



Georgia **ACT**

PEOPLE • PLACE • POLICY

Georgia Advancing Communities Together, Inc.

Georgia Municipal Association
EMBRACE Webinar
September 21, 2021

Introduction



**Bambi Hayes-Brown, Th.D, Ph.D.
President & CEO, Georgia Advancing Communities
Together, Inc. (Georgia ACT)**

Who We Are

Georgia Advancing Communities Together is a statewide membership organization which represents the state's nonprofit housing and community development organizations.

Mission

To build, support, and inform a statewide network of thriving organizations, professionals, and individuals advancing equitable housing and community development.

Vision

All Georgia families have safe & decent housing in vibrant neighborhoods.

GEORGIA ACT STAFF



**Dr. Bambi Hayes-
Brown President &
CEO**



**Elizabeth J. Appley, Esq.
Legislative Consultant**



**Jocelyn M. Smith
Director of Operations**

Advocacy Refresher

What is advocacy?



Advocacy is an activity by an individual or group that aims to influence decisions within political, economic, and social institutions.



Why Advocate?

- Advocacy is the tool to hold the people we elect accountable to do what we expect.
- Policy makers respond to the voices they hear at home, at the capitol, and in the media.
- In South Carolina, voices from a legislator's constituents can make all the difference.
- As community leaders, you have opportunities to engage with experts and people in the field.
- Non-profit status and government contracts are not a bar to communicating with the people who represent you and letting them know why your issue is important.



