



Join us on Capitol Hill!  
May 8, 2019

Support older adults  
and affordable housing.

### **Rally at Home Toolkit**

On May 8, 2019, at 1 p.m. ET, affordable senior housing residents and advocates from around the country will be converging on the U.S. Capitol in Washington, DC, to rally and urge Congress to protect and expand funding for the HUD 202 program. Can't make it to DC? No problem. You and your residents can still be effective advocates for affordable senior housing!

#### **HOST A SENIOR HOUSING NOW RALLY WATCH PARTY IN YOUR COMMUNITY**

This year's Senior Housing Now rally promises to be an action-packed event full of inspiring speakers who will make the case for more affordable senior housing. During this rally, you will hear from elected members of Congress, affordable housing advocates, and residents of older adult communities. As the U.S. Capitol serves as our backdrop, we will make sure our voices are heard loud and clear that we need Senior Housing Now!

#### **How To Host A Watch Party:**

Find a spot in your local community and invite your fellow residents, family, and friends to come and watch the rally onscreen. Let them know that the watch party is an opportunity to show support for affordable senior housing in your community and beyond.

We will be hosting a free, live showing of the rally on Facebook Live. To access the live stream of the event you will need to:

1. Log into a Facebook account.
2. Search for the LeadingAge Facebook Page.
3. Look for the Facebook Live feed of the event from the main page of the LeadingAge Facebook page. The feed will start approximately 5 minutes before the rally begins.
4. Project the video so everyone can watch our inspiring speakers.

#### **Invitation Language:**

On May 8 from 1 - 2 p.m. ET, our community will be hosting a Senior Housing Now Rally Watch Party. During this time, advocates in Washington D.C. will also be meeting on the lawn of the U.S. Capitol to hear from members of Congress, key advocacy leaders, and affordable housing residents on the need to preserve and expand affordable housing.

We are hosting this watch party to highlight the importance of affordable senior housing in our community and to show our support. We will watch a live feed of the event together and hear how we can make a difference. Attendees will be able to share their story, contact their member of Congress, and add their voice to this important campaign.

Please R.S.V.P. to [ADD COMMUNITY CONTACT INFORMATION] for this fun event.

## What Can We Do During Our Watch Party To Add Our Support?

Hosting a watch party is a great opportunity to talk about what affordable senior housing means to everyone in your community. You can join our advocacy efforts by:

1. Have everyone make rally signs to show your support! Work together as a group to come up with fun slogans for your signs. Slogan ideas include: "Seniors Need Housing Today," "HUD 202 NEEDS YOU," and "I'm Proud To Live In Affordable Housing!"
2. Call your members of Congress and ask for funding for senior housing. Everyone can use their phones to make a quick call to their elected officials in Washington, DC.

Dial 844-414-6954 from your phone and when prompted enter your zip code. You will then be patched through to your member of Congress.

### Here is a sample script:

"Hello, my name is \_\_\_\_\_, and I live at \_\_\_\_\_. I am calling to ask Senator \_\_\_\_\_ to vote to preserve and expand funding for HUD's 202 program as part of the Senior Housing NOW campaign. Protecting and expanding the HUD 202 program will allow HUD to continue serving the older adults currently in HUD housing, and will expand affordable housing to more seniors in need. Thank you."

3. Everyone at the event can also send an email to their member of Congress as well. Visit <https://www.leadingage.org/grassroots/make-your-voice-heard> on your tablet or smart phone and send a quick message to your members of Congress during our rally.

## Join Us On Social Media:

We want to see your event and know that you joined us from across the country. Be sure to take pictures of your event and post them to your social media accounts, such as Facebook, Instagram, and Twitter. Be sure to tag @leadingage and include #SeniorHousingNOW in your posts.

### Sample Posts:

1. We are gathered today to watch the Senior Housing Now Rally that is happening at the U.S. Capitol. We are adding our voice and asking for Congress to provide more funding for HUD 202 housing and to provide #SeniorHousingNOW! @leadingage
2. We support the @leadingage #SeniorHousingNOW Rally in DC. We call on Congress to increase funding for HUD 202 affordable senior housing programs and want senior housing NOW in our community!