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# 2024 AUGUST ADVOCACY REPORT



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# CAMPAIGN OVERVIEW

## ABOUT AUGUST ADVOCACY

Each year, the National Association of Housing and Redevelopment Officials (NAHRO) holds its annual August Advocacy campaign to advocate for affordable housing and community development programs and funding. During the 6-week campaign that spans August and early September, NAHRO Advocates engage Capitol Hill and the White House on behalf of their communities by sending letters, sharing their stories, and holding in-person and virtual meetings with elected officials at the federal, state, and local levels.

## LETTER TOPICS

<b>WEEK 1</b>	<b>Fully Fund HUD Programs in Fiscal Year 2025</b>
<b>WEEK 2</b>	<b>Fully Fund &amp; Improve Housing Voucher Effectiveness</b>
<b>WEEK 3</b>	<b>Support and Preserve Public Housing</b>
<b>WEEK 4</b>	<b>Invest in Community Development &amp; Housing Supply</b>
<b>WEEK 5</b>	<b>Address Increases in Homelessness</b>
<b>BONUS WEEK</b>	<b>Expand Housing Tax Credits</b>

# CAMPAIGN RECAP

## RESULTS

**140,278**

*Letters*

**10,709**

*Advocates*

**130**

*Advocacy  
Engagements  
Reported in 2024*



Advocates Sent Letters From

**50**

States and the District  
of Columbia

**104,428**

Letters to Congress

**416**

Officials Contacted

**77.47%**

Of Congress Reached

**35,850**

Letters to the White House

## GOALS

**50,000**

*Letters*

**2,500**

*Advocates*

**250**

*Advocacy  
Engagements*

# CAMPAIGN GROWTH

## A RECORD-BREAKING YEAR

This year's campaign saw **more letters and more unique advocates than ever before in NAHRO's history!** In a single year, NAHRO sent **206%** more letters and expanded its base of advocates by **329%**!

- **Increase in Letters from 2023 to 2024**

**94,556**



The number of letters sent **increased** from **45,722** in 2023 to **140,278** during this year's campaign

- **Increase in Letters from 2015 to 2024**

**138,278**



During NAHRO's first August Advocacy campaign in 2015, advocates sent 2,000 letters. In 2024, NAHRO Advocates sent over **70 times** more letters!

- **Increase in Advocates from 2023 to 2024**

**8,210**



The number of advocates **increased** from **2,499** in 2023 to **10,709** during the 2024 campaign

- **Increase in Advocates from 2020 to 2024**

**9,811**



During the 2020 campaign, 898 advocates sent letters. In just four years, that number has grown 12 times.<sup>1</sup>

