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## **NRHC Releases New Report, Launches Social Media Campaign**

### **NRHC Releases New Report**

Next week, NRHC will officially release its newest report, "**Rural America's Rental Housing Crisis**," on the state of affordable rental housing in rural communities. You can [find an advanced copy here](#).

The report highlights not only the substantial contributions that federal rural housing programs have made to improve rural housing conditions, but also the challenges to preserving and maintaining these gains in an era of budget austerity.

"Rural advocates are deeply concerned that USDA's current preservation efforts will not be enough to sustain its rental housing portfolio. If Congress and the Administration do not implement real reforms, rural communities may lose this vital resource," says Bob Rapoza.

## **Social Media Campaign Launch**

Thanks to the generous support of Capital One, NRHC is launching its **2nd Annual Social Media Campaign** to help rural organizations use social media to build relationships with supporters, donors, volunteers, and policymakers.

Social media has revolutionized the way nonprofits communicate with the public. However, while more than 9 in 10 nonprofits nationwide use social media, rural organizations have lagged behind. Last year, NRHC polled its membership and found that 30 percent do not use social media at all or do so only infrequently.

**To help you take your social media advocacy to the next level, NRHC can offer you:**

- Our new **2014 Advocacy Toolkit: [Creating a Social Media Strategy](#)**, with important information on how to create an effective social media strategy, regardless of your organization's available resources.
- **Social Media Technical Assistance** to help your organization establish, maintain, and improve its social media presence and advocacy. For assistance, please contact Sarah Mickelson at [sarah@rapoza.org](mailto:sarah@rapoza.org) or by phone at 202-204-3952.

We hope these tools will inspire you to begin to use social media or take your efforts to the next level.

Thank you for your support,

Sarah Mickelson