



NAHMA™
ADVOCACY CHALLENGE
August Congressional Recess
July 27 - Sept 3

Post on Social Media

2 points per post/tweet

Attend Town hall/Event

25 points per event

Meet with Lawmakers

50 points per meeting

**Plan a Resident
Engagement Activity**

100 points per activity

Host a Property Tour

100 points per activity



AHMA Advocacy
“WORLD CUP”

Join us for a **friendly competition** to **elevate the importance of affordable housing!**

While lawmakers are in their home districts in August, **make your voices heard and earn points to win fun prizes.** Participants get a shout out at the next NAHMA meeting and **recognition on social media!**

The top AHMA in each category wins small prizes, and the AHMA with the most points **wins the grand prize: NAHMA MEETING HOTEL ACCOMODATIONS** for 3 nights at the Fairmont in DC for 1 person!

#ScoreMoreHousing #NAHMA18

June 28 (4pm EDT)

**Advocacy Call Part 1:
Resident Engagement**

July 12 (4pm EDT)

**Advocacy Call Part 2:
Property Visit**

July 27 - Sept 3

Let the games begin!

NAHMA™

ADVOCACY CHALLENGE



Why Participate?

Earn points while telling your lawmakers what affordable housing means to you.

Every August, many lawmakers return to their districts to visit with people like you. Seize the moment to **show them why affordable housing is critical for both industry and community.**

With the new fiscal year just around the corner, the August Recess is the perfect time to **advocate for full funding of HUD and USDA housing and community development programs.**

With midterm elections coming up, **let your legislators know why the Housing Credit is essential to building and preserving affordable units in your state**—Support H.R. 1661/S. 548.

Advocate for affordable housing in your district, and earn points to win fun prizes!

#ScoreMoreHousing

#NAHMA18

Challenge Guidelines

Join us for a friendly competition among AHMA's

- **AHMA with most overall points wins top prize:** Hotel accommodations for one person for the NAHMA Meeting (3 nights at the Fairmont in DC)!
- **Top AHMA for each activity wins small prize!** Winners announced during the October Meeting
- **Participating companies recognized on social media!** Highlights shown in slideshow presentation during NAHMA October Meeting

Take pictures and track activities to earn points

- At the end of the challenge, each AHMA submits one form listing all eligible activities conducted, except social media
- Form must include photo(s) of each activity to get credit (except social media posts) - also used for slideshow
- Social media must include Challenge hashtags
- Limit 5 social media posts per week
- Additional 10 points when combining social media with other eligible activity, in addition to regular points
- Geographic location of activity determines AHMA
- Activities must occur between July 27 & Sept 3, 2018