- **Increase in Advocacy Engagements from 2023 to 2024**

**102**

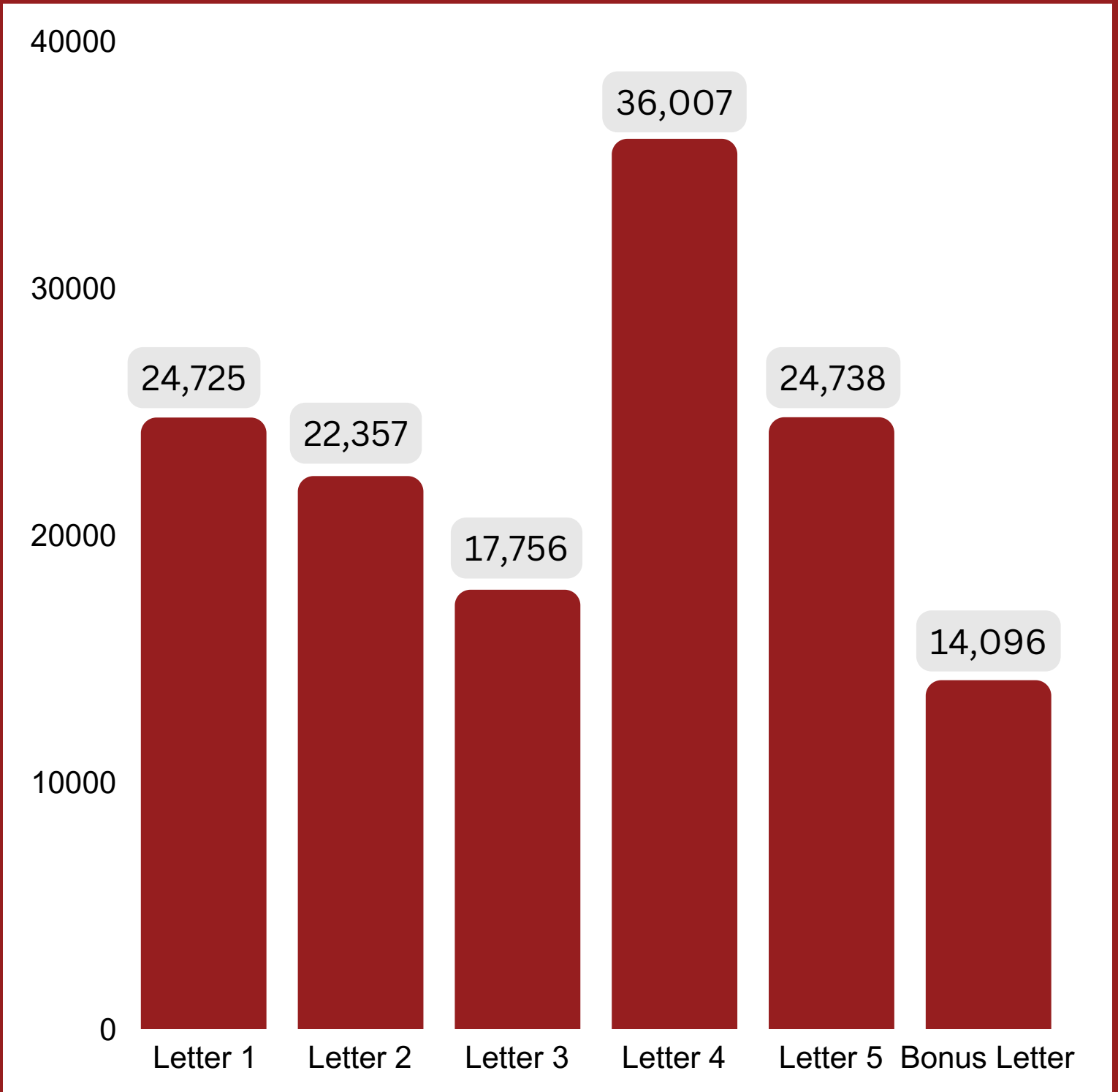


The number of advocacy engagements **increased** from **28** in 2023 to **130** this year.<sup>2</sup>

<sup>1</sup> NAHRO does not have data on the number of advocates prior to 2020

<sup>2</sup> NAHRO does not have data on the number of Advocacy Engagements (previously referred to as site visits) prior to 2022

# LETTER BREAKDOWN<sup>3</sup>



<sup>3</sup> The letter breakdown does not include our tax advocacy bill letter, which occurred during August Advocacy and counts towards total letters sent.

# COMMITTEE PARTICIPATION

NAHRO leaders challenged themselves and each other to increase their participation in the annual letter-writing campaign.

