



HOMES GUARANTEE CANDIDATE TOOLKIT

STANDARDS + TIPS FOR VETTING DONATIONS

“ I pledge to reject any developer and real estate contributions that my campaign may be offered, and to return any developer and real estate money that I have already taken.

— HOMES GUARANTEE CANDIDATE PLEDGE

STANDARDS

- ❌ Reject corporate donations (monetary or in-kind) from real estate firms, developers, big landlords, construction companies, and any other affiliated entities.
- ❌ Reject corporate donations (monetary or in-kind) from LLCs associated with landlords and/or properties.
- ❌ Reject donations from PACs and other political committees funded by the real estate industry to promote their interests.
- ❌ Reject individual donations from real estate developers, executives, and big landlords.
- ❌ We encourage you to review all donations over \$200 to ensure they are in compliance with these standards.
- ❌ In this context, we define landlord contributions to come from individuals who own multiple units and/or properties and have taken steps to formally incorporate their business. For individuals renting out rooms or houses, we ask you to review and reject or return at your discretion.
- ❌ Reject donations from law firms that deal in real estate law and/or represent landlords or real estate developers. For donations received from individual lawyers, we ask you to review and return these donations at your discretion. If this individual is directly involved in representing real estate interests, we recommend that you reject or return the money.

SAMPLE NOTE FOR RETURNING DONATION

Thank you for making a donation to my campaign for Congress. I was excited to publicly announce last week that I have taken the Homes Guarantee Candidate Pledge. The pledge is one way I am demonstrating my commitment to ending the affordable housing crisis in our district and our nation. Specifically, by advancing the Homes Guarantee, a grassroots-backed plan to guarantee safe, accessible, sustainable, and affordable homes for all. For this reason, your donation, while well intentioned I'm sure, is inconsistent with the values of my campaign and the people-powered movement backing it. Please find a check for the full amount here enclosed. My Finance Director can be reached at [email address] if you have further questions.

RESOURCES

[Federal Election Commission Database](#)
[OpenSecrets.org](#)

HOMES GUARANTEE

CANVASS SCRIPT



NOTE: These scripts utilize [deep canvassing techniques](#), which call on canvassers to share some of their personal experiences and stories to foster a deeper conversation with voters and to connect personal experience to policy solutions and campaigns. Deep canvassing is focused on self-persuasion and active processing, creating space for folks to reach conclusions in their own way.

Deep canvassing scripts are meant to be flexible and free-flowing, providing a guide to start a conversation, while also allowing canvassers to go off script and respond directly to the people they are interacting with.

CANVASSER: Hi, is [[VOTER NAME]] home?

My name is [[NAME]]. I'm here today on behalf of [[CANDIDATE NAME]]. We're going door to door to talk to voters about the housing crisis and how they've been impacted by rising rents, gentrification, bad landlords, and other experiences with housing.

Housing is personal to me because [[take some time here to talk about your self-interest and stake in addressing the housing crisis]]

How have you been impacted by the housing crisis?

→ Allow time for response. Listen to answer, look for points of connection.

CANVASSER: Thank you for sharing that with me.

[[Respond to some of the points voter raised, share any personal stories or connections]]

I'm also here today on behalf of [[CANDIDATE NAME]] who is running on a Homes Guarantee platform. The vision for the Homes Guarantee is pretty simple: we believe that in the richest country in the world, everyone should have a safe, accessible, sustainable, and permanently affordable home.

→ See how voter responds to this.

CANVASSER: I'm supporting [[CANDIDATE NAME]] because I know that they will fight for a Homes Guarantee and will work to address the housing crisis we face here in our area.

Can we count on your support for [[CANDIDATE NAME]] on [[ELECTION DATE]]?

→ Allow time for consideration and response. Don't break the tension by talking before they do!

CANVASSER: Thank you for your time today. Please feel free to take these materials on [[CANDIDATE NAME]] and the Homes Guarantee. We plan to be in touch soon!

— END OF SCRIPT —

TALKING POINTS

- The Homes Guarantee is a policy platform developed by grassroots leaders and organizers from across the country who have been directly impacted by the housing crisis. It puts forward a bold vision to push for structural change and shift power from landlords and real estate -- to tenants.
- The Homes Guarantee calls for 12 million social housing units, massive reinvestment in public housing, a tenant bill of rights, and reparations for centuries of racist housing policy. It's a climate and racial justice intervention. It's what we need to meet the scale, breadth, depth of the housing crisis.
- The private housing market is failing. It's designed to make the rich, richer, and more and more of us can't afford rent. When systems are designed to boost private profits, they always fail to meet the needs of the people. That's why we need a Homes Guarantee.

WE BELIEVE IN A NATIONAL HOMES GUARANTEE

In the richest country in the world, everyone should have access to safe, sustainable, and permanently affordable housing.

We believe that the people closest to the problems are closest to the solutions. Our grassroots leaders are the experts of their own experience, and this platform has been shaped by the demands of people directly impacted by the national housing crisis, and builds from a long tradition of tenant organizing.

BUILD 12 MILLION UNITS OF SOCIAL HOUSING + END HOMELESSNESS

The private market has failed to meet the needs of the people. We call for legislation to build 12 million new units of social housing to provide for 12 million renter households that are cost burdened and for the millions who are experiencing homelessness.

REINVEST IN EXISTING PUBLIC HOUSING

Public housing in the U.S. serves over 2 million people and existing units require at least \$70 billion in repairs. The government must reinvest in public housing, committing at least \$30 billion annually for five years, totaling \$150 billion.

PROTECT RENTERS + BANK TENANTS

Renters and bank tenants – another term for homeowners – are subject to unpredictability of unregulated and predatory industries that cause evictions, displacement, and foreclosure. We need a National Tenant Bill of Rights that includes Universal Rent Control, good cause eviction, right to counsel, and more to build the power of tenants.

PAY REPARATIONS FOR RACIST HOUSING POLICIES

The United States has never addressed the brutality of indigenous genocide and slavery, as well as other racist housing policies like redlining. The Homes Guarantee embraces a reparative framework that would compensate communities directly impacted by housing discrimination, and push for racial impact analyses of housing policy.

END REAL ESTATE SPECULATION AND DE-COMMODIFY HOUSING

Speculation is the process of buying property as a wealth building tool. For many, housing is a necessity and not about wealth. We must end land and real estate speculation and call for tax measures and legislation that will decommodify housing and create a system that is focused on meeting needs, not profit.

A GREEN NEW DEAL FOR HOUSING

The housing and climate change crises converge in the American household. We must upgrade existing housing stock and make it carbon neutral by fully electrifying buildings and retrofitting to reduce energy use. This will reduce long-term operating costs and energy consumption, and create millions of jobs across the country.

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