

Goal: 4 emails for a new subscriber to the email list for the Bring Chicago Home Coalition. Here is an outline:

Email 1: welcome the subscriber to the campaign/why BCH

Email 2: personal story

Email 3: broader strategy

(we'll figure out how to have Evergreen/easily switched actions)

Email 1:

Subject: Welcome to the Bring Chicago Home Campaign!

Dear [Subscriber's Name],

Welcome to the Bring Chicago Home Coalition email list!

Our mission is to create a dedicated revenue stream and provide permanent affordable housing for those experiencing homelessness.

We are thrilled to have you on board, joining thousands of passionate Chicagoans dedicated to combating homelessness in our city.

We will be sending you a few emails over the next few days to get you updated on the campaign and provide you with new ways to get involved.

Together, we can make a real and lasting impact on the lives of fellow Chicagoans.

More soon!

Bring Chicago Home Coalition

Email 2:

Subject: Why Do We Need Bring Chicago Home?

Dear [Subscriber's Name],

In Chicago, more than 65,000 of our fellow citizens are living on the streets, in shelters, or doubled-up.

Chicago's budget to address homelessness is only 3% of New York City's, and 7% of Los Angeles's. We can and must do more. This is a problem that demands collective attention and action. We know that Permanent Supportive Housing is the most-effective solution to ending homelessness for families and individuals, coupling affordable housing with supportive services to ensure long-term stability.

What's the Solution?

Bring Chicago Home is advocating for a Real Estate Transfer Tax: an affordable, responsible, and popular solution to give financial relief to those affected by homelessness across our city.

AFFORDABLE

A one-time tax that would affect less than 5.2% of transactions of the homes sold every year—and only those worth more than \$1 million. A dedicated revenue stream is necessary to ensure people remain housed and that funding is not subject to fluctuations in annual appropriations and ongoing priority changes of future administrations. We know that most of the American cities that imposed graduated real estate transaction taxes reaped sharply higher revenues.

RESPONSIBLE

The money generated by the tax would be legally dedicated to programs and housing to alleviate homelessness, including assistance for children, veterans, and women recovering from domestic violence. The new tax would generate \$163 million annually to be dedicated to combatting homelessness. On average only 4.2% of properties would be impacted.

POPULAR

Two-thirds of likely city voters have expressed support for this solution and are prepared to vote for it if it were on their ballot.

The Bring Chicago Home Coalition's proposal for the Real Estate Transfer Tax is a crucial step in creating a substantial and dedicated revenue stream to combat homelessness.

(CALL TO ACTION -- Sign Up for Events)

Thank you for standing with us in this fight.

Bring Chicago Home Coalition

Email 3:

Subject: Don't Get It Wrong on Bring Chicago Home

Dear [Subscriber's Name],

Despite our proposal being sound and data driven, our opposition is spreading misinformation about rising rents and impacts on landlords.

We know that big corporations who we are asking to pay their fair share will never support this proposal, but the 68K+ Chicagoans experiencing homelessness by living on the street, in shelters, or doubled-up don't have time to wait.

Keep an eye on your inbox for new ways to get involved.

The Bring Chicago Home Coalition

Email 4:

Subject: What's next for Bring Chicago Home?

Friend,

What is the next step for BCH moving forward?

First, the ordinance needs to get voted out of Rules Committee, and then voted on by the full City Council.

Since we do not know when the Rules Committee vote will happen (we are entering into budget season and Alders have competing priorities) we are focusing our efforts on:

- a) Asking people to contact their elected officials to support,
- b) Raising the public profile of the campaign – especially by pushing back on opposition talking points about

Why does it matter to have this kind of support before the campaign is voted on?

We've been able to consistently turn out 100 – 300 people at local and citywide actions by focusing on the people most impacted and connected to this campaign.

Every person that takes action now is someone that could support the campaign once on the ballot (minimally vote yes, hopefully take an action like donate, canvass or host a house part(

Join us: [Call To Action]

-- The Bring Chicago Home Coalition