



NNA Day Talking Points

Number One Ask: \$185 million for NeighborWorks America for FY 2025

Opening pitch when a staffer asks “Why NeighborWorks?”:

NeighborWorks funding is flexible. These grants can fill the gaps to start a project or program. This is critical, since most other federal funding sources have complex requirements.

NeighborWorks funding is often first in. Organizations receive these grants a few short months after the Appropriations bill is passed into law, allowing us to show our commitment to leverage additional funding awarded later on.

NeighborWorks funding can seal the deal. Organizations often use these flexible dollars as the last piece to get a project across the finish line.

Follow up with keywords:

Jobs. Let member offices know how you create jobs. Cite NeighborWorks state-level impact sheets and any information from your organization.

Leverage. Explain that NeighborWorks America funding spurs private and public investment. “In FY23, for every \$1 of NeighborWorks America funding appropriated, on average an additional \$59 in additional investment was generated in our communities across the country.” Be sure to cite your state-level leverage ratio as well on the state’s impact sheet!

Your organization is a local employer. Let member offices know you are like a small business that hires local contractors, put people to work, and invest in local communities.

Affordable housing crisis. Most Members and staff understand that there is an affordable housing crisis, but you can really illustrate what that looks like in their communities. Position yourself as the expert in providing solutions.

Paint a picture of your work in the community:

Tell a story. Provide anecdotal example of a person, household, or community your organization was able to empower thanks to NeighborWorks funding.

Follow up with data. Use NeighborWorks America impact sheets and your own organization's data to show the number of households assisted, affordable units developed, counseling services rendered, jobs created, and any other key metrics to show how your work positively impacts the lives of their constituents.

Connect with the Member. Member offices love to hear the great work being done in their state and district – thank them for their time and keep them updated on your organization's successes!

FY24 NeighborWorks Funding Cut:

Funding cuts set the network back. In FY24, NeighborWorks funding was cut by \$12 million, reducing the critical flexible grants and support going to your organization, and threatening over \$400 million in leveraged investments across the network.

The impact on you. Tell your own story of what the cut will mean for your organization—what projects won't move forward or what services will have to be reduced., etc.

Number Two Ask: Next most important funding source that impacts you the most

Make the case for additional funds:

Be specific. Member offices are developing a list of specific asks to bring to the Appropriations committee. Instead of simply saying “more housing funds”, highlight the specific program.

Set the stage. If time allows after Ask #1, tell member offices how Ask #2 currently benefits or could benefit your community.

Do your research. If you're stumped on an Ask #2, look at your member's website for press releases, co-sponsorships, or letters of support for a program that you use or could benefit from. Try and cross-reference with the NNA's policy priorities if you need some help nailing down a specific program.

Community projects. Interested in applying for an earmark? Have this be your Ask #2!

Visit [NNA Legislative Day Website](#) for more priority 2 talking points regarding CDBG, CDFI, HOME, HUD Housing Counseling, LIHTC, NHIA, Rural Issues, and the Whole Homes Repair Act.