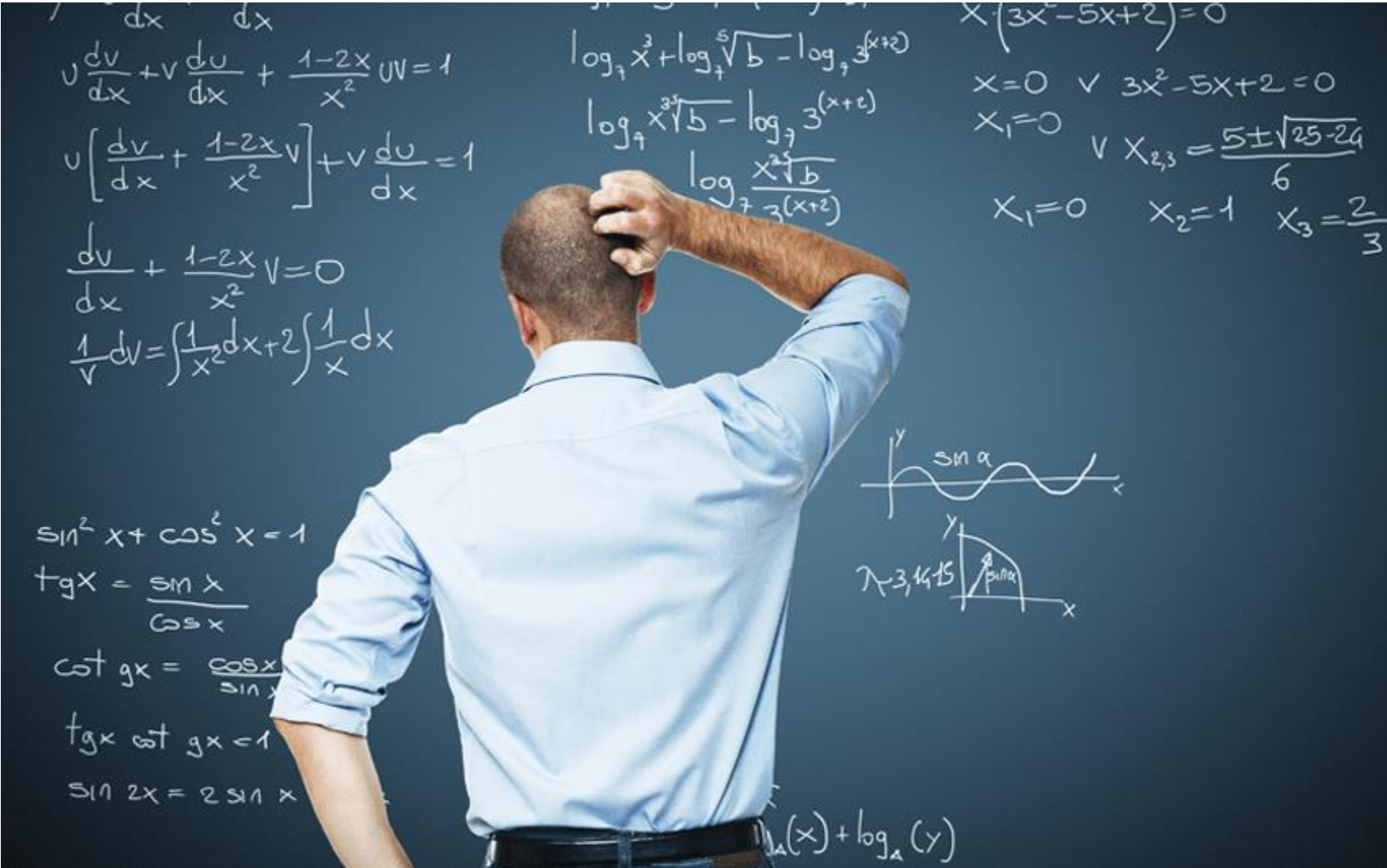
Value-Based Messaging

What is Value-Based Messaging?

- Clear, concise, and compelling narrative that connects values and issues.
 - What is the problem
 - Why people should care
 - What is the solution
 - What are the consequences



Story Telling



$$v \frac{dv}{dx} + v \frac{du}{dx} + \frac{1-2x}{x^2} uv = 1$$

$$v \left[\frac{dv}{dx} + \frac{1-2x}{x^2} v \right] + v \frac{du}{dx} = 1$$

$$\frac{dv}{dx} + \frac{1-2x}{x^2} v = 0$$

$$\frac{1}{v} dv = \left(\frac{1}{x^2} dx + 2 \right) \frac{1}{x} dx$$

$$\sin^2 x + \cos^2 x = 1$$

$$\operatorname{tg} x = \frac{\sin x}{\cos x}$$

$$\operatorname{cot} x = \frac{\cos x}{\sin x}$$

$$\operatorname{tg} x \operatorname{cot} x = 1$$

$$\sin 2x = 2 \sin x \cos x$$

$$\log_7 x^3 + \log_7 \sqrt[5]{b} - \log_7 3^{(x+2)}$$

$$\log_7 x^3 \sqrt[5]{b} - \log_7 3^{(x+2)}$$

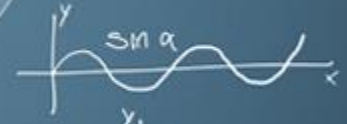
$$\log_7 \frac{x^3 \sqrt[5]{b}}{3^{(x+2)}}$$

$$x \cdot (3x^2 - 5x + 2) = 0$$

$$x = 0 \vee 3x^2 - 5x + 2 = 0$$

$$x_1 = 0 \vee x_{2,3} = \frac{5 \pm \sqrt{25 - 24}}{6}$$

$$x_1 = 0 \quad x_2 = 1 \quad x_3 = \frac{2}{3}$$



$$\log_a(x) + \log_a(y)$$

Story Telling

- Challenge, shape, strengthen or challenge our values.
 - Gives an opportunity to teach
 - Engaging
 - Deepen understanding
 - Respect & Appreciation

Story Telling Mapping Exercise

Story Telling



Knowing Your Audience

Who Cares? - B.C.S.

