



**Habitat  
for Humanity®**  
of Wake County

*Serving Wake and  
Johnston Counties*

# Habitat Wake Day of Action Toolkit

March 3, 2025



Meaningful policy change takes time, which is why it's important to do multiple advocacy actions this Spring.

The March 3rd Day of Action is a lead-up to Habitat's Local and State Lobby Days on April 8th & 9th. Our goals for the Day of Action are to contact our local and state legislators with our advocacy asks.

**This toolkit will give you the resources you need to contact your elected officials about the need for affordable housing in your local community.**

Please feel free to share it with friends in your network! Together, we are making a difference.

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# 2025 Advocacy Asks

Below are the top-line advocacy asks for our Day of Action. You will receive more detail about these asks in preparation for the Lobby Day!

## Wake County Commission

- The County should increase funding for affordable housing preservation and construction in the FY26 budget, including the planned \$5 million in acquisition funding in the Capital Improvement Fund.
- The County should commit to running its first-ever affordable housing bond during the 2026 midterm election.

### Talking points:

- The County should build on its success of creating or preserving more than 3,500 homes since 2019.
- A county-wide bond would secure critical funding for affordable housing over several years. General obligation bonds are a proven tool for local governments to raise flexible, low-interest funds.

## Raleigh City Council

- The City should double its investment in affordable housing by dedicating two pennies on the property tax rate in the FY26 budget.

### Talking points:

- Doubling the general fund allocation for affordable housing would result in upwards of \$22 million annually, funding preservation, new construction, and housing assistance across the continuum.

# 2025 Advocacy Asks

Below are the top-line advocacy asks for our Day of Action. You will receive more detail about these asks in preparation for the Lobby Day!

## North Carolina General Assembly

- The state should increase funding for the Housing Trust Fund in the FY26 Budget to meet the scale of need for affordable housing across NC.
- Legislators should support changes to existing property tax programs that expand eligibility and ease housing burden.

### **Talking points:**

- Building a 44 unit LIHTC development costs \$20 million dollars. The Housing Trust Fund was allocated \$7.6 million in the FY25 budget.
- Expanding property tax relief program eligibility will support a greater number of households seeking housing cost relief.

# 2025 Advocacy Asks

Below are the top-line advocacy asks for our Day of Action. You will receive more detail about these asks in preparation for the Lobby Day!

## General Affordable Housing Talking Points:

- To be considered "affordable," housing expenses must be less than 30 percent of a family's household income. If a family spends too much on housing, there is little left over for groceries, health care, education, or reliable transportation.
- To have a healthy, vibrant community we need housing options for everyone. To name a few examples, the average childcare worker, preschool teacher, bank teller, medical assistant and social worker make less than what's needed to afford fair market rent.
- In Wake and Johnston counties, 1 in 4 families lacks affordable housing.
- An increase in recurring funds for affordable housing construction, preservation, and critical services for unhoused individuals is necessary to meet the need for housing.
- Rising property taxes and insurance premiums have added to record home price growth.
- 1 in 8 households in NC spend more than half of their income on housing.
- In NC, the income needed to purchase a median-priced home is \$85,172 per year. The median renter income in the state is \$43,000 per year.
- The hourly wage needed to afford an apartment in NC is \$22.28. The current minimum wage is \$7.25.

# Wake County Email Template

Use the template below to guide your email to Wake County Commissioners for the Day of Action!

**To find the email address for your commissioner or all of the commissioners, please visit this link.**

Dear [Decision Maker(s)],

As a Wake County resident at [your address], I am writing to you in support of an increase funding for affordable housing preservation and construction in the FY26 budget, including the planned \$5 million in acquisition funding in the Capital Improvement Fund. Additionally, the County should commit to running its first-ever affordable housing bond during the 2026 midterm election. It has become more expensive to build and preserve affordable housing, and increasing local spending on affordable housing will ensure the County continues to address the undersupply of affordable housing.

*Use this space to explain why housing affordability is important to you. For example, have you been personally impacted by affordable housing, or the lack thereof? Do you envision your Town/City as a community where everyone has access to opportunity through affordable housing?*

Because this is so important to me, I hope to meet with you during the Habitat Wake Local Lobby Day on April 8th to discuss this ask and get your point of view.

Access to safe, affordable housing is better for everyone. I hope that you will support this budget increase to ensure housing affordability for Wake County.

Thank you for your consideration,

[Your Name]

# Wake County Phone Call Template

Use the template below to leave a message for your Wake County Commissioners for the Day of Action!

**To leave a message for your County Commissioner, please call 919-856-6180.**

Hi, I would like to leave a message for [County Commissioner's name].

My name is [Your Name] and I am a resident from [your municipality]. I am calling to encourage support for an increase funding for affordable housing preservation and construction in the FY26 budget, including the planned \$5 million in acquisition funding in the Capital Improvement Fund. Additionally, the County should commit to running its first-ever affordable housing bond during the 2026 midterm election.

The cost of housing is rising quickly in Wake County, and this project exemplifies the kind of affordable housing solutions needed in our community.

*Take some time to explain why housing affordability is important to you. For example, have you been personally impacted by affordable housing, or the lack thereof? Do you envision your Town/City as a community where everyone has access to opportunity through affordable housing?*

Because this is so important to me, I hope to meet with you during the Habitat Wake Local Lobby Day on April 8th to discuss these asks and get the Commissioner's point of view.

