**NALCAB Summer in the States Social Media Toolkit**

**Why should my organization participate?**

The purpose of this campaign is to raise the profile of the importance of community and economic development funding to Latino and low- and moderate-income communities.

**When and how do I participate?**

Post on social media anytime between August 6 and August 28, 2020! Use our infographics and sample posts below (organized by the program we’re targeting). All infographics have been optimized for both Twitter and Instagram, and can also be used on Facebook and Linkedin.

**Should I use a specific hashtag?**

Yes! #LatinoEconomicEngine

**What should I post?**

Click on the links below to see the infographics and sample social media posts for these federal programs!

[Community Development Financial Institutions (CDFI) Fund](#_CDFI_Fund)

[US Department of Housing and Urban Development (HUD) Affordable Housing programs](#_HUD_Affordable_Housing)

[US Small Business Administration (SBA) Access to Capital and Entrepreneurship programs](#_SBA_Access_to)

[Community](#_Community_Development_Block) Development Block Grant (CDBG) Program

[US Department of Agriculture (USDA) Rural Housing and Development](#_USDA_Rural_Housing) programs

**Should I tag anyone?**

Yes! Tag @NALCAB on Instagram, Facebook, and LinkedIn, @NALCABPolicy on Twitter, and your Senator (see list below). Since most budget bills have already passed through the US House of Representatives, we are focusing on the Senate for this campaign.

[List of US Senators’ Twitter Handles](#_Twitter_Handles_of)

# **Community Development Financial Institutions (CDFI) Fund**

Infographics: **(**[**CLICK HERE**](https://drive.google.com/drive/folders/1_W_6FGmOdD9uxl4FJxHB6tuGuU-cKZY6?usp=sharing)for high res version of graphics**)**

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Sample Posts:

CDFIs are a lifeline for Latino communities- @YOURSENATOR show up for racial justice and fully fund the @CDFIFund at least $273.5M in FY2021! #LatinoEconomicEngine @NALCAB

CDFIs re-invest their money into the communities they work in. Support prospective homeowners & entrepreneurs in your state by fully funding the CDFI Fund at $273.5M! #LatinoEconomicEngine @NALCAB

Latinos start businesses at higher rates than other demographic groups, but struggle to access the capital they need to thrive. Invest in America’s future by fully funding the CDFI Fund at $273.5M and boost the economy! #LatinoEconomicEngine @NALCAB

CDFIs fill the financial services gap and uplift Latino communities nationwide. @YOURSENATOR- show up for Latino communities in YOURSTATE and appropriate $273.5M for CDFIs! #LatinoEconomicEngine @NALCAB

# **US Department of Housing and Urban Development’s Affordable Housing Programs**

Infographics: **(**[**CLICK HERE**](https://drive.google.com/drive/folders/1_W_6FGmOdD9uxl4FJxHB6tuGuU-cKZY6?usp=sharing)for high res version of graphics**)**

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Sample Posts:

Affordable housing gives families the chance to climb the economic ladder and build wealth for the next generation. Fund HUD’s HOME program at $1.7B and SHOP program at $55M to ensure Latino prosperity for decades to come. #LatinoEconomicEngine @NALCAB

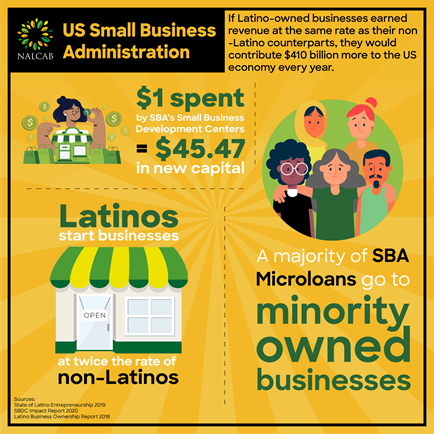
The COVID-19 crisis is creating a tidal wave of evictions across the nation. Affordable housing has never been more urgent- @YOURSENATOR fully fund HUD’s HOME program at $1.7B and SHOP program at $55M to stabilize American families! #LatinoEconomicEngine @NALCAB

Millions are losing sleep worrying about how to come up with rent. Affordable housing is critical to COVID-19 infection prevention and economic recovery- HUD’s affordable housing programs must be funded at HEROES Act levels to keep Americans safe! #LatinoEconomicEngine @NALCAB

Housing counseling helps to prevent foreclosures and keeps homeowners & renters financially stable. Allocate at least $100M to housing counseling in FY2021 to keep communities strong during COVID-19 recovery! #LatinoEconomicEngine @NALCAB

# **US Small Business Administration (SBA) Access to Capital & Entrepreneurial Development programs**

Infographics: **(**[**CLICK HERE**](https://drive.google.com/drive/folders/1_W_6FGmOdD9uxl4FJxHB6tuGuU-cKZY6?usp=sharing)for high res version of graphics**)**

