



SUPPORTER TOOLKIT

This toolkit is your resource to help champion the cause and rally support for the New Orleans Housing Trust Fund campaign. Inside, you'll find everything you need to effectively communicate why voting "Yes" is essential for our city. Whether you're an individual advocate or an organization committed to positive change, this toolkit equips you with tools to inspire your community and get the message out.

How to Use the Toolkit

Review the Key Messages: The key messages will help you communicate the benefits of voting "Yes" for the New Orleans Housing Trust Fund.

Get Active on Social Media: Use our pre-made social media posts and graphics to amplify the message. Personalize your posts to make them authentic to your voice and audience. Change your profile pictures and covers and use the NOLA HousingTrust Filter.

Print Graphics & Spread the Word: Download and print our campaign graphics, flyers, and posters. Display them in your community, at local businesses, and at events to increase visibility.

Send Texts & Emails: Use our messaging templates to send texts and emails to friends, family, and colleagues. Share why this campaign matters and encourage them to vote "Yes."

Make Phone Calls: Reach out personally with the provided phone call scripts. Engaging in one-on-one conversations can be a powerful way to influence votes.

Download Yard Sign Files: Show your support visually by downloading yard sign files, printing them, and displaying them in front of your home or business.

Since the COVID-19 pandemic, high insurance rates, property taxes and construction costs have contributed to historic housing insecurity. New Orleans has 158,828 housing units and needs more than 47,000 additional affordable rental units to properly house all residents. Family homelessness has soared 69% in the past two years and **the people of New Orleans deserve better.**

Led by Councilwoman Lesli Harris and passed unanimously by the New Orleans City Council, the Housing Trust Fund “HTF” ballot measure on November 5th is not a new tax or a millage and would provide gap financing to new affordable housing developments, preserve and rehabilitate affordable rental units, and support new affordable homeownership models and strategies like community land trusts and foreclosure prevention. **This helps everyone in our City by creating new housing, increasing the City’s population, and spurring economic growth.** The ballot measure will allocate 2% of the city’s existing budget to a Housing Trust Fund to be used exclusively to preserve and expand the supply of affordable housing in New Orleans.

The Housing Trust Fund will support all of us. We have identified three purposes:

- Creating affordable rental housing including filling financial gaps and incentivizing landlords.
- Preserving affordable rental housing including supporting small landlords to make critical improvements.
- Creating and preserving affordable homeownership opportunities, including the rehabilitation of formerly blighted properties and adding fortified roofs.

New Orleans has no dedicated local funding invested in housing, and that is why we need to pass the Housing Trust Fund. This will be the first time the City is making a targeted and sustained investment in housing residents, which will help thousands of homeowners, small landlords, and renters. Like the insurance crisis, current federal funds do not have the flexibility to address our current needs. The Housing Trust Fund will provide that opportunity. This fund will be a catalyst to attracting more dollars from the state and federal government, nonprofits, and other funders.

The City Council has already allocated \$17 million to serve as a pilot for the HTF. An additional \$32 million was previously allocated by the Council to use as gap funding for the creation of over 1,000 new affordable rental units, built to new sustainable standards.

With endorsement, donations, and a coordinated effort, the Housing Trust Fund ballot measure will pass.

Based on voter turnout projections there is a projected turnout for November 2024 of around 174,000 voters (74%). We have identified a Voter Universe of nearly 197,500 voters that we will generate phone, mail, text, digital targeted ads, and mail toward.

Key Benefits

Affordable Housing

The creation of affordable rental housing.

Housing Preservation

Preservation of affordable rental housing.

Lower Housing Costs

More money in your pocket, less stress about rent or mortgage payments.

Strong Neighborhoods

Homeowners can keep their properties and keep neighborhoods strong and vibrant.

Good Jobs and Growth

More jobs, lower construction costs, and a growing population that brings in more tax revenue to improve our city services.

Homeownership Opportunities

Creation and preservation of affordable homeownership opportunities.

Key Messaging

Empowering Our Community

Voting 'Yes' for the New Orleans Housing Trust Fund means taking control of our city's future and ensuring everyone has a place to call home. With over 80% of low-income families rent-burdened, we need this support more than ever.

No New Taxes

This measure does not impose any new taxes. It simply redirects 2% of the existing City General Fund to support affordable housing. This means an additional \$15 to \$20 million each year for housing—without costing residents anything extra!

Our City. Our Homes. Real Progress.

Let's put our money to work where it matters most—creating affordable housing, supporting our neighborhoods, and keeping families together. In 2023, the median home sale price in Orleans Parish was \$337,500, making it increasingly difficult for many families to buy a home.

