



WHR Social Media Toolkit: Governor's 2024–2025 Budget Address

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TOPLINE MESSAGING

- The inclusion of \$50 million for Whole-Home Repairs in Governor Shapiro's budget proposal is a win for our homes!
- It's been less than a year since funding began to flow to counties to launch the Whole-Home Repairs Program, and already across the Commonwealth, more than a thousand homes have been repaired and countless lives have been changed.
- When Whole-Home Repairs passed, we knew the need was huge. One in four Pennsylvania voters lives in a home that needs a critical repair, and one in three has utility bills that are unaffordable. Demand for the program has far outpaced available resources. Hundreds of thousands of Pennsylvanians live in a home that needs a critical repair, and county administrators are reporting that the number of eligible applicants is 4 times, 10 times, and even 25 times greater than they can serve.
- With this budget, Governor Shapiro has shown his commitment to fixing our homes and investing in the long-term health of our communities. Now, it's time for legislators in both chambers, and on both sides of the aisle, to come together. Housing insecurity crosses all geographic and political boundaries, and it will take all of us working together to move toward a shared vision of every one of our neighbors and loved ones safe in their homes, and safe in their communities.

- Pennsylvania has given our country a blueprint for how we can repair homes, create new jobs and a skilled local workforce, and allow people to remain in their communities.

EXPANDED MESSAGING

- The inclusion of \$50 million for Whole-Home Repairs in Governor Shapiro's budget proposal is a win for our homes!
- It's been less than a year since funding began to flow to counties to launch the Whole-Home Repairs Program, and already across the Commonwealth, more than a thousand homes have been repaired and countless lives have been changed.
- With this groundbreaking program, Pennsylvania showed the country how we can fix homes to keep people in their communities!
 - When we passed Whole-Home Repairs, this program was the first of its kind in the nation. Now, states like Maine, Rhode Island, and Maryland have adopted their versions of Pennsylvania's program.
 - Members of congress have signaled their commitment to more support for this lifesaving program.
- Demand for the program has far outpaced available resources. After decades of disinvestment, the need is enormous. Hundreds of thousands of Pennsylvanians live in a home that needs a critical repair, and county administrators are reporting that the number of eligible applicants is 4 times, 10 times, and even 25 times greater than they can serve. In Allegheny County alone, 96% of eligible applicants are being deferred simply because of insufficient funds to meet the need.
- Pennsylvania residents need this program to stay safe and healthy in their homes. Pennsylvania builders need this program for good local jobs and for training up tomorrow's workers. County administrators are ready to deploy Whole-Home Repairs funds as soon as they come through to expand the incredible successes and help more neighbors retain their homes and stay in the communities they love.
- With this budget, Governor Shapiro has shown his commitment to fixing our homes and investing in the long-term health of our communities. Now, the legislature needs to do its part!
- Whole-Home Repairs has been bipartisan from the start. We know that housing insecurity crosses all geographic and political boundaries. It's time for legislators in both chambers, and on both sides of the aisle, to come together. It will take all of us working together to move toward a shared vision of every one of our neighbors and loved ones safe in their homes, and safe in their communities.
- When Whole-Home Repairs passed, this program was the first of its kind in the nation. Now, states like Maine, Rhode Island, and Maryland have adopted their own versions of this lifesaving program, and members of congress have signaled their commitment to supporting the work here in our Commonwealth and expanding it nationwide. Pennsylvania has given our country a blueprint for how we can repair homes, create new jobs and a skilled local workforce, and allow people to remain in their communities.

LIVESTREAM

The budget and the Senate and House Democrats press conference will be streamed here:

<https://pasenate.com/budget/>

Budget is to start at 12:30(ish).

Democrats' press conference should start around 3:00-3:15.

GRAPHICS

Editable templates:

Square:

https://www.canva.com/design/DAF8B_6vLJI/vx3MTPFHRzxRiCgDMQ7hAQ/edit?utm_content=DAF8B_6vLJI&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Vertical:

https://www.canva.com/design/DAF8CLRMMWc/WedvsJCTz7915JU-UirWZw/edit?utm_content=DAF8CLRMMWc&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Folder with graphics:

<https://drive.google.com/drive/folders/1gRon6PJK9nSmwQLSIKKBVyEBvligvscx?usp=sharing>

SOCIAL MEDIA

Sample posts:

1. The \$50 million for #WholeHomeRepairs in @GovernorShapiro's #PABudget address is a win for PA homes! It's been less than a year after money was sent to counties, and already, more than a thousand homes have been repaired and countless lives have been changed.
2. #WholeHomeRepairs has already repaired over 1000 homes in less than a year but the current funding can't keep up with demand. Today's proposed \$50 million is an important step to address the huge need.
3. Big news! \$50 million for #WholeHomeRepairs in @GovernorShapiro's #PABudget proposal! This is a huge win for our homes and communities. Now, we need the legislature to come together and bring this investment over the finish line. Proud to stand with @SenatorSaval in this work! 🛠️
4. #WholeHomeRepairs provides a blueprint for an economy and a society that take climate change and place-based inequality seriously! @GovernorShapiro's \$50 million investment sets PA up to be a leader for our country. 🛠️ #PABudget
5. #WholeHomeRepairs WINS with \$50 million in @GovernorShapiro's budget proposal! Hundreds of thousands of people in PA live in homes that need a critical repair, and

county administrators report that the demand is far greater than available resources. This is a huge start!

6. #WholeHomeRepairs was the first of its kind in the nation. Now, states like Maine, Rhode Island, and Maryland have adopted their own versions, and members of congress are interested in expanding it nationwide. @GovernorShapiro's \$50 million for this program sets PA as a leader.
7. ICMY: \$50 million for #WholeHomeRepairs! @GovernorShapiro's #PABudget proposal means support is coming for our residents, our workers, and our communities. Proud to be part of the tireless coalition standing with @SenatorSaval in this work. 🛠️

Handles:

Governor Shapiro

- X: @GovernorShapiro
- IG: @governorshapiro
- FB: @governorshapiro

Senator Saval

- X: @SenatorSaval
- IG: @senatorsaval
- FB: @senatorsaval

Hashtags:

#WholeHomeRepairs #PABudget #EveryCountyEveryHome #HousingIsARight

Emojis:

