

MassNAHRO 2025 Advocacy Day

State House – April 2



ADVOCACY 101:

Preparation for April 2

Why come to Advocacy Day at the State House?

- ***The future is uncertain!*** It's more critical than ever to unite.
- Being in-person with a big group **makes our message stronger**
- Legislators are elected to represent you and **want to learn from you**
- **You are the experts on the issues** and your local stories have the most impact



Program Agenda

9:45 AM

Registration & Continental Breakfast

Senate Hearing Room 428

10:15 AM

Welcome Remarks & Legislative Briefing

Senate Hearing Room 428

MassNAHRO leadership will welcome members to the State House, provide an overview of our priorities, and distribute materials to bring to meetings with your legislators.

10:30 AM

Speaking Program

Senate Hearing Room 428

11:15 AM – 1:30 PM

Individual Meetings with Legislators

Legislative Offices

12:00 PM – 2:00 PM Lunch Buffet

Senate Hearing Room 428

Preparing for Your Meetings with Legislators:

- **Send invitation/request** for a meeting.
[See sample letter on MassNAHRO website.]
- Compile specific **information about your agency**:
 - # and types of units
 - amount of annual subsidy and capital grants
 - “wish list” for additional funding.
- Familiarize yourself with **MassNAHRO priorities**.
[Go to “[Legislative News](#)” on MassNAHRO website.]
- Bring plenty of business cards.

Meeting with Your Legislators:

- Introduce yourself and members of your group.
- Be patient – Legislators may be unavailable or unable to be interrupted. **Staffers are fantastic points of contact** who will relay information and your requests.
- Share the materials provided at briefing and your local information.
- Emphasize the issues specific to your agency – the need for more operating and capital dollars.
- **Remember** – you're the expert on public housing in your community. Your legislator and staff want to learn from you.
- **Take photos** with your legislator/staff and your group.
- Even if the office is empty, **leave behind materials** and add a personal note.

After the Meeting:

- **Send thank you** email or card!
- Follow up with answers to questions or requests for additional information.
- Post photos on social media.
- Watch for **Legislative Alert emails** for calls to action as budget and bond bill continue through their respective processes.

Logistics

- Address: Massachusetts State House
24 Beacon St., Boston, MA 02133
- Entrance: Gen. Hooker (front) entrance on Beacon Street
- MassNAHRO Briefing: Hearing Room 428 (4th floor)
Once through security, take a left to elevators to fourth floor. Exit elevator to the right. Hearing room is across from elevators.
- Tips for Arrival: Allow time to park and/or walk, and to get through security
- Parking: Boston Common Garage, Center Plaza Garage



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Register today!

Go to “Conferences & Events” on MassNAHRO’s website at
www.massnahro.org