



# NAHMA<sup>TM</sup>

## ADVOCACY CHALLENGE

August Congressional Recess  
July 27 - Sept 3

### Post on Social Media

2 points per post/tweet

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### Attend Town hall/Event

25 points per event

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### Meet with Lawmakers

50 points per meeting

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### Plan a Resident Engagement Activity

100 points per activity

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### 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**

### Challenge Schedule:

**June 28 (4pm EDT)**

**Advocacy Call Part 1:  
Resident Engagement**

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**July 12 (4pm EDT)**

**Advocacy Call Part 2:  
Property Visit**

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**July 27 - Sept 3**

**Let the games begin!**

## 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**

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**ADVOCACY CHALLENGE**



## Challenge Guidelines

**Join us for a friendly competition among AHMAs**

- **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
- Form must include photo(s) of each activity to get credit (except social media) - also used for slideshow
- Social media posts must include Challenge hashtags
- Social media posts must tag your AHMA
- 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