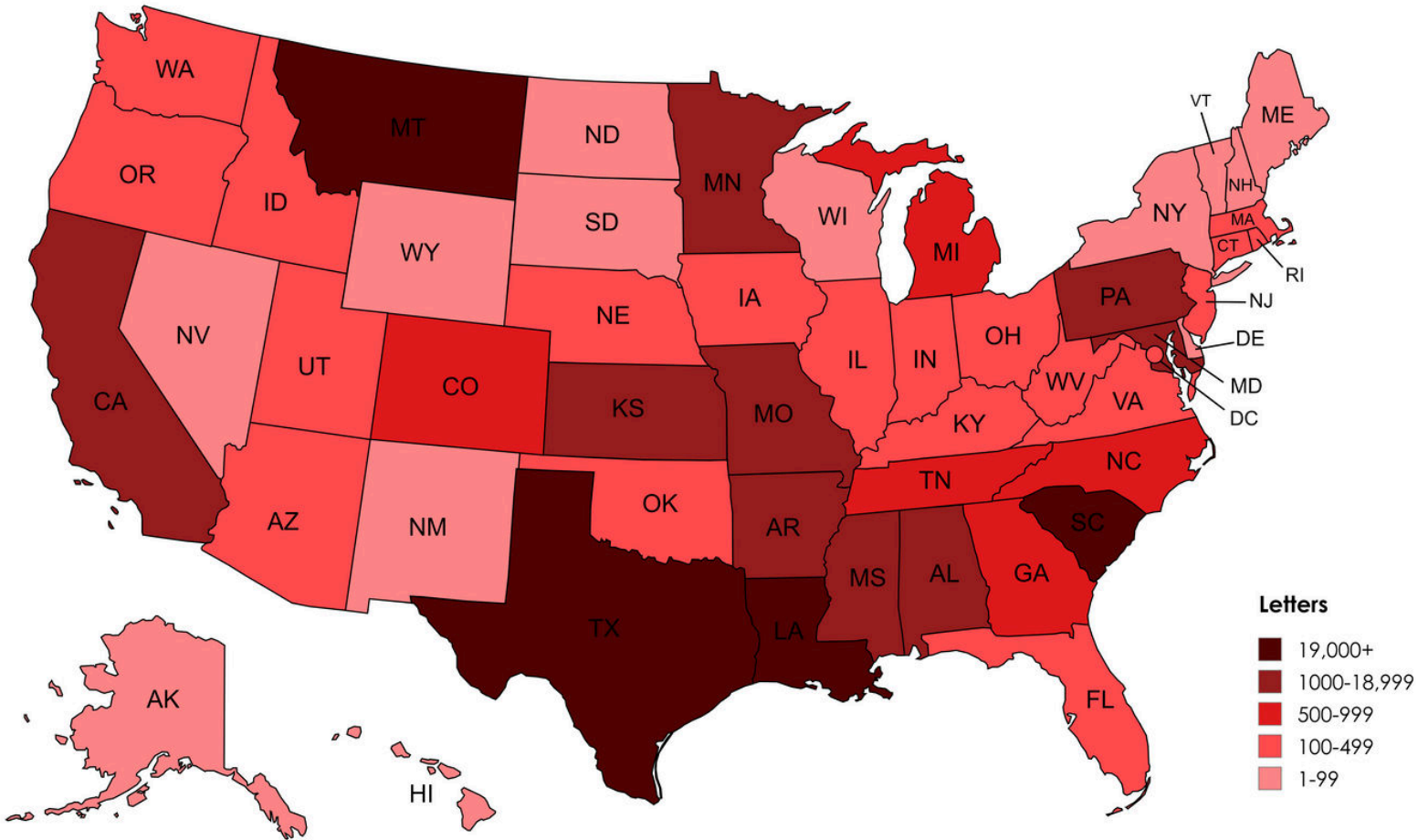
## BOG & LEG NET PARTICIPATION

In 2024, BOG Participation increased by **20%** and Leg Net participation increased by **30%**.

