



Action Alert Template

How This Action Alert Can Be Used for Advocacy

Action alerts help organizations quickly mobilize supporters when legislation is moving through the legislative process. They are especially useful before key decision points such as committee hearings, floor votes, budget negotiations, or other milestones when lawmakers hear directly from constituents.

Advocacy platforms typically offer the ability to:

- Send emails to legislators based on an advocate's home address
- Call legislators based on an advocate's home address
- Create landing pages where you can share more information about the legislation to encourage people to take action.

This template includes four components commonly used in grassroots advocacy campaigns:

1. Supporter E-blast or Email
2. Advocacy Landing Page
3. Pre-Written Email to Legislators
4. Phone Call Script

Sample Action Alert Opposing the Bill

Component 1: Supporter E-Blast

✉ This is an example of an e-blast that you can send to your partners or listserve to encourage people to take action.

Email Subject: Contact Your Representative: Vote NO on H.B. 1662

Header: Support Effective Housing Solutions That Work

A bill moving through the legislature, H.B. 1662, would increase arrests, citations, and incarceration for people experiencing homelessness for non-violent offenses such as sleeping outside.

Organizations like the Community Housing Support Network (CHSN) in Midland have demonstrated that housing-focused solutions work. Since 2008, CHSN has helped develop more than 2,000 housing units serving individuals, families, and veterans experiencing homelessness, achieving a 90% housing stability rate.



Evidence shows that fines, arrests, and incarceration do not solve homelessness. Instead, these approaches create additional barriers to employment and housing while increasing costs for taxpayers.

What You Need to Know

H.B. 1662 relies heavily on policing, courts, jails, emergency medical services, and other costly crisis response systems. Individuals are often released from these systems back into homelessness, perpetuating a costly cycle that does little to address the root causes of homelessness.

Communities typically spend **\$6,875 less per person** when they avoid repeated engagement with criminal justice and emergency response systems and instead invest in housing and supportive services.

Local leaders and service providers understand the unique needs of their communities and should retain the flexibility to implement effective solutions.

[Insert a brief description of the local solution, program, funding proposal, or policy change you are advocating for as an alternative. Need ideas? You can also review CSH's template legislation and policy resources for examples of proven solutions that communities can advance.]

Tell Your Representative to Vote NO on H.B. 1662

Contact your representative today and urge them to support evidence-based housing solutions.

[Insert link that take supporters to the advocacy landing page/ instructions on how to contact their representatives and what to say.]

Component 2: Advocacy Landing Page

 This is an example of a website page where people can learn more about the piece of legislation before they take action.

Header: Contact Your Representative: Vote NO on H.B. 1662

H.B. 1662 would increase arrests, citations, and incarceration for people experiencing homelessness for non-violent offenses such as sleeping outside.

While communities are looking for solutions to homelessness, evidence suggests that reliance on policing, jails, courts, and emergency response systems does not address the root causes of homelessness and may make it more difficult for people to secure stable housing and employment.



This approach is also costly for taxpayers. Communities typically spend **\$6,875 less per person** when they invest in housing and supportive services rather than relying on repeated interactions with police, jails, courts, and emergency response systems.

Local leaders and communities are best positioned to identify solutions that reflect their unique needs and circumstances. They should retain the flexibility to implement evidence-based strategies that help people achieve long-term housing stability.

[Insert a brief description of the local solution, program, funding proposal, or policy change you are advocating for as an alternative. Need ideas? You can also review CSH's template legislation and policy resources for examples of proven solutions that communities can advance.]

Take Action Today: Ask your representative to vote NO on H.B. 1662 and support housing-focused solutions that work.

Email: Fill in your information below and your message will be automatically sent to your representative. Consider personalizing your message by sharing why effective homelessness solutions matter to you or your community.

Call: If you prefer to call your representative, use the sample script below. Dial **[add the switchboard phone number]** and ask to be connected to your representative's office.

Component 3: Pre-Written Email to Legislators

✉ This is an example of a pre-written message that you can input in your advocacy platform. Most advocacy platforms allow advocates to personalize their own messages.

Subject: Vote NO on H.B. 1662

Dear Representative,

I am writing to urge you to vote no on H.B. 1662.

