Digital Resources & Tools: 3 online organizing tools to support NPH’s offline organizing work and increase impact
The Power of Digital Media

Engaging our communities in new spaces designed for access, ease, and scalability

Alina Harway, NPH Communications Director
POSITIVE RESPONSES

- Definitely. Thank you!
- Sure thing! Please let me know how.
- Of course, how can I help?
- Added my name and a comment.
- Of course 😊
- Absolutely! Thank you for contacting me about this.
- Wish you luck on Monday! Signed it.
- No problem 😊
- Yes! 😊😊
- Done! 😊
- Yes shared with some friends too!
- I’m down, but how did you get my number?
- Signed, commented, and delivered. Thank you for helping us with this urgent issue.
- I’m not Elyse but I hate Trump too so can I join?
- Of course 😊
- Yes, families need affordable housing! Keep up the good fight and thank you
- I’m with you!! 😊
The Bay Area Speaks Out!

Sample comments from signers

“Homelessness is one of the critical issues of the Bay Area at this moment in time. Providing safe, affordable housing to the citizens of the Bay Area is so important to creating a safe and humane city.” - Jennifer A., San Anselmo

“The fabric of a strong society requires safety nets like affordable housing as prices go beyond the reach of working class families.” - Kristin C., San Jose

“Community housing is community health. Rep. Pelosi, thank you for your continued efforts in Washington.” - Erin, Santa Rosa

“Dozens of calls come into this office every month from elderly and disabled individuals and single parent families with young children who are either homeless or at risk of homelessness and scared because they cannot afford the exorbitant rents in the Santa Clara Valley. Affordable and subsidized housing provide the necessary foundation for everything else - food and nutrition, health and wellness, education and employment, a balanced community life, respect and loyalty to the country and elected officials and it should be one of the highest priorities at all levels of government.” - Connelly C., San Jose

“Affordable housing should be a right, not a privilege.” - Cecelia M., Oakland

“Please help support poor people. We don’t have anyone on our side. Thank you.” - Jamil G., Berkeley

“As an affordable housing developer with a wait list of 22,000, we see the overwhelming need for housing everyday in our communities. Let’s not lose ground in our struggle to provide safe, decent, affordable housing for all. The federal government must be a leader in these efforts.” - Jane B., Watsonville

“We are all human beings and we all need housing.” - Halal A., Dublin

“Without the assistance of affordable housing programs, my life in the Silicon Valley would not be possible. I am a (very) small business owner pursuing the same dreams of many Americans, and a life in this part of the state is a necessity for those dreams to come true. I humbly urge you to fight back against any cuts to the HUD budget and give all of us an opportunity to reach for our dreams.” - Omar T., San Jose

“Each member of a community should be valued and have access to basic needs and stable housing. This is what defined the values and ultimately the character of a community. It’s time for us all to explore and embrace humane economic development.” - Waxman, S., Sebastopol

“I live in Mountain View – two miles from the headquarters of some of the world’s most innovative high-tech companies and also from many of the workers living out of their RVs. They perform the valuable jobs needed to serve high-tech workers but can’t afford to live anywhere remotely close to where they work. The cost of housing in this city is nuts and the disparity is heart breaking. We need more affordable housing then ever. And I urge you to fight against the proposed HUD budget cuts. Thank you.” - Beth F., Mountain View

“Congresswoman Pelosi - please do all you can to bring more resources to address California’s housing crisis. We must have the federal government as a strong partner, or there will be continued, gross inequities which affect the most vulnerable residents within our communities.” - Eric F., Novato

“The Bay Area is already in the midst of a housing crisis - this budget would do nothing but exacerbate the problems.” - D.C., San Francisco

“Thank you so much for standing up for our most vulnerable communities and fighting back against the budget cuts to ensure that quality, affordable homes are available to all.” - Patricia B., San Francisco
What will I be voting on?

In November, you’ll have the opportunity to vote YES on statewide Propositions 1 and 2 to allow California to re-invest in our communities and affordable housing. Proposition 1 will fund affordable homes, including supportive housing, for veterans, working families, and those experiencing homelessness. Proposition 2 will further support mental health services in close reach.

You may also have the opportunity to vote for:

County Prop C, a gross receipts tax on big businesses with incomes above $50 million. This will raise an estimated $300 million annually in funding dedicated to the construction of permanent supportive housing and to support programs for the people facing chronic homelessness, and legal assistance for individuals seeking to exit homelessness.

Measure H, a $140 million general obligation bond that will provide affordable housing opportunities to teachers, healthcare workers, service workers and farmworkers, as well as other vulnerable community members including people experiencing homelessness, veterans, seniors, people with disabilities, and those suffering from mental or addiction illnesses.

Measure J, a hotel tax that will raise dedicated funds for affordable housing programs. This measure will appear as Measure J in unincorporated areas of the County, as Measure J in Antioch, Measure H in American Canyon, Measure D in Calistoga, Measure E in St. Helena, and Measure G in Napa.

Measure O, a $135 million general obligation bond that will create more affordable housing opportunities for low income families and residents and for Berkeley’s most vulnerable including veterans, seniors, local artists, the disabled, current or former foster youth, abused people, and people suffering from mental health or substance abuse illnesses.

Measure N, a $124 million general obligation bond that will create more affordable housing and support families rebuild after last year’s devastating fires.

Measure V, a $450 million general obligation bond that will create more affordable housing and support opportunities for San Jose community members, including low income families and residents, and other workers, and the community’s most vulnerable residents.

Pledge to Vote YES for Affordable Housing this November

Pledge to Vote YES for affordable housing revenue measures Prop 1, Prop 2, and other local measures on your ballot this November. After you pledge, we'll send you a digital sticker so you can show off your pro-affordable housing views to your friends and communities!