A No-Brainer for New Orleans

By voting 'Yes,' we're making a common-sense decision to invest in our community without any additional cost to residents. In the last three years, rent has increased by nearly 24%. It's time we make housing affordable for all.

Protecting What Makes New Orleans Special

From service workers in the French Quarter to culture bearers in Treme and homeowners in New Orleans East—this measure benefits all of us who call this city home. Over 42% of New Orleans households are severely rent-burdened, spending more than half their income on rent.

Support Without the Burden

This is not a new tax. Voting 'Yes' simply means supporting the community with funds we're already contributing. It's smart, fair, and beneficial for all. In 2023, nearly 80% of low-income families were rent-burdened.

Investing in Our Future

Affordable housing means stronger neighborhoods, better opportunities, and a thriving city. Let's vote 'Yes' to build a better New Orleans for generations to come. Research shows that stable housing is directly linked to better health, education, and economic outcomes.

Housing Stability = Community Stability

When families have stable, affordable homes, our entire community thrives. Let's strengthen our neighborhoods by supporting the New Orleans Housing Trust Fund. Housing stability reduces displacement and supports community growth.

Let's Keep New Orleans Home

We must ensure that our beloved city remains a place where all residents, old and new, can afford to live. Voting 'Yes' is a step towards making that a reality. The median household income in New Orleans is \$51,000, but housing costs are rising much faster.

Making Our Dollars Count

This campaign is about making sure our dollars work for us—creating housing solutions that serve our communities and support our city's growth. With nearly 42 million U.S. households spending more than one-third of their income on housing, we must act now.

Stand Together, Vote 'Yes'

On Election Day, let's unite as a community and vote 'Yes' for the Housing Trust Fund. Together, we can make New Orleans an even better place to live. This is our opportunity to direct \$15 to \$20 million annually to affordable housing.

Social Media / Text

Suggested Post / Text Captions

Did you know that nearly 80% of low-income families in New Orleans are rent-burdened? Voting “Yes” for the Housing Trust Fund will help create affordable housing, support homeowners, and strengthen our neighborhoods—without raising taxes! Let’s make real progress together.

#yestonolahousing #neworleans #nolacommunity

With rents rising nearly 24% since 2020, it’s getting harder for families to stay in the city they love. By voting “Yes” for the Housing Trust Fund, we can ensure affordable housing for all—while supporting our culture bearers, service workers, and local homeowners.

#yestonolahousing #neworleans #nolacommunity

Voting “Yes” on the Housing Trust Fund will redirect \$15 to \$20 million annually to affordable housing, homeowner support, and community growth. And the best part? No new taxes. This is a no-brainer for a stronger New Orleans.

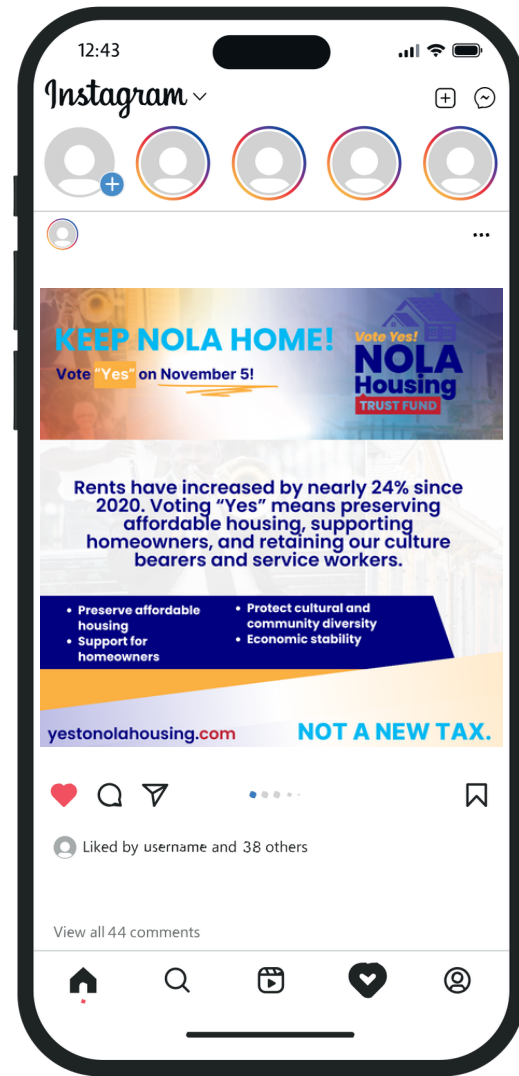
#yestonolahousing #neworleans #nolacommunity

Voting “Yes” on November 5 means putting our money to work for affordable housing, stronger communities, and real progress. Let’s protect what makes New Orleans special—its people. Vote “Yes” for the Housing Trust Fund.

