SYNOPSIS

This toolkit is designed to help Built for Zero communities confidently communicate about **HUD's recent NOFO changes** and why outcome-focused, community-driven solutions are essential.

As leaders working every day to reduce homelessness, you understand the importance of linking housing, treatment, and local flexibility. These posts will help you share clear, consistent, community-centered messages across your social media platforms.

Our goal is to support you with ready-to-use content that highlights what works in your community, underscores the need for reforms grounded in measurable outcomes, and encourages federal action that protects housing stability while giving communities the time and flexibility to design effective local solutions.

If there's content you need that isn't included here — graphics, localized language, data points, or specific message guidance — please let us know. We'll work with you to create what will be most useful on the ground.

KEY LINKS + GRAPHICS

HUD's NOFO Grant: **https://www.grants.gov/search-results-detail/360861**
Canva Graphics: Download

All graphics in this toolkit are fully editable in Canva. To download them:

- Click the Canva link provided in this folder.
- Customize text, colors, or logos if you wish.
- Download and choose your preferred file type.
- Save and upload to your social platforms.

MESSAGING

Top Message: Keeping Americans safely housed matters more than bureaucratic timelines.

Graphic

Canva *(customize with your logo + download)* | **Google Drive** *(download)*

X/Twitter/Threads/Bluesky

🚨 Our community knows that housing instability endangers our neighbors, harms our local economy, and deepens the housing shortage. Congress can prevent these harms by authorizing a temporary renewal of all CoC grants.

Facebook/LinkedIn/Instagram

We see every day that keeping Americans safely housed matters more than bureaucratic timelines.

Housing instability endangers our neighbors, harms our local economy, and deepens the housing shortage.

Congress has a clear path to prevent these harms by authorizing a temporary renewal of all CoC grants.

COMMUNITY
SOLUTIONS

Talking point: The Stakes: A National Affordability Crisis

Graphic

Canva (customize with your logo + download) | **Google Drive** (download)

X/Twitter/Threads/Bluesky

⚠️ The U.S. is short 4M homes. Millions of families pay over half their income on rent. In this moment, the last thing we can afford is losing stable housing for the people who need it most.

Facebook/LinkedIn/Instagram

We see the stakes clearly: we are in a national affordability crisis.

The country faces a shortage of more than 4 million homes, while millions of families pay over half their income just to keep a roof over their heads.

In this environment, preserving stable housing is not optional — it is essential for protecting our neighbors, our community, and our local economy.

With rising homelessness and soaring rental costs, policy choices must strengthen housing security, not undermine it.

Talking point: Why the HUD NOFO Poses Serious Risks

Graphic

Canva (customize with your logo + download) | **Google Drive** (download)

X/Twitter/Threads/Bluesky

HUD's new rules could take away housing from 170,000 people — including seniors, people with disabilities, and Veterans. That would force thousands back into homelessness and wipe nearly $2B from local economies.

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We're deeply concerned about the risks created by HUD's new funding rules.

These changes could put housing for more than 170,000 people at risk in 2026 — including seniors, people with disabilities, and Veterans who have already overcome homelessness.

If this support is withdrawn, we would feel the impact immediately:
⚠️ Tens of thousands could be pushed back into homelessness
🏙️ Local businessed,hospitals, and emergency services would face even more strain
💸 Nearly $2 billion in reliable rental payments would disappear from local economies — hitting small mom-and-pop landlords especially hard

Stable housing keeps our neighbors safe and local economies strong. Weakening that support would have serious and lasting consequences.

Talking point: Economic & Community Impact

Graphic

Canva (customize with your logo + download) | **Google Drive** (download)

X/Twitter/Threads/Bluesky

HUD's new funding rules could make 170,000 homes uaffordable for people living on fixed incomes. Communities would see rising shelter demand, higher costs for

local governments + health systems, and strain on downtown businessnes and community well-being.

Facebook/LinkedIn/Instagram

We understand how serious the economic and community impacts are.

More than 170,000 affordable homes could suddenly become unaffordable for people living on fixed incomes. And the ripple effects would be felt across entire communities:

📈 Increased shelter demand and more people pushed into homelessness
💰 Higher costs for local governments and health systems
🏙️ Strain on downtown businessess and overall community well-being

These consequences would destabilize both people and places. Protecting stable housing is essential for keeping our community strong.

Talking point: What Community Solutions Is Calling For

Graphic

Canva (customize with your logo + download) | **Google Drive** (download)

X/Twitter/Threads/Bluesky

Our community supports Community Solutions' call for action: Congress must renew all CoC grants for 12 months to protect housing, prevent harm, and keep local economies stable. Federal policy must reflect reality — flexible, practical, and focused on outcomes for our neighbors.

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We support what Community Solutions is calling for in response to HUD's new funding rules:

1️⃣ Immediate congressional action: Congress should direct HUD to renew all CoC grants expiring in 2026 for a full 12 months.

This renewal would:
- 🏠 Preserve housing for tens of thousands of Americans
- ⏳ Give us time to assess policy changes and prevent harm
- 💸 Protect local economies from the abrupt loss of rental support

2️⃣ Federal policy that is focused on outcomes.

Communities like ours need flexible, practical tools that:
- 🏘️ Preserve existing homes for people struggling with rising housing costs
- 🔄 Prevent returns to homelessness rather than reacting after people fall into crisis

We support reform but it must be centered on keeping people housed and reducing homelessness, not driven by bureaucratic deadlines.

Our community needs solutions grounded in reality, centered on stability, and designed to protect both people and places.