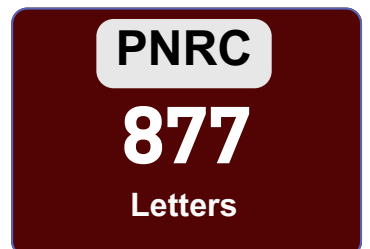
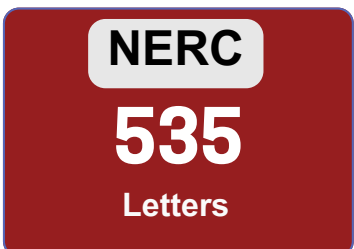
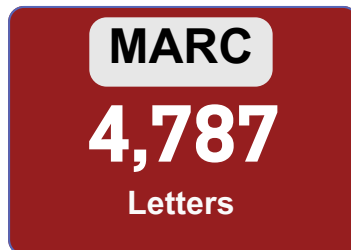
## OVERALL COMMITTEE PARTICIPATION

Committee	% Participation 2024	% Change from 2023
Board of Governors	93%	20%
Legislative Network Advisory Committee	76%	30%
Budget and Administration Committee	75%	-10%
Small Agency Advisory Committee	74%	18%
Housing Committee	58%	16%
Professional Development Committee	57%	-2%
Commissioners Committee	51%	21%
Diversity, Equity and Inclusion Advisory Committee	51%	18%
Member Services Committee	50%	15%
Board of Ethics & Credentialing Trustees	47%	-5%
Int'l Research and Global Exchange Committee	47%	16%
Housing America Advisory Committee	42%	4%
Community Revitalization and Development Committee	38%	15%

