

# Restore the Housing Trust Fund

---

Hard working families, veterans, seniors, and people with disabilities should be able to pay for their home and still have enough left over to buy basics like groceries, gas, and child care.

When people live in stable homes, children achieve more in school, families are stronger, and seniors and people with disabilities live with dignity.

We have a responsibility to care for the most vulnerable among us; our seniors, people who are disabled, and veterans who are homeless.

Established in 1988, the Housing Trust Fund is funded by the sale of unclaimed property. Due to budget cuts it was slashed from over \$30 million to \$2.5 million. It's time to restore the Housing Trust Fund!



# Restore the Housing Trust Fund

---

Hard working families, veterans, seniors, and people with disabilities should be able to pay for their home and still have enough left over to buy basics like groceries, gas, and child care.

When people live in stable homes, children achieve more in school, families are stronger, and seniors and people with disabilities live with dignity.

We have a responsibility to care for the most vulnerable among us; our seniors, people who are disabled, and veterans who are homeless.

Established in 1988, the Housing Trust Fund is funded by the sale of unclaimed property. Due to budget cuts it was slashed from over \$30 million to \$2.5 million. It's time to restore the Housing Trust Fund!



# Restore the Housing Trust Fund

---

Hard working families, veterans, seniors, and people with disabilities should be able to pay for their home and still have enough left over to buy basics like groceries, gas, and child care.

When people live in stable homes, children achieve more in school, families are stronger, and seniors and people with disabilities live with dignity.

We have a responsibility to care for the most vulnerable among us; our seniors, people who are disabled, and veterans who are homeless.

Established in 1988, the Housing Trust Fund is funded by the sale of unclaimed property. Due to budget cuts it was slashed from over \$30 million to \$2.5 million. It's time to restore the Housing Trust Fund!



# Restore the Housing Trust Fund

---

Hard working families, veterans, seniors, and people with disabilities should be able to pay for their home and still have enough left over to buy basics like groceries, gas, and child care.

When people live in stable homes, children achieve more in school, families are stronger, and seniors and people with disabilities live with dignity.

We have a responsibility to care for the most vulnerable among us; our seniors, people who are disabled, and veterans who are homeless.

Established in 1988, the Housing Trust Fund is funded by the sale of unclaimed property. Due to budget cuts it was slashed from over \$30 million to \$2.5 million. It's time to restore the Housing Trust Fund!



# How To Effectively Use These Messages

## Use Messages Consistently

Message discipline-using the messages as they are written, without changes-is the key to consistent, effective advocacy.

## Use Messages Constantly

Use these messages wherever and whenever you can. These messages are versatile and work into your speeches, publications, and talking points.

## Pair Messages with Stories

Humanize the issue of affordable housing by allowing those who have benefitted to share their own, unique stories.

## Pair Messages with Results

Show that affordable housing programs are worth the investment by showing results for individuals, families and communities.

*Arizona Housing Alliance works to support quality housing all Arizonans can afford.  
Arizona Coalition to End Homelessness works to end homelessness in Arizona.*

[www.azhousingalliance.org](http://www.azhousingalliance.org)



[facebook.com/AZHousingAll](https://facebook.com/AZHousingAll)



[@AZHousingAll](https://twitter.com/AZHousingAll)

[www.azceh.org](http://www.azceh.org)



[facebook.com/AZCEH](https://facebook.com/AZCEH)



[@AZCEH](https://twitter.com/AZCEH)

# How To Effectively Use These Messages

## Use Messages Consistently

Message discipline-using the messages as they are written, without changes-is the key to consistent, effective advocacy.

## Use Messages Constantly

Use these messages wherever and whenever you can. These messages are versatile and work into your speeches, publications, and talking points.

## Pair Messages with Stories

Humanize the issue of affordable housing by allowing those who have benefitted to share their own, unique stories.

## Pair Messages with Results

Show that affordable housing programs are worth the investment by showing results for individuals, families and communities.

*Arizona Housing Alliance works to support quality housing all Arizonans can afford.  
Arizona Coalition to End Homelessness works to end homelessness in Arizona.*

[www.azhousingalliance.org](http://www.azhousingalliance.org)



[facebook.com/AZHousingAll](https://facebook.com/AZHousingAll)



[@AZHousingAll](https://twitter.com/AZHousingAll)

[www.azceh.org](http://www.azceh.org)



[facebook.com/AZCEH](https://facebook.com/AZCEH)



[@AZCEH](https://twitter.com/AZCEH)

# How To Effectively Use These Messages

## Use Messages Consistently

Message discipline-using the messages as they are written, without changes-is the key to consistent, effective advocacy.

## Use Messages Constantly

Use these messages wherever and whenever you can. These messages are versatile and work into your speeches, publications, and talking points.

## Pair Messages with Stories

Humanize the issue of affordable housing by allowing those who have benefitted to share their own, unique stories.

## Pair Messages with Results

Show that affordable housing programs are worth the investment by showing results for individuals, families and communities.

*Arizona Housing Alliance works to support quality housing all Arizonans can afford  
Arizona Coalition to End Homelessness works to end homelessness in Arizona.*

[www.azhousingalliance.org](http://www.azhousingalliance.org)



[facebook.com/AZHousingAll](https://facebook.com/AZHousingAll)



[@AZHousingAll](https://twitter.com/AZHousingAll)

[www.azceh.org](http://www.azceh.org)



[facebook.com/AZCEH](https://facebook.com/AZCEH)



[@AZCEH](https://twitter.com/AZCEH)

# How To Effectively Use These Messages

## Use Messages Consistently

Message discipline-using the messages as they are written, without changes-is the key to consistent, effective advocacy.

## Use Messages Constantly

Use these messages wherever and whenever you can. These messages are versatile and work into your speeches, publications, and talking points.

## Pair Messages with Stories

Humanize the issue of affordable housing by allowing those who have benefitted to share their own, unique stories.

## Pair Messages with Results

Show that affordable housing programs are worth the investment by showing results for individuals, families and communities.

*Arizona Housing Alliance works to support quality housing all Arizonans can afford.  
Arizona Coalition to End Homelessness works to end homelessness in Arizona.*

[www.azhousingalliance.org](http://www.azhousingalliance.org)



[facebook.com/AZHousingAll](https://facebook.com/AZHousingAll)



[@AZHousingAll](https://twitter.com/AZHousingAll)

[www.azceh.org](http://www.azceh.org)



[facebook.com/AZCEH](https://facebook.com/AZCEH)



[@AZCEH](https://twitter.com/AZCEH)