2018 NEUAC Annual Conference

LIHEAP Advocacy: Action Day, Every Day

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Advocacy: Why it Matters!

“When I feel the heat,
I see the light…”

C. Everett Dirksen
Former U.S. Senator (D-IL)
How LIHEAP Works…

1. Congress appropriates funds.

2. U.S. Department of Health and Human Services makes commitments to grantees.

3. Grantees (states/tribes/territories) commit funds to subgrantees (Community Action Programs/charities).

4. Households apply for LIHEAP assistance.

5. Subgrantees screen households and may support their heating/cooling costs.

Households Must Request and be Confirmed to be Eligible

• LIHEAP isn’t an entitlement.
• When the funds run out, LIHEAP ends.
• Households must prove income.
• Assistance is brief and limited.
• LIHEAP Crisis Assistance can be contingent upon notice of disconnection.
LIHEAP Prioritizes Households Sheltering:

- Elderly*
- Disabled*
- Preschoolers
- Those w/High Energy Burdens* (*including veterans)

US eligibility limits: household must earn ≤150% of poverty or ≤60% of state median income.
LIHEAP Components: 2018 US Average (Pre-Omni)

- Heating: 51%
- Cooling: 7%
- Crisis: 15%
- WAP: 11%
- Carryover: 4%
- Admin.: 10%
- Assurance 16: 2%
- Leveraging: 0%
- Assurance 16: 2%
- Cooling: 7%
- Heating: 51%
Advocacy: A Winning Strategy

- Fly-ins
- Key Messages
- Influencers
- Media
- Storytelling
- Persistence Pays
Sometimes It Feels Like This...
LIHEAP Action Day

- LIHEAP’s #1 Fly-In

- We explain who LIHEAP helps, why it's needed, how it works and urge it be saved, sustained and better-funded.
Effective Advocacy

• Form your team.

• Build a coalition of influencers.

• Diverse voices representing beginning to end process: administrators, fuel-funds, community leaders, utilities and recipients.

Go Team!
Effective Advocacy

Hone your message. What do you really want?

MORE Money!

Sure, but that’s only the beginning…
Effective Advocacy

Answer these questions to develop your key messages:

• Why?
• What?
• Who is involved?
• When?
Effective Advocacy

Why? State the need.

LIHEAP SAYS NO to 14 out of 15 eligible Florida residents.

“You don’t know what life is going to throw at you. When my car broke down I thought...”
Effective Advocacy

What?

• Tell them what LIHEAP does. Give examples!

• State the action you are seeking. Be specific.

• How can their action solve the problem?

“You don’t know what life is going to throw at you. When my car broke down I thought I would have to junk it and was worried about how I would get to the store or the doctor’s office. But thanks to LIHEAP I was able to get it repaired. It was truly a blessing.”

Lois Boles
LIHEAP recipient
Effective Advocacy

Who?

• State the Sub-Committee and Full Committee Members that must be contacted.

• Does the office you’re briefing serve on Appropriations Committee? *Ask them to be a champion!*

**TAKE ACTION:** Ask Chairmen Cole and Blount to sustain and better fund LIHEAP!
Effective Advocacy

When?

• Know key Appropriations schedules and deadlines.

• URGENCY is key.

LHHS Subcommittee is marking up bill this week. Please contact Appropriators now!
Communications Support

• Tools to support your advocacy: blog, social media, video, company newsletter and more!

@NEUAC presents Chairman Roy Blount its highest award, the Extra Mