3 Simple Ways to Tell Your Advocacy Story

while you're here, you're part of something bigger.

1 Capture the moment

A few photos show that Habitat is a powerful, united network pushing for change.

Capture and share these 3 photos:

- ✓ You with large groups of Habitat leaders (especially at recognizable locations, like the Capitol)
- ✓ Staged group shot of you and neighboring affiliate leaders with representatives.
- ✓ A candid moment from a meeting, hallway conversation, or briefing

These images help your community see that local Habitat voices are part of a national housing movement.

2 Say it in your own words

A 15-20 second video update goes a long way. Phone is great. No script needed. No politics. Keep it simple (but it doesn't need to be perfect).

Answer these 3 questions in the video:

- ✓ Where are you?
- ✓ Why are you there?
- ✓ Why does housing advocacy matter?

Looking for inspiration?
Check out this video.

https://bit.ly/hoth-example

scan me to watch

3 Bring it back home

Connect advocacy to the people you serve.

When you post, remind your community:

- ✓ You're advocating for local families
- ✓ Policy and advocacy work strengthens Habitat's ability to build, repair, and preserve homes in our local community.
- ✓ Advocacy is one more way Habitat partners with communities for long-term impact

This helps supporters understand that policy changes are critical to us achieving our mission.

Want to amplify your voice further?

- ✓ Tag elected officials in who appear in photos.
- ✓ Use #HabitatOnTheHill or #VoicesInAction so HFHI can reshare.
- ✓ Post short videos - they often get the most engagement.

Use Community Connect's Tools

We have more tools to help:

- Customizable design templates
- Copy-and-paste advocacy content
- Advocacy campaign strategies

scan me for resources