



Script for House and Senate Outreach

Find your Representatives and Senators: <http://www.congressmerge.com/online/b/>

1. Introduce yourself.

Hi, can I please speak with the person responsible for housing issues?

My name is _____, I am the [Title] with [Agency]. We're a housing counseling agency located in [City/Town]. I wanted to take a moment to introduce our agency and to talk to you about federal funding for housing counseling.

2. Let them know about the good work your agency does.

[Agency] has been providing housing counseling services in [City/Town] for _ years. Every year, we serve [# of clients served]. Last year, we counseled [# of clients] in your district (*if you know*).

Be as specific as possible here and include data if you have it.

3. Let them know you are available to help their constituents

One of the counseling services we provide is foreclosure counseling, where we work with distressed homeowners and their lenders to try to keep people in their homes. We are a HUD-approved counseling agency and provide these services at no cost to the homeowner. Are people from your district calling your office looking for help? We can help them, if you want to refer them to our offices. Can I send you an email with our contact information?

4. Make specific funding requests.

I also wanted to talk to you about funding for housing counseling in the FY 2014 budget. We would like to see the HUD Housing Counseling Assistance program funded at the President's requested level of \$55 million and the National Foreclosure Mitigation Counseling program at last year's level of \$80 million.

5. Give a good, specific reason to support housing counseling.

Our agency has had to lay-off [x # of counselors] since [year] and is struggling to keep up with all of the demand for our services; **OR**

As you know, the housing crisis hit especially hard here in [City/Town or State] and there is still a tremendous need for housing counseling services. Housing counseling also plays a crucial role in helping the housing market recover by preparing first-time homebuyers for financially responsible homeownership.

The latest research shows that homebuyers who participated in counseling had 30% lower delinquency rates and homeowners who worked with counselors were more likely to get a modification, the modification was more affordable, and homeowners had fewer defaults. I see it working every day with our clients.

Again, be as specific as possible here.

6. Ask where the Representative/Senator stands on funding for HUD housing counseling and NFMC.

Where does the Representative/Senator stand on funding for HUD housing counseling assistance and the NFMC program?

7. Ask that the Representative/Senator fight for our requested funding levels.

We really need the Representative/Senator's support to ensure that we can continue to serve the people of [City/Town or State]. Can we count on the Representative/Senator to support \$55 million for HUD housing counseling assistance and \$75 million for NFMC funding?

8. If necessary, make a plan to follow-up.

You probably won't get any commitment during this call. Let the person know that you will follow up for an update in 3-4 days.

9. Thank the person for their time and make sure you have each other's contact info.

Thanks very much for taking the time to talk to me about this. Remember, we're here if you have constituents in need of help.