- Beneficiaries – the reason you do the work that you do
 - Customers – the agencies that serve your beneficiaries
 - Stakeholders – Anyone with an interest in your work
-
- Name one Beneficiary, one customer, and one stakeholder in the chat



Virtual
**MEET THE CANDIDATES
TOWN HALL MEETING**
Hosted by:
Warner Robins Alumnae Chapter of Delta Sigma Theta Sorority, Inc.
SEPTEMBER 29, 2020 | 6 PM EST

HOUSTON COUNTY DISTRICT ATTORNEY		HOUSTON COUNTY SUPERIOR COURT CLERK	
			
ERIKKA WILLIAMS	GEORGE HARTWIG (I)	ANGELA ANDERSON	CAROLYN SULLIVAN (I) <small>Invitation Open</small>

GEORGIA STATE REPRESENTATIVE DISTRICT 147	
	
STEPHEN BAUGHIER	HEATH CLARK (I) <small>Invitation Open</small>

WATCH LIVE
facebook @wrcdst YouTube @warnerrobins.dst


Framing Your Message

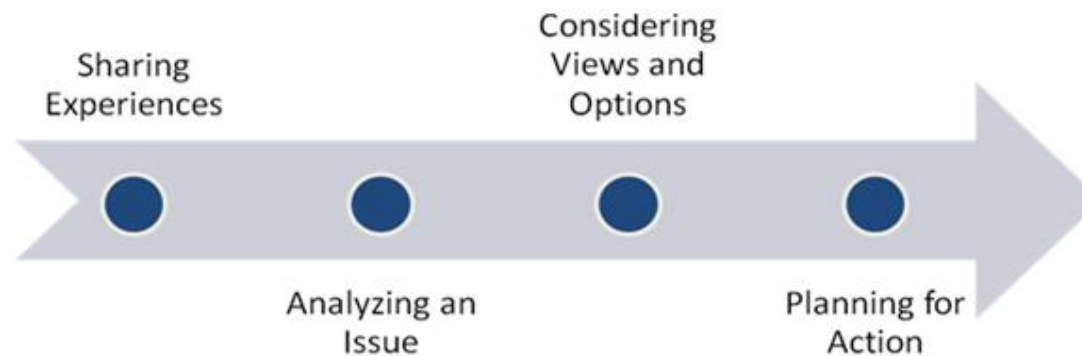
Tailor Your Message

- Research your audience
- Gather information (including demographics, urban vs. rural)
- Understand how your audience feels about the issue
- Anticipate rumors or myths
- Information gaps



Messaging with Others: A sequence that seems to work

- Personal experience
- Big ideas
- Big choices
- Recommendations, action ideas and next steps



Message Components

- Rooted in fact
- Back up by verifiable, legitimate sources
- Clear
- Concise
- Compelling



Case Making Example - Evictions

- CDC Moratorium on Evictions in Place Until March 31, 2021.
- Eviction Lab rated all states according to 20 different protections and supports to help families facing eviction in the pandemic. Georgia scored 0.8 out of a score of 5.0, lower than all but 12 states. Of the five states with more renters than Georgia, all received a higher score, except Texas.
- Rent burdened households are more than twice as likely to become unemployed in the pandemic, leaving them unable to pay rent, disproportionately harming Black, Latinx and families with children.