# LETTERS BY STATE AND REGION

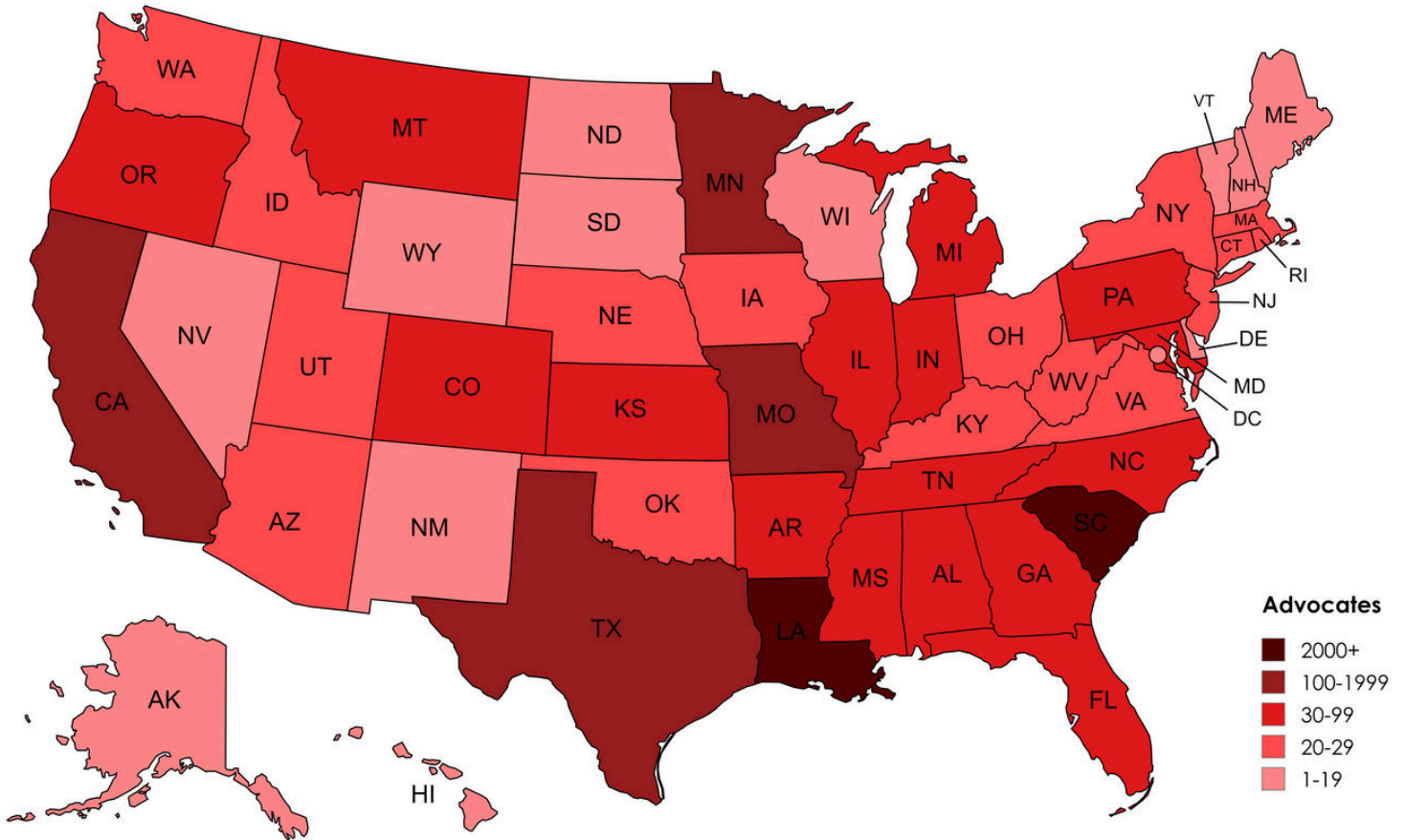


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# ADVOCATES BY STATE AND REGION



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**SERC**  
**2,962**  
Advocates

**NCRC**  
**322**  
Advocates

**MARC**  
**126**  
Advocates

**MPRC**  
**118**  
Advocates

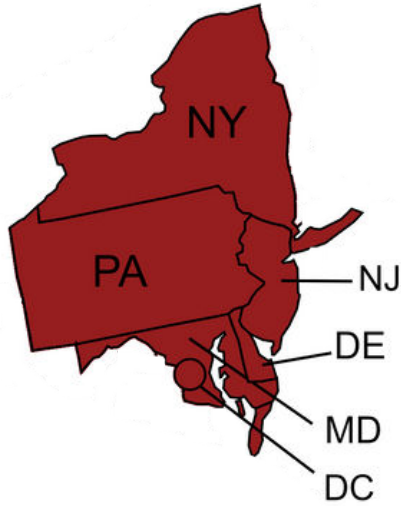
**NERC**  
**65**  
Advocates

**SWRC**  
**6,879**  
Advocates

**PSWRC**  
**160**  
Advocates

**PNRC**  
**77**  
Advocates

# REGIONAL SNAPSHOT: MARC



**4,787**  
LETTERS

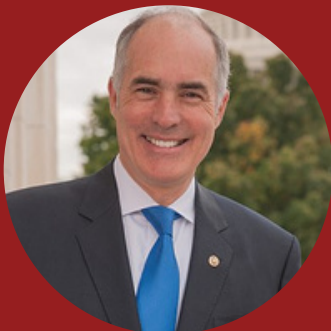
**126**  
ADVOCATES

**44**  
OFFICIALS CONTACTED

State	Letters to Congress	Letters to The White House	Total Letters	Number of Advocates
Delaware	15	5	20	2
District of Columbia	73	57	130	8
Maryland	1,027	332	1,359	45
New Jersey	132	45	177	11
New York	56	18	74	18
Pennsylvania	2,284	743	3,027	42

## MOST CONTACTED OFFICIALS

### SENATORS



Sen. Bob Casey  
(D-PA)

767 Letters



Sen. John Fetterman  
(D-PA)

767 Letters



Rep. Chrissy Houlahan  
(D-PA)