This bill would increase arrests, citations, and incarceration for people experiencing homelessness for non-violent offenses such as sleeping outside. While communities are seeking solutions to homelessness, this approach is unlikely to reduce homelessness and may instead create additional barriers to housing, employment, and long-term stability.

H.B. 1662 would also increase reliance on costly systems such as law enforcement, courts, emergency medical services, hospitals, and jails. Communities typically spend **\$6,875 less per person** when they avoid repeated engagement with criminal justice and emergency response systems and instead invest in housing and supportive services.



Local communities should retain the flexibility to implement solutions that reflect their unique needs and priorities. Housing, supportive services, and other evidence-based approaches have been shown to be more effective at helping people achieve stability and reducing reliance on costly public systems.

[Insert a brief description of the local solution, program, funding proposal, or policy change you are advocating for as an alternative. Need ideas? You can also review CSH's template legislation and policy resources for examples of proven solutions that communities can advance.]

I respectfully urge you to vote no on H.B. 1662 and support solutions that address the root causes of homelessness while making responsible use of taxpayer resources.

Thank you for your consideration.

Sincerely,

[Name]

[Address]

[City, State ZIP]

Component 4: Sample Call Script

 This is an example of a call script that you can provide your advocates. Most advocacy platforms allow you to input a script, which advocates can choose to personalize.

Hello, my name is **[NAME]**, and I am a constituent from **[CITY]**.

I am calling to ask Representative **[NAME]** to vote no on H.B. 1662.

I am concerned that H.B. 1662 relies on fines, arrests, and incarceration rather than solutions that help people obtain and maintain stable housing. This approach may create additional barriers to employment and housing while increasing reliance on costly emergency response and criminal justice systems.

Communities typically spend **\$6,875 less per person** when they invest in housing and supportive services instead of repeated interactions with police, courts, jails, and emergency response systems.

I believe local communities should have the flexibility to implement evidence-based solutions that address homelessness in ways that work for their residents and make the best use of taxpayer dollars.

I respectfully urge Representative **[NAME]** to vote no on H.B. 1662 and support housing-focused solutions that help people achieve long-term stability.



▶ *The samples above are intended to demonstrate structure and messaging. Adapt it to reflect **local conditions, organizational expertise, and the specific legislation** under consideration.*

When to Use This Template

Action alerts help organizations quickly mobilize supporters when legislation reaches a critical stage in the legislative process. They provide constituents and advocates with simple ways to contact lawmakers and communicate support for or opposition to a bill.

Action alerts can help legislators understand how proposed legislation may affect people experiencing homelessness, service providers, local governments, and community resources.

Use this action alert template when:

- A bill is scheduled for a committee hearing.
- A committee vote is approaching.
- A bill is advancing to a floor vote.
- Legislative leaders need to hear from constituents.
- A coalition is coordinating a shared advocacy response.
- Rapid grassroots engagement is needed to influence a legislative decision.

Best Practices

- Clearly identify the bill number and the action being requested.
- Keep messages concise and easy to understand.
- Use plain language and avoid unnecessary jargon or acronyms.
- Make participation simple by providing pre-written content and direct action links.
- Encourage supporters to personalize messages whenever possible.
- Include multiple ways to take action, such as email and phone calls.
- Focus on one primary action or "ask" per alert.
- Send reminders as key hearings, votes, or deadlines approach.

Tips for Effective Constituent Engagement

- Encourage supporters to identify themselves as constituents.
- Personal stories and local examples can strengthen messages to lawmakers.
- Emphasize how the legislation may affect local communities and taxpayers.
- Thank supporters after they take action and keep them informed about next steps.
- Share updates on the status of the bill and future opportunities for engagement.



Messaging Considerations

The sample language in this resource is designed to be **non-partisan, solutions-focused, and broadly applicable across diverse political environments**, including states and communities where lawmakers may respond more strongly to messages about fiscal responsibility, local control, public safety, government efficiency, and evidence-based outcomes.

The examples intentionally **avoid partisan framing** and instead focus on:

- Cost-effective use of taxpayer resources
- Local decision-making and flexibility
- Evidence-based solutions
- Improved community outcomes
- Reducing homelessness through housing and services
- Public system efficiency and accountability

▶ Advocates should review and adapt these messages to reflect **local conditions, legislative priorities, and the preferences of policymakers** in their state or community. Messaging that resonates in one state or district may require modification in another.

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