Thank you for relaying my message and for your time!

[Your Name]

# Raleigh City Council Email Template

Use the template below to guide your email to Raleigh City Council Members for the Day of Action!

To find the email address of your City Council Member, [click here](#).

Dear [Decision Maker(s)],

As a Raleigh resident at [your address], I am writing to you in support of the City doubling its investment in affordable housing by dedicating two pennies on the property tax rate for affordable housing in the FY26 budget. The cost of housing is rising quickly in Raleigh, and the City's dedicated funding for affordable housing will substantially decrease when the 2020 Bond funding runs out in FY26. An increase from the General Fund is critically needed to support the City's affordable housing goals.

*Use this space to explain why housing affordability is important to you. For example, have you been personally impacted by affordable housing, or the lack thereof? Do you envision your Town/City as a community where everyone has access to opportunity through affordable housing?*

Because this is so important to me, I hope to meet with you during the Habitat Wake Local Lobby Day on April 8th to discuss these asks and get your point of view.

Access to safe, affordable housing is better for everyone. I hope that you will support this budget increase to ensure housing affordability for Raleigh.

Thank you for your consideration,

[Your Name]



# Raleigh City Council Phone Call Template

Use the template below to guide your phone call to Raleigh City Council Members for the Day of Action!

**To leave a message for your City council member, please call: 919-996-3050.**

Hi, I would like to leave a message for [City Council member's name].

My name is [Your Name] and I am a resident from [your district]. I am calling to encourage support of the City doubling its investment in affordable housing by dedicating 2 pennies on the property tax rate in the FY26 budget. There is a national shortage of housing, and in Raleigh affordable housing continues to be undersupplied. An increase from the General Fund is critically needed to support the City's affordable housing goals.

*Take some time to explain why housing affordability is important to you. For example, have you been personally impacted by affordable housing, or the lack thereof? Do you envision your Town/City as a community where everyone has access to opportunity through affordable housing?*

Because this is so important to me, I hope to meet with the Council Member during the Habitat Wake Local Lobby Day on April 8th to discuss these asks and get your point of view.

Thank you for relaying my message and for your time!

[Your Name]

# North Carolina General Assembly Email Template

Use the template below to guide your email to NC General Assembly members for the Day of Action!

To find the email address of your state legislators, [click here](#).

Dear [Decision Maker],

As a constituent at [your address], I am writing to urge you to support a funding increase for the Housing Trust Fund in the FY26 Budget. One in eight households cannot afford housing in North Carolina, and action is needed to serve residents with stable and affordable housing. The Trust Fund delivers one of the state's best returns on investment, leveraging \$4 in housing for every Trust Fund dollar invested. Additionally, I urge you to support changes to existing property tax programs that expand eligibility and ease housing burden. Expanding these programs would help residents keep up with the record growth of property insurance costs.

*Use this space to explain why housing affordability is important to you. For example, have you been personally impacted by affordable housing, or the lack thereof? Do you envision your Town/City as a community where everyone has access to opportunity through affordable housing?*

Because this is so important to me, I hope to meet with you during Housing Day on April 9th to discuss these asks and get your point of view.

Access to safe, affordable housing is better for everyone. I hope that you will support legislation that to ensures housing affordability for North Carolina.

Thank you for your consideration,

[Your Name]

# North Carolina General Assembly Phone Call Template

Use the template below to guide your phone call to Raleigh City Council Members for the Day of Action!

**To find the phone numbers for your state legislators, click [here](#).**

Hello,

My name is [Your Name] and I am a constituent who lives at [your address]. I am calling to urge you to support an increase to the Housing Trust Fund in the FY26 Budget. One in eight households cannot afford housing in North Carolina. The Trust Fund delivers one of the state's best returns on investment, leveraging \$4 in housing for every Trust Fund dollar invested. Additionally, I am supportive of changes to existing property tax programs that expand eligibility and ease housing burden. Expanding these programs would help residents keep up with the record growth of property insurance costs.

*Take some time to explain why housing affordability is important to you. For example, have you been personally impacted by affordable housing, or the lack thereof? Do you envision your Town/City as a community where everyone has access to opportunity through affordable housing?*

Because this is so important to me, I hope to meet with you during Housing Day on April 9th to discuss these asks and get your point of view.

Thank you for relaying my message and for your time!

[Your Name]

# Social Media Templates

Use the templates below to encourage your network to take action on affordable housing today!

1

Share the image below and use the sample text to write a post about the Day of Action!

2

Don't forget to visit Habitat Wake's social media pages to like & share!



**ADVOCACY DAY OF ACTION**

**Habitat for Humanity<sup>®</sup> of Wake County**  
*Serving Wake and Johnston Counties*

Take action to support affordable housing!

**03 MARCH 2025**

- Call or email your legislators in support of affordable housing
- Sign up to become a Habitat Wake Advocacy Ambassador

**RSVP FOR TALKING POINTS**  
[habitatwake.org/advocacy](https://www.habitatwake.org/advocacy)

## Sample social post

Take a moment to advocate for affordable housing in Wake County today: email the Wake County Commission and ask them increase funding for affordable housing preservation and construction in the FY26 budget.

Send a message to the Wake County Commission here: <https://www.wake.gov/departments-government/board-commissioners/contact-your-board-commissioners-office>

**Thank you for your advocacy!**



**Stay connected! Follow us on social.**