663 Letters

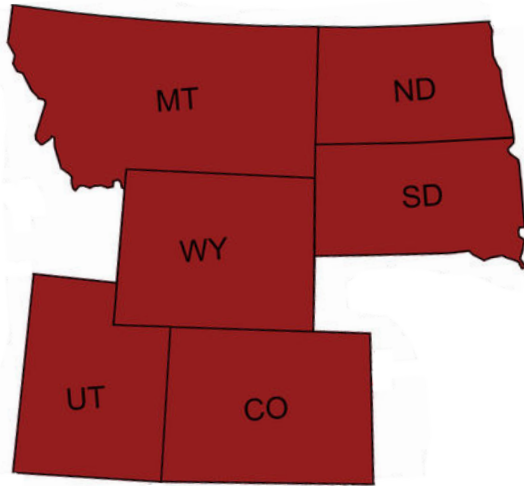


Rep. John Sarbanes  
(D-MD)

274 Letters

### REPRESENTATIVES

# REGIONAL SNAPSHOT: MPRC



**19,953**  
LETTERS

**118**  
ADVOCATES

**27**  
OFFICIALS CONTACTED

State	Letters to Congress	Letters to The White House	Total Letters	Number of Advocates
Colorado	409	126	535	54
Montana	14,384	4,780	19,164	38
North Dakota	15	5	20	4
South Dakota	21	7	28	4
Utah	157	45	202	17
Wyoming	3	1	4	1

## MOST CONTACTED OFFICIALS

### SENATORS



**Sen. Steve Daines**  
(R-MT)  
4,795 Letters



**Sen. Jon Tester**  
(D-MT)  
4,793 Letters



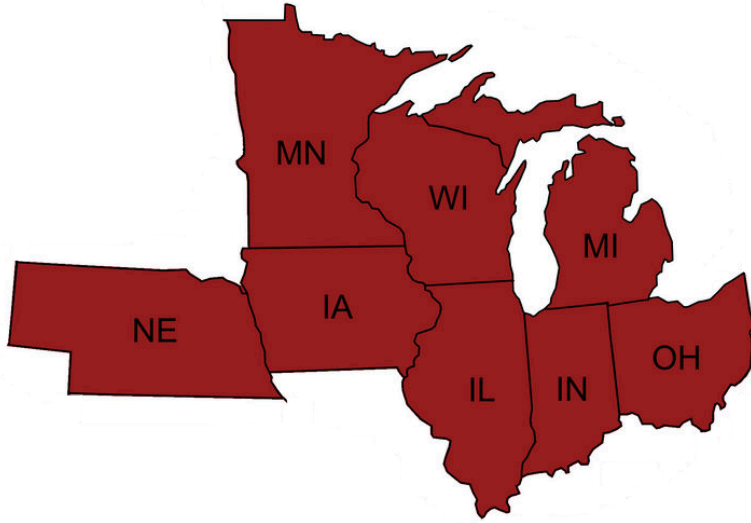
**Rep. Matt Rosendale**  
(R-MT)  
4,788 Letters



**Rep. Brittany Pettersen**  
(D-CO)  
58 Letters

### REPRESENTATIVES

# REGIONAL SNAPSHOT: NCRC



**7,540**  
LETTERS

**322**  
ADVOCATES

**72**  
OFFICIALS CONTACTED

State	Letters to Congress	Letters to The White House	Total Letters	Number of Advocates
Illinois	284	88	372	38
Indiana	141	42	183	32
Iowa	324	93	417	22
Michigan	574	183	757	48
Minnesota	4,009	1,415	5,424	141
Nebraska	159	65	224	24
Ohio	92	27	119	12
Wisconsin	33	11	44	5