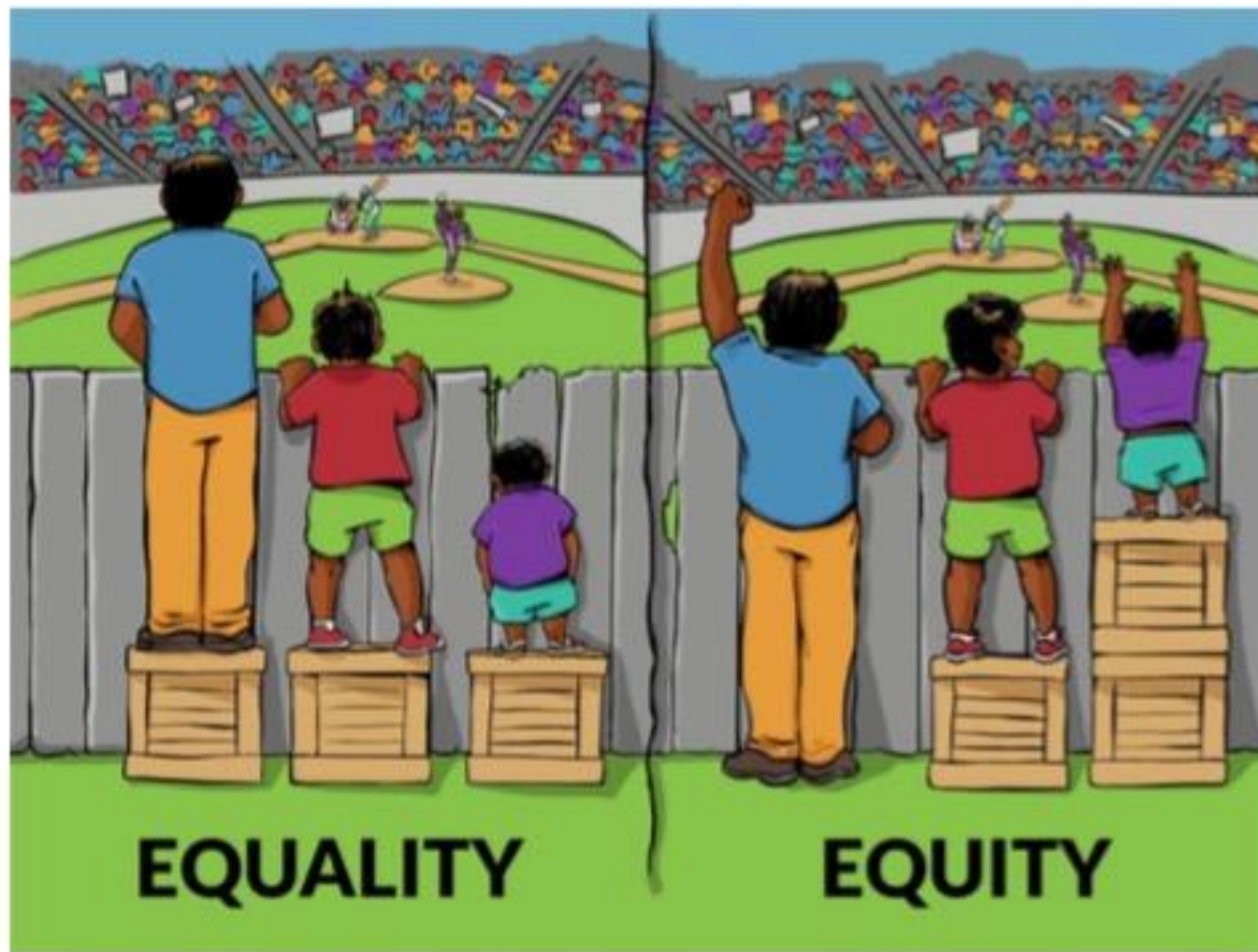
Case Making Example Cont'd

- 37% of Georgians are renters – 1.4 Million households with nearly half cost-burdened *before* the pandemic.
- As of January 2021, the Stout Report (9/25/20) estimates 340,000 to 460,000 rental households unable to pay rent and at risk of eviction with 270,000 Georgia eviction filings and a rent shortfall of \$824 Million to \$1.052 Billion.
- Georgia rated the state with fourth highest risk of eviction due to COVID-19.



Equitable Policies & Racial Disparities

Equality versus Equity



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Equality versus Equity

Equality



Equity



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Equity



- Equality



Sameness

- Equity



Fairness

**Write Your Own 30
Second Pitch Exercise**

Get Involved

- Volunteer with a nonprofit, church, or community-based organization
- Join and participate in School Council & P.T.A.
- Attend School Workshops
- Attend City, County, State Government Meetings
- Join your school and elected official Social Media pages through Facebook, Twitter, Instagram, and YouTube Channel
- Organize your own event (i.e. tenant associations/meetings)
- Read and research from reputable sources

Vote! Vote! Vote!



Links

White House

<https://www.whitehouse.gov/>

South Carolina Election Commission

<https://www.scvotes.gov/south-carolina-voting-information-page>

South Carolina Legislature

<https://www.scstatehouse.gov/>

Social Media Presence through Facebook, Twitter, Instagram, and YouTube Channel



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Instagram: @GeorgiaACT250

ACT Connect! ACT Capacity! ACT Advocacy! ACT Now!



Questions