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Sample Posts:

SBA’s PRIME & Microloan programs encourage minority participation in small business ownership. @YOURSENATOR fully fund them at $7M & $55M respectively to revitalize YOURSTATE’s economy & end racial disparities in business ownership! #LatinoEconomicEngine @NALCAB

SBA’s Microloan program keeps the most vulnerable small businesses stable and will be critical during COVID-19 recovery. Fully fund it at $55M to support minority-owned small businesses and kickstart our struggling economy! #LatinoEconomicEngine @NALCAB

Latino business ownership is one of the country’s biggest untapped sources of economic growth. @YOURSENATOR fully fund SBA’s Microloan program at $55M and PRIME at $7M to put STATENAME on the road to recovery! #LatinoEconomicEngine @NALCAB

Pre-COVID, Latino business ownership was growing faster than any other group. Let’s keep it up & give small businesses the resources they need to recover & flourish by appropriating $55M for SBA’s Microloan program & $7M for PRIME in FY2021! #LatinoEconomicEngine @NALCAB

# **Community Development Block Grant (CDBG) Program**

Infographics: **(**[**CLICK HERE**](https://drive.google.com/drive/folders/1_W_6FGmOdD9uxl4FJxHB6tuGuU-cKZY6?usp=sharing)for high res version of graphics**)**

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Sample Posts:

COVID-19 has been a wake-up call: we need to build strong, resilient communities that can weather any storm. @YOURSENATOR fund the CDBG program at $3.8B in FY2021 to boost long-term recovery across your state! #LatinoEconomicEngine @NALCAB

Decades of inequality have made it hard for Latino businesses, homeowners, & families to access the resources needed to build strong communities. @YOURSENATOR support racial justice and fully fund the #CDBG program at $3.8B in FY2021! #LatinoEconomicEngine @NALCAB

@YOURSENATOR: which federal funding stream is critical to minority communities & available in every Congressional district in the US? The #CDBG program-and it needs at least $3.8B in FY2021 to keep Latino communities stable! #LatinoEconomicEngine @NALCAB

Majority-minority communities have been hardest hit by COVID and the ensuing economic downturn. @YOURSENATOR combat the racial inequities that allowed this & fully fund the #CDBG program at $3.8B in FY2021! #LatinoEconomicEngine @NALCAB

# **US Department of Agriculture (USDA) Rural Housing and Development programs**

Infographics: **(**[**CLICK HERE**](https://drive.google.com/drive/folders/1_W_6FGmOdD9uxl4FJxHB6tuGuU-cKZY6?usp=sharing)for high res version of graphics**)**

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Sample Posts:

Millions of Latinos live in rural communities & face the same affordable housing issues as their urban counterparts. Fully fund the USDA’s Rural Housing & Development programs at $4.2B to keep rural Latinos in safe & secure homes! #LatinoEconomicEngine @NALCAB

Rural small businesses face unique challenges, including geographic isolation & struggles accessing capital. Support Latino entrepreneurs in rural communities by fully funding the USDA’s Rural Housing and Development programs at $4.2B for FY2021! #LatinoEconomicEngine @NALCAB

Broadband access and rural infrastructure have never been more vital than during the COVID-19 crisis. Show up for rural Latinos struggling to access virtual school or work by fully funding the USDA’s Rural Housing and Development programs at $4.2B. #LatinoEconomicEngine @NALCAB

USDA’s affordable housing programs offer assistance to thousands through rental assistance or help building a house from the ground up. Fully fund the USDA’s Rural Housing and Development programs at $4.2B to keep all Americans in homes! #LatinoEconomicEngine @NALCAB

