
		• Targeting & Outreach Strategies
		• Campaign Planning & Execution
		• Coalition Building
		• Technical Support
		• Data Analysis & Production
		• Project Management
		• Copywriting & Script Development
		• Website Development

DATA & TECHNOLOGY	GRASSROOTS RESOURCES	ADVOCACY SERVICES TOOLBOX

• Voter, Consumer, Demographics & Behavioral Data
• Contact Data, Phones, Email
• Social Profiles & Affinities
• National Partisanship & Turnout Models
• National Issue Models
   o Homeownership
   o Fair Property Tax
   o Prospective Homebuyers
• Custom Modeling
• Data Integration
   o Membership
   o Advocacy
   o Fundraising
   o & More
• Data Warehousing
	• Advocacy Everywhere Call for Action Concierge Service for Affiliates
	• Key Contacts Program & Training
	• Grassroots Collateral
	   o T-shirts
	   o Buttons & Signs
	   o Palm Cards
	• Staffing
	• Petition Verification Software
	• GOTV Software
	• Turf Cutting Reporting and Mapping
		A key element of the Campaign Services Program is to have each of these products and services readily available to NAA and its affiliates for proactive advocacy as well as for immediate threats in state and local jurisdictions.

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