#yestonolahousing #neworleans #nolacommunity

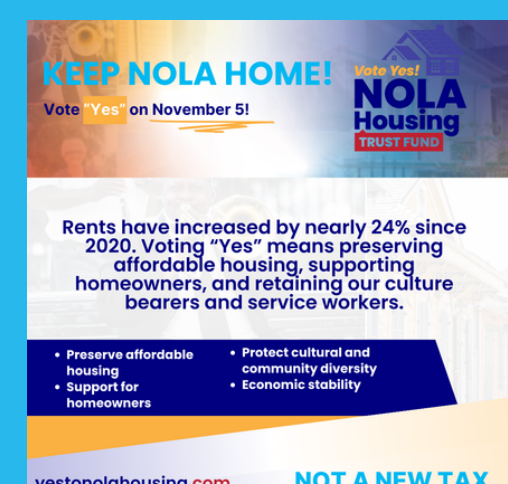
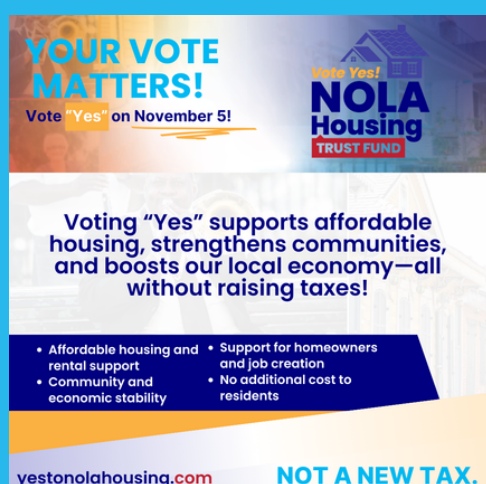
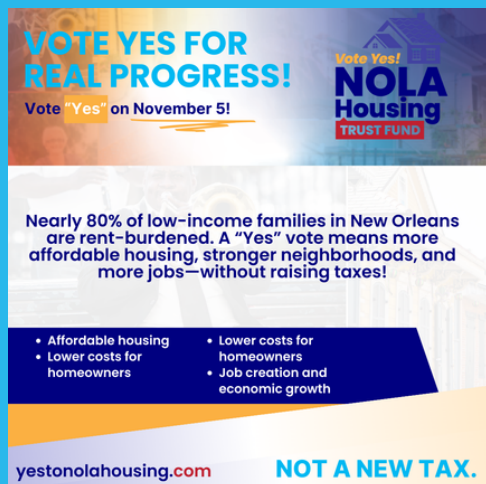
Our City Needs Us—Vote “Yes” for Affordable Housing!
On November 5, we have the opportunity to make a real impact. By voting “Yes” on the Housing Trust Fund, we can create and preserve affordable housing, support homeowners, and strengthen neighborhoods—all without raising taxes. This is our chance to ensure our city’s resources work for the people who need them most. Can we count on you? Vote “Yes” and spread the word!

#yestonolahousing #neworleans #nolacommunity



Social Media Graphics

Visit the link below to download yestonolahousing.com/assets/
New assets will be added until election day



Hi [Name/Friends],

Our city needs us now more than ever! On November 5, we have the power to make a real difference by voting “Yes” on the New Orleans Housing Trust Fund Ballot Measure. But we can’t do it alone—we need your help to show the widespread support this initiative deserves.

By endorsing this measure, you’re supporting the creation and preservation of affordable housing, lowering costs for homeowners, and strengthening our neighborhoods—all without raising taxes! This is our chance to ensure our city’s resources are working for the people who need them most.

This is about our neighbors, our families, our culture bearers—everyone who makes New Orleans the unique, vibrant city we love. A “Yes” vote is a commitment to keeping our community strong, diverse, and affordable.

Can we count on your support? Share this message with your friends, family, and networks. Let’s show up and vote “Yes” on November 5 to protect and empower our community.

Thank you for standing with us!

Best,

[Your Name/Organization Name]

P.S. To learn more and access our Supporter Toolkit, click here: [website link]

Hi [Name/Friends],

Did you know that nearly 80% of low-income families in New Orleans are rent-burdened? Many of our neighbors are struggling to keep up with rising housing costs, and we need to take action now.

By voting “Yes” for the New Orleans Housing Trust Fund, we can redirect \$15 to \$20 million annually from the City’s existing funds to support affordable housing. This isn’t a new tax—it’s a smarter investment in our community, ensuring that everyone has a place to call home.

This measure will:

- Help families stay in their homes.
- Support the creation of affordable housing.
- Strengthen our neighborhoods and local economy.

We need your help to spread the word! Share this message with your friends and family, and encourage them to vote “Yes” on Election Day. Together, we can build a stronger, more inclusive New Orleans.

