

WORDS TO REPLACE

- ✘ Making stable housing more affordable
- ✘ Creating programs that make housing affordable
- ✘ Developing affordable housing units



WORDS TO EMBRACE

- ✓ Ensuring **everyone** can afford a place to live
- ✓ Ensuring **everyone** has a place to live
- ✓ Ensuring **every person** has a roof over their heads
- ✓ Ensuring **every family** has a place to call home

WHY: Puts people front and center and personalizes this issue. We must consistently remind people that shelter is a basic human need, as our opposition tries to frame housing first and foremost as a commodity.

We also must illustrate the positive outcome that we will achieve, which is far more compelling than the process we choose to get there.

- ✘ Ending homelessness
- ✘ Reducing homelessness



- ✓ We need to **solve** homelessness

WHY: “Solving” implies that homelessness is a collective social problem we can tackle together, as opposed to an individual failing.

- ✘ Government programs and services



- ✓ **Local** programs and services

WHY: People are more favorable toward, and less cynical about, the ability of local programs and services to solve housing and homelessness issues.

- ✘ Everyone, no exceptions
- ✘ No matter our income level



- ✔ No matter what we look like or where we come from; whether we are **white, black, Native Peoples** or **newcomer, Latine or Asian**

WHY: People are more favorable toward, and less cynical about, the ability of local programs and services to solve housing and homelessness issues.

- ✘ Increasing the minimum wage



- ✔ Increasing the minimum wage to a **living wage**

WHY: At both the national and state level, base and persuadable adults are more likely to say increasing the minimum wage to a living wage is a top priority.

- ✘ We need to solve homelessness because of the impact it has on our local businesses



- ✔ We need to solve homelessness because **shelter is a human need**

WHY: Again, we must put people front and center and keep our audiences grounded in shelter as a human need, rather than priming a right-wing economic frame that obscures our humanity.

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