

## NAHRO's AMBASSADOR INITIATIVE

### ***About the Ambassador Initiative***

NAHRO believes that Commissioners have a unique ability and are well positioned to broadly advocate for programs, program policy and necessary resources to address local housing needs in their respective communities. Commissioners are effective and informed spokespersons for their agencies, and Commissioners can be effective spokespersons for responsible public policy impacting upon housing and community development concerns at the national level as well.

With this in mind, NAHRO has developed advocacy tools and encouraged opportunities to empower Commissioners to become housing and community development "Ambassadors" in their communities and wherever possible at the state and national level. NAHRO's Ambassador Initiative is designed to encourage a wide range of meaningful advocacy opportunities for Commissioners, their friends, colleagues and associates to make a case for viable and sustainable communities to the general public, governmental agencies, elected representatives at all levels of government, and the media.

Ambassadors can employ their talents to create a network of passionate individuals with the ability to mobilize at the national, regional and local levels on housing- and community development-related issues. Commissioners at the regional and state chapter levels of NAHRO have greater flexibility in timing and coordinating advocacy activities that focus on housing and community development needs in their communities, but they can also act as Ambassadors at the state and national level. Commissioners organized at the regional/local levels of NAHRO can, as Ambassadors, help form coalitions and alliances, train and educate local, state and national decision-makers, and give voice to program information, research and data that clarifies the import of responsible HCD policies, which can be used to build support for housing solutions in their community.

NAHRO's Ambassador Initiative is designed to provide Commissioners with a ladder of choices to support their advocacy efforts. Ambassadors help create sustainable communities by increasing awareness and through active civic engagement at the national, regional and local levels.

### **Ambassador Qualifications:**

*Passionate, persistent, knowledgeable, motivated individuals with initiative and a strong commitment to promoting our industry and our agenda. etc*

### ***Ways Commissioners as "Ambassadors" can become involved***

- Responding to "Action Alerts" and communicating with legislators (email/Calls)*
- *Creating a commissioner email data base locally to distribute "Action Alerts"*
- *Working with the media to educate them about housing issues*
- *Addressing City Council, Planning Commission, county government, state legislature or government agencies on housing issues*
- *Identifying Legislators to assist access*
- *Participating in NAHRO's [Housing America](#) initiative*
- *Organizing events or campaigns in support of housing issues*
- *Joining other commission/nonprofit boards such as Planning Commissions, Aging Commissions, etc.*
- *Writing articles or editorials for local media outlets*
- *Assisting or developing written materials to spread the word*