# **Twitter Handles of US Senators (as of 8/5/2020)**

|  |  |  |
| --- | --- | --- |
| STATE | SENATOR | TWITTER HANDLE |
| Alabama | Doug Jones | @DougJones |
|  | Richard Shelby | @SenShelby |
| Alaska | Lisa Murkowski | @LisaMurkowski |
|  | Dan Sullivan | @SenDanSullivan |
| Arizona | Martha McSally | @SenMcSallyAZ |
|  | Kyrsten Sinema | @SenatorSinema |
| Arkansas | John Boozman | @JohnBoozman |
|  | Tom Cotton | @SenTomCotton |
| California | Dianne Feinstein | @SenFeinstein |
|  | Kamala Harris | @KamalaHarris |
| Colorado | Michael Bennet | @SenatorBennet |
|  | Cory Gardner | @SenCoryGardner |
| Connecticut | Richard Blumenthal | @SenBlumenthal |
|  | Chris Murphy | @ChrisMurphyCT |
| Delaware | Tom Carper | @SenatorCarper |
|  | Christopher Coons | @ChrisCoons |
| Florida | Marco Rubio | @MarcoRubio |
|  | Rick Scott | @SenRickScott |
| Georgia | Kelly Loeffler | @SenatorLoeffler |
|  | David Perdue | @SenDavidPerdue |
| Hawaii | Mazie Hirono | @MazieHirono |
|  | Brian Schatz | @SenBrianSchatz |
| Idaho | Mike Crapo | @MikeCrapo |
|  | Jim Risch | @SenatorRisch |
| Illinois | Tammy Duckworth | @SenDuckworth |
|  | Richard Durbin | @SenatorDurbin |
| Indiana | Mike Braun | @SenatorBraun |
|  | Todd Young | @SenToddYoung |
| Iowa | Joni Ernst | @SenJoniErnst |
|  | Chuck Grassley | @ChuckGrassley |
| Kansas | Jerry Moran | @JerryMoran |
|  | Pat Roberts | @SenPatRoberts |
| Kentucky | Mitch McConnell | @senatemajldr |
|  | Rand Paul | @RandPaul |
| Louisiana | Bill Cassidy | @SenBillCassidy |
|  | John Kennedy | @SenJohnKennedy |
| Maine | Susan Collins | @SenatorCollins |
|  | Angus King | @SenAngusKing |
| Maryland | Benjamin Cardin | @SenatorCardin |
|  | Chris Van Hollen | @ChrisVanHollen |
| Massachusetts | Edward Markey | @SenMarkey |
|  | Elizabeth Warren | @SenWarren |
| Michigan | Gary Peters | @SenGaryPeters |
|  | Debbie Stabenow | @SenStabenow |
| Minnesota | Amy Klobuchar | @SenAmyKlobuchar |
|  | Tina Smith | @SenTinaSmith |
| Mississippi | Cindy Hyde-Smith | @SenHydeSmith |
|  | Roger Wicker | @SenatorWicker |
| Missouri | Roy Blunt | @RoyBlunt |
|  | Josh Hawley | @HawleyMO |
| Montana | Steve Daines | @SteveDaines |
|  | Jon Tester | @SenatorTester |
| Nebraska | Deb Fischer | @SenatorFischer |
|  | Ben Sasse | @SenSasse |
| Nevada | Catherine Cortez-Masto | @SenCortezMasto |
|  | Jacky Rosen | @SenJackyRosen |
| New Hampshire | Margaret Wood Hassan | @SenatorHassan |
|  | Jeanne Shaheen | @SenatorShaheen |
| New Jersey | Cory Booker | @SenBooker |
|  | Robert Menendez | @SenatorMenendez |
| New Mexico | Martin Heinrich | @MartinHeinrich |
|  | Tom Udall | @SenatorTomUdall |
| New York | Charles Schumer | @SenSchumer |
|  | Kirsten Gillibrand | @SenGillibrand |
| North Carolina | Richard Burr | @SenatorBurr |
|  | Thom Tillis | @SenThomTillis |
| North Dakota | Kevin Cramer | @SenKevinCramer |
|  | John Hoeven | @SenJohnHoeven |
| Ohio | Sherrod Brown | @SenSherrodBrown |
|  | Rob Portman | @SenRobPortman |
| Oklahoma | James Inhofe | @JimInhofe |
|  | James Lankford | @SenatorLankford |
| Oregon | Jeff Merkley | @SenJeffMerkley |
|  | Ron Wyden | @RonWyden |
| Pennsylvania | Robert Casey | @SenBobCasey |
|  | Patrick Toomey | @SenToomey |
| Rhode Island | Jack Reed | @SenJackReed |
|  | Sheldon Whitehouse | @SenWhitehouse |
| South Carolina | Lindsey Graham | @LindseyGrahamSC |
|  | Tim Scott | @SenatorTimScott |
| South Dakota | Mike Rounds | @SenatorMikeRounds |
|  | John Thune | @SenJohnThune |
| Tennessee | Lamar Alexander | @SenAlexander |
|  | Marsha Blackburn | @MarshaBlackburn |
| Texas | John Cornyn | @JohnCornyn |
|  | Ted Cruz | @SenTedCruz |
| Utah | Mike Lee | @SenMikeLee |
|  | Mitt Romney | @SenatorRomney |
| Vermont | Patrick Leahy | @SenatorLeahy |
|  | Bernard Sanders | @SenSanders |
| Virginia | Tim Kaine | @TimKaine |
|  | Mark Warner | @MarkWarner |
| Washington | Maria Cantwell | @SenatorCantwell |
|  | Patty Murray | @PattyMurray |
| West Virginia | Shelley Moore Capito | @SenCapito |
|  | Joe Manchin | @Sen\_JoeManchin |
| Wisconsin | Tammy Baldwin | @SenatorBaldwin |
|  | Ron Johnson | @SenRonJohnson |
| Wyoming | John Barrasso | @SenJohnBarrasso |
|  | Michael Enzi | @SenatorEnzi |