



Sample: Email Action Alert & Letter to Policymakers

This sample email action alert and letter to policy makers for the Housing Justice Coalition draws from an existing [fact sheet](#) & [email newsletter](#).

Sample email action alert:

Subject line:

Help Us Create More Housing in San Joaquin County

Headline in the body of the email:

Help Us Create More Housing in San Joaquin County

Body of the email newsletter / email alert:

When more than half of Stockton renters are having a hard time paying their rent and making ends meet, it's time for our local government to step in to help. Our County needs to hear from residents like you that now is the time to implement a Housing Trust Fund to catalyze development of the 24,000 housing units that are needed to **ensure that everyone in San Joaquin County has a place to call home.**

The shared future we want to build is one in which every Californian has a decent place to live, regardless of race or income. But that vision is out of reach for so many of us in San Joaquin County.

We can close that gap by establishing a regional Housing Trust Fund that will bring more resources to build more affordable housing. The Stockton Housing Justice Coalition needs your help **to make sure that everyone has access to the affordable housing they need.**

Stockton Councilmembers Wright, Jobrack, and Canepa are on the San Joaquin Council of Governments Board of Directors and are responsible for overseeing key policy decisions regarding a regional Housing Trust Fund. They need to hear from Stockton residents like you as they make key decisions around the implementation of a regional Housing Trust Fund.

Take action today: send an email to the San Joaquin Council of Governments Board of Directors telling them to create a Housing Trust Fund because everyone needs a home. *[Link to online action alert. If you do not have an online action alert tool you can include direct contact information for lawmakers instead.]*

How do Housing Trust Funds work?

When our local governments create a Housing Trust Fund, they're committing to a dedicated and ongoing source of funding **to make sure everyone has a decent home.** They can also unlock other sources of funding including matching grants from the state and federal government that can be used to support housing initiatives. Housing Trust Funds can be used to develop affordable housing, create emergency rental assistance programs, and more. Housing Trust Funds have been used successfully elsewhere in California and around the nation – from Ventura County in Southern California to Kalamazoo, Michigan.

The city could also create a small tax or developer fee to generate funding for the Housing Trust Fund. And once this fund is established, community members can help decide how the funds are used – such as building rental apartments for low-income families.

Take action today. Email the San Joaquin County Board of Directors and ask them to create a Housing Trust Fund. *[Link again to online email action alert.]* When more than half of Stockton renters are having a hard time paying their rent and making ends meet, it's time for our local government to step in to help.



Action alert letter to city council:

[Action alerts that will send emails to lawmakers can replicate the information in the body of your email blast, although including additional data, evidence, etc also works]

Dear [Name of Lawmaker],

I'm writing today to ask you for your support in creating a Housing Trust Fund for Stockton. The reality is that there just aren't enough affordable homes and the community is suffering as a result.

A 2018 study from the California Housing Partnership found that San Joaquin County needs to build 24,000 units of affordable housing to make sure that everyone has adequate housing.

When more than half of Stockton renters are having a hard time paying their rent and making ends meet, it's time for our local government to step in to help. A Housing Trust Fund can help close the gap to ensure there is dedicated funding for affordable housing.

Housing Trust Funds have been successful elsewhere in California and around the nation – from Ventura County in Southern California to Kalamazoo, Michigan.

Housing Trust Funds don't simply rely on a local source of funding, they can actually unlock other sources of funding including matching grants and funding opportunities from the state and federal government that can be used to support housing initiatives. Additionally, the county could also create a small tax or developer fee to generate funding for the Housing Trust Fund.

In 2021 alone California was eligible to receive [\\$126 million from the federal government](#) for local Housing Trust Funds. Once they are established, these funds can be used to develop affordable housing, create emergency rental assistance programs, and more.

The shared future we want to build is one in which every resident in San Joaquin County and across the state has a decent place to live, regardless of race or income.

Thank you,

[Resident Name]

