

AFFORDABLE HOUSING TAX CREDIT COALITION

DO'S

- **Do** understand that effective advocacy requires credibility, trust and an understanding of mutual benefit.
- **Do** inventory the relationships that you have with your federal representatives, political leaders and politically active partners. (Lenders, investors and Developers)
- **Do** be aware of the image of the advocate/messenger: is he/she viewed as an ally or an opponent?
- **Do** build a network of local multi--family developers who can be mobilized for the efforts.
- **Do** understand that your advocacy is a part of an overall strategy which must be coordinated.
- **Do** provide meaningful feedback to the leadership of the Tax Credit Coalition (for purposes of improving our advocacy and our intelligence gathering).
- **Do** cultivate the legislative assistant (LA) responsible for housing issues in the office of your Senators and Congressperson.
- **Do** take advantage of the time when your Senator or House Member is on recess and back in the district.
- **Do** anticipate the questions and concerns that your Member of Congress may have.
- **Do** try and advocate through facts and stories.

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DON'Ts

- **Don't** get in arguments with your federal representative or their staffer. Make your points as persuasively as possible.
- **Don't** use advocates who have a history of political opposition to the member of Congress. Be pragmatic.
- **Don't** rely solely on federal staffers in the district or in the state. Commonly, the staffer who advises the Senator or Member of Congress on housing issues will be in Washington.
- **Don't** become exasperated with the scheduler for the Member if you can't get an immediate appointment. In all likelihood, they are overwhelmed and don't make the ultimate decision. Be understanding and cheerful but persistent.
- **Don't** attend an advocacy meeting without preparing beforehand and making sure all speakers understand the message.