Thank you for supporting our community.

Best,

[Your Name/Organization Name]

P.S. For more information and resources, visit [website link].

Hi [Name/Community Supporters],

Our city is at a turning point, and we have an incredible opportunity to make a lasting impact. On November 5, let's vote "Yes" for the New Orleans Housing Trust Fund Ballot Measure. This is about making sure our community remains a place where everyone can afford to live and thrive.

Voting "Yes" means dedicating funds we're already contributing—no new taxes!—to create and preserve affordable housing, support homeowners, and stabilize our neighborhoods. This is for all of us: the service workers, the artists, the families who call New Orleans home.

By endorsing this initiative, you're standing up for your neighbors and ensuring that our city's resources are used to make housing affordable and accessible. Can we count on you to spread the word?

Here's how you can help:

- Share this email** with your friends, family, and colleagues.
- Download our Supporter Toolkit** for graphics, social media templates, and more.
- Print and display yard signs** to show your support.

Let's protect what makes [Community/Neighborhood] special—its people, its culture, and its spirit. Together, we can create a New Orleans that works for everyone.

Thank you for your support!

Sincerely,
[Your Name/Organization Name]

P.S. Don't forget to sign our Endorsement Form here: yestonolahousing.com/support/

Hi [Name/Community Supporters],

Our community is facing a housing crisis. Whether you live in the French Quarter, Treme, or New Orleans East, we're all feeling the impact of rising rents and home prices.

By voting "Yes" for the New Orleans Housing Trust Fund, we're investing in our neighborhoods without raising taxes. This measure dedicates 2% of the City's General Fund to preserve homeownership and create affordable housing opportunities for families across the city.

Here's what a "Yes" vote means for us:

- **More Affordable Homes:** Funds will be used to rehabilitate and build affordable housing options.
- **Stronger Communities:** Keeping families in their homes helps maintain the cultural and economic diversity that makes our neighborhoods unique.
- **Support for Homeowners:** Programs will help existing homeowners stay in their homes and prevent foreclosures.

It's time to stand up for our community! Please share this email with your friends, family, and neighbors to spread the word about this important vote. Let's ensure everyone in [Community/Neighborhood] has a place to call home.

Thank you for being a voice for change!

Sincerely,
[Your Name/Organization Name]

P.S. Download graphics, yard signs, and more: yestonolahousing.com/assets/

General Awareness

Introduction: Hi [Name], my name is [Your Name], and I'm a volunteer with the New Orleans Housing Trust Fund campaign. How are you today?

Purpose: I'm calling to discuss an important ballot measure coming up on November 5th that will greatly impact our community. It's the New Orleans Housing Trust Fund Ballot Measure, and I wanted to see if you've heard about it yet? If Yes: That's great! As you know, voting 'Yes' on this measure will help create and preserve affordable housing, support homeowners, and strengthen our neighborhoods—without raising taxes. We're working hard to spread the word, and I wanted to ask if we can count on your support to vote 'Yes' on November 5th?

If No: No worries! The Housing Trust Fund is a crucial initiative that will direct \$15 to \$20 million annually to affordable housing, homeowner support, and job creation. And it won't raise taxes—just smarter use of our funds. New Orleans Housing Trust Fund is our chance to make a real difference for our neighbors and community. Can we count on your support to vote 'Yes'?

Closing: Thank you so much for your time today! If you'd like more information, you can visit our website at yestonolahousing.com. Have a great day, and don't forget to vote 'Yes' on November 5th!

Targeted Community Impact

Introduction: Hello [Name], this is [Your Name] calling with the New Orleans Housing Trust Fund campaign. Do you have a moment to discuss an important issue affecting our community?

Purpose: I'm reaching out because the upcoming ballot measure on November 5th is crucial for our community. Voting 'Yes' on the Housing Trust Fund will help create affordable housing, lower homeowners' costs, and support job growth—all without raising taxes. The New Orleans Housing Trust Fund is about ensuring New Orleans remains a place where everyone can afford to live and thrive. Have you heard about this measure?

If Yes: That's fantastic! It's so important that we all show up and vote 'Yes.' We need people like you to help spread the word. Can I count on you to tell your friends and family about this initiative and encourage them to vote 'Yes' on November 5th?

If No: Well, I'm glad I could share it with you today! This measure will use existing city funds to support affordable housing and prevent displacement. It's a big step forward for our community, and your vote can make a real impact. Will you join us in voting 'Yes' on November 5th?

Closing: Thank you so much for listening! If you need more information or resources, check out our website at yestonolahousing.com.

Let's make real progress for New Orleans. Have a wonderful day!



Visit the link below to download yestonolahousing.com/assets/

ATTENTION=GRABBING VISUALS FOR REAL CHANGE