## MOST CONTACTED OFFICIALS

### SENATORS

### REPRESENTATIVES



**Sen. Amy Klobuchar**  
(D-MN)

1,353 Letters



**Sen. Tina Smith**  
(D-MN)

1,353 Letters



**Rep. Michelle Fischbach**  
(R-MN)

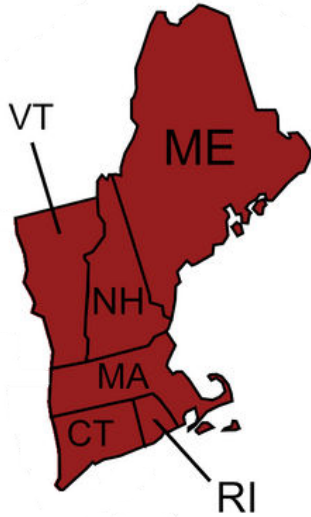
421 Letters



**Rep. Pete Stauber**  
(R-MN)

370 Letters

# REGIONAL SNAPSHOT: NERC



**535**  
LETTERS

**65**  
ADVOCATES

**29**  
OFFICIALS CONTACTED

State	Letters to Congress	Letters to The White House	Total Letters	Number of Advocates
Connecticut	163	75	238	22
Maine	45	14	59	6
Massachusetts	112	4	116	17
New Hampshire	6	2	8	2
Rhode Island	86	24	110	17
Vermont	3	1	4	1

## MOST CONTACTED OFFICIALS

### SENATORS

### REPRESENTATIVES



Sen. Chris Murphy  
(D-CT)

56 Letters



Sen. Richard Blumenthal  
(D-CT)

56 Letters



Rep. John Larson  
(D-CT)

26 Letters



Rep. Seth Magaziner  
(D-RI)

16 Letters

# REGIONAL SNAPSHOT: PNRRC



**877**  
LETTERS

**77**  
ADVOCATES

**25**  
OFFICIALS CONTACTED

State	Letters to Congress	Letters to The White House	Total Letters	Number of Advocates
Alaska	6	2	8	2
Idaho	155	49	204	11
Oregon	315	123	438	43
Washington	174	53	227	21

## MOST CONTACTED OFFICIALS

### SENATORS



**Sen. Jeff Merkley**  
(D-OR)

104 Letters



**Sen. Ron Wyden**  
(D-OR)

104 Letters

### REPRESENTATIVES



**Rep. Suzanne Bonamici**  
(D-OR)

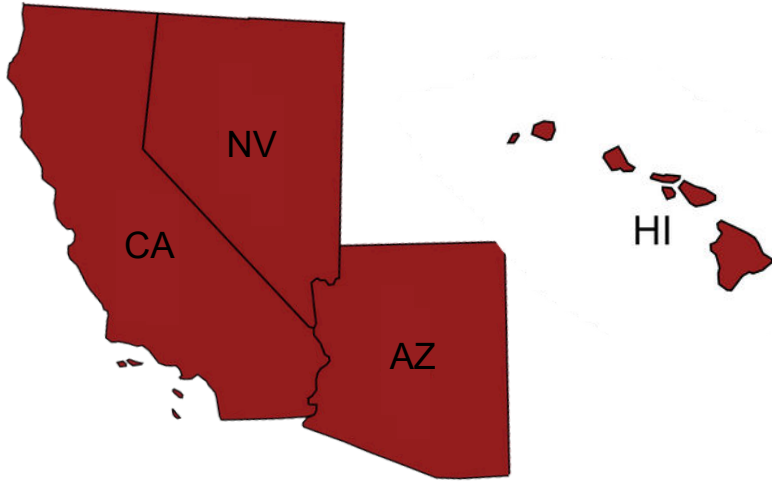
39 Letters



**Rep. Andrea Salinas**  
(D-OR)

38 Letters

# REGIONAL SNAPSHOT: PSWRC



**3,907**  
LETTERS

**160**  
ADVOCATES

**54**  
OFFICIALS CONTACTED

State	Letters to Congress	Letters to The White House	Total Letters	Number of Advocates
Arizona	99	32	131	15
California	2,853	915	3,768	143
Hawaii	3	1	4	1
Nevada	3	1	4	1

