

Making the Case Across the Aisle



June 30–July 2, 2025 🌅 Washington, D.C. 🌅 #NAEH2025

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Homelessness programs face funding cuts, new restrictions, criminalization policies and more at every level of government. To defend evidence-based practices, this session will help you refine your messaging and strategies to resonate with a wider swath of decision-makers. Come learn from advocates across the country on how to tailor narratives and outreach strategies to secure greater buy-in from lawmakers across the political spectrum in our collective work to solve homelessness.



SAVE THE DATE

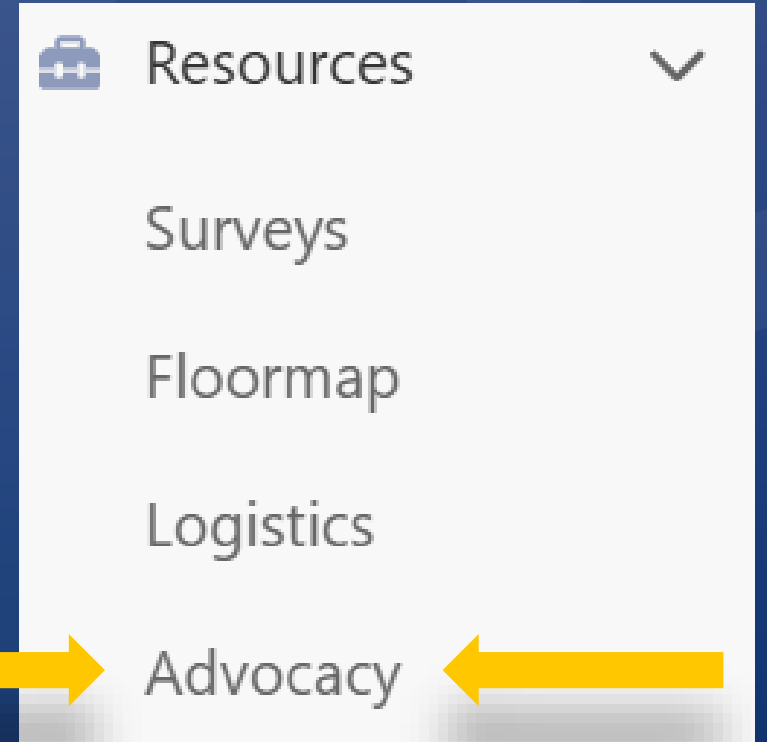
***Virtual* Capitol Hill Day:
September 17**



ENDHOMELESSNESS.ORG

WHOVA > RESOURCES > ADVOCACY

Engage with
our advocacy
resources on
Whova.



TAKE ACTION TODAY

Prepare to take
action and sign
up for our
Advocacy Alerts.



ENDHOMELESSNESS.ORG

TAKE ACTION TODAY

1. Defend the two-year NOFO to keep funding flowing
2. Prevent dangerous budget cuts & advance real solutions



GIVE US SOME FEEDBACK!

To inform group conversations, please rank which sessions would be of most interest to you.

Scan the code or go to slido.com using the code #3002947





Mission Statement: COHHIO is a coalition of organizations and individuals committed to ending homelessness and to promoting decent, safe, fair, affordable housing for all, with a focus on assisting low-income and special needs populations.

History: COHHIO was created in 1994 when the the Ohio Coalition for the Homeless merged with the Ohio Housing Coalition. The new organization advocates for ending homelessness through expanding access to affordable housing.





Advocacy Works! Power of the People

Advocates are known to be passionate, persuasive and persistent. They never give up on their objective as they push the policymakers and the public to support their position on a specific issue. They stay focused on the goal of influencing others until they win.

Advocacy can look like:

- A coffee break with your city council member
- Testifying at the Statehouse on a piece of legislation
- Sending an e-mail to your Congressperson
- Meeting in-person or on zoom with your elected lawmaker



Why your voice matters?

PEOPLE have KNOWLEDGE: Most policymakers don't have lived experience and you might be the only exposure that this policymaker has to the real world. Your story might be the key opening the door for actual change.

POLITICS are LOCAL: Drawing from the local community in which constituents are reaching out to their elected officials is critical. It's the power of the local community. It's the same message from a variety of individuals with different backgrounds but who are all unified around one compelling issue that ties directly into local politics.



Four R's

- RELATIONSHIP
- RELEVANCE
- RECENCY
- RESEARCH



Where Does Advocacy Start?

1. Determine your goals with reality of the political climate in mind
2. Educate yourself on your audience – who are the key legislators involved
3. Research your issue – what have other states done, current and past policies
4. Stay engaged in current affairs – read news, blogs, op-eds, etc.
5. Develop simple and effective message
6. Begin meeting with legislators, key state agency decision makers and others
7. Evaluate your arguments following feedback from meetings. Fine-tune message
8. Identify key legislator to introduce proposal/carry amendment.
9. Once legislation is introduced the process begins – back to the basics
10. Stay engaged, stay persistent but polite, and don't give up!



Five C's

- Communication
- Collaboration
- Coalition
- Consistent
- Calculations

Tips for sharing your story, pt. 1

- Describe your work in your community and the clients you serve
- Highlight some bright spots
- Describe some challenges and needs
- Explain why you are here and your why
- Share the success of the work you do in your town



Tips for sharing your story, pt. 2

- Personalize your message
- Provide direct reminders that this is your community and their community
- Stories really illustrate why legislators and staffers should take action and collaborate with you on solutions
- Make them care through connections
- You can use economic arguments and human arguments

Power of the People
Advocacy Works!

PERSUASIVE

PERSISTENT

POLITE



Relate

&

Educate

&

Activate!

YOUR VOICE
MATTERS!



THANK YOU

**Call or email with any
questions:**

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Arizona Housing Coalition

Speaking Up for Home and Hope



MAKING THE CASE ACROSS THE AISLE

INTRODUCTIONS

STEVE KAISER

FOUNDER, POLICY FORGE LLC

FORMER ARIZONA STATE SENATOR & HOUSE OF REPRESENTATIVES MEMBER (R)

JAMIE PODRATZ

PUBLIC POLICY ANALYST, ARIZONA HOUSING COALITION



AZHC

ORGANIZATIONAL CONTEXT

FOCUS AREAS:

- EDUCATION
- COLLABORATION
- ADVOCACY





POLITICAL LANDSCAPE

- HISTORICAL CONTEXT
- DEMOGRAPHIC CHANGES
- RECENT LEGISLATIVE TRENDS



BIPARTISAN LEADERSHIP OPPORTUNITIES

HOUSING & HOMELESSNESS CAUCUS



Rep. Sarah Liguori (D)



Sen. Analise Ortiz (D)



Rep. Leo Biasucci (R)



Rep. Michael Carbone (R)



ARIZONA



A group of people, including men and women in professional attire, are standing outdoors in front of a stone building. A large blue rectangular overlay covers the center of the image, featuring the title text in white. The people are looking in various directions, some towards the camera and others slightly away.

ASSESSMENT AND CHANGE

