

Email Campaign Launch- 2 examples

Dear XXX,

Affordable. Housing. Now. Those three words sum up the cries and demands we all hear across California from people who are crushed by housing costs. For some of us, skyrocketing rents and the lack of affordable housing hits close to home.

We can work together to make affordable housing a reality for more Californians. [Join our campaign today](#) and help pass the **\$4 billion Veterans and Affordable Housing Bond Act this November**. The bond will build homes for veterans, working families, people with disabilities and Californians experiencing homelessness – maybe someone you know who needs a safe, stable home.

Many of you have been part of this campaign from the start when it was known as SB 3 (Beall). You made calls, sent emails, visited your legislators in the Capitol and shared personal stories. We need your help to see this campaign through to November because passing a bond measure is no easy lift.

Join us today – endorse, organize, stay informed!

- [ENDORSE](#). You can endorse the bond as an individual as well as get your organization on board.
- ORGANIZE. Use our [fact sheet](#) and help us organize a broad, coalition by spreading the word why Californians need this bond to build affordable housing.
- [STAY INFORMED](#). Sign up for updates and receive the latest news on our campaign.

Dear Friends & Supporters,

You have been part of this campaign from the start when it was known as SB 3 (Beall). Thanks to your phone calls, emails, and visits to legislators we can make affordable housing a reality for more Californians --but, we need your help to see this campaign through to November, because passing a bond measure is no easy feat.

So many Californians need a safe, affordable place to call home. High housing costs and skyrocketing rents are leading to an increase in homelessness and despair especially in our rural, farmworker, and American Indian tribal communities.

Join the campaign today and help pass the \$4 billion Veterans and Affordable Housing Bond Act this November. The bond will build homes for veterans, working families, people with disabilities and Californians experiencing homelessness - those that are in dire need of a safe and stable home.

- ENDORSE. You can endorse the bond as an individual as well as get your organization on board.
- ADVOCATE. Use this FACT SHEET to expand our broad coalition by spreading the word on why Californians need this bond to build affordable housing.
- STAY INFORMED. Sign up for updates and receive the latest news on this campaign. You can also sign up for CCRH's action alerts here.

Thank you for your continued support,