## MOST CONTACTED OFFICIALS

### SENATORS



**Sen. Alex Padilla**  
(D-CA)

959 Letters



**Sen. Laphonza Butler**  
(D-CA)

959 Letters



**Rep. Barbara Lee**  
(D-CA)

693 Letters



**Rep. Salud Carbajal**  
(D-CA)

45 Letters

# REGIONAL SNAPSHOT: SERC



**28,949**

LETTERS

**2,962**

ADVOCATES

**93**

OFFICIALS CONTACTED

State	Letters to Congress	Letters to The White House	Total Letters	Number of Advocates
Alabama	855	276	1,131	61
Florida	268	73	341	32
Georgia	555	179	734	66
Kentucky	106	33	139	15
Mississippi	1,141	363	1,504	59
North Carolina	467	153	620	46
South Carolina	17,307	5,733	23,040	2,586
Tennessee	625	198	823	47
Virginia	154	47	201	25
West Virginia	314	102	416	25

## MOST CONTACTED OFFICIALS

### SENATORS

### REPRESENTATIVES



**Sen. Lindsay Graham (R-SC)**

5,774 Letters



**Sen. Tim Scott (R-SC)**

5,774 Letters



**Rep. Jim Clyburn (D-SC)**

5,094 Letters

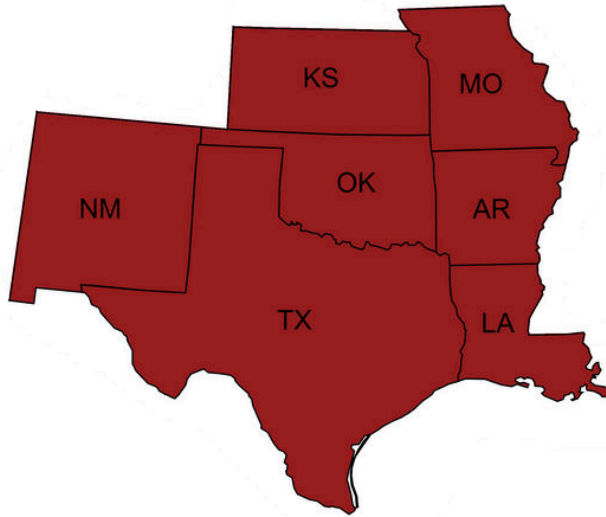


**Rep. Joe Wilson (R-SC)**

490 Letters



# REGIONAL SNAPSHOT: SWRC



**73,730**  
LETTERS

**6,879**  
ADVOCATES

**72**  
OFFICIALS CONTACTED

State	Letters to Congress	Letters to The White House	Total Letters	Number of Advocates
Arkansas	1,676	534	2,210	80
Kansas	912	297	1,209	50
Louisiana	35,466	11,781	47,247	6,118
Missouri	1,931	621	2,552	105
New Mexico	6	2	8	1
Oklahoma	170	54	224	18
Texas	14,179	6,101	20,280	507

## MOST CONTACTED OFFICIALS

### SENATORS



**Sen. Bill Cassidy**  
(R-LA)  
11,831 Letters



**Sen. John Kennedy**  
(R-LA)  
11,822 Letters



**Speaker Mike Johnson**  
(R-LA)  
11,246 Letters



**Rep. Lloyd Doggett**  
(D-TX)  
1,490 Letters

### REPRESENTATIVES

# NEXT STEPS

## AUGUST ADVOCACY SURVEY

We want your input on how we can continue to improve future August Advocacy campaigns! In the coming weeks, participants will receive a short survey about this year's campaign.

## PROVIDE RECOMMENDATIONS TO LEG NET

Our team will share participant recommendations and feedback for improving August Advocacy to Leg Net by the 2025 Washington Conference.

## TRANSITION DOCUMENT

NAHRO will share a transition document to both presidential campaigns prior to the election and the incoming presidential administration following the election. The document provides recommendations and emphasizes the importance of working to address current housing challenges

**2024 proved to be a groundbreaking year for NAHRO Advocacy. Our advocates continue to prove that when NAHRO raises its voice for our communities, Washington listens. We look forward to August Advocacy 2025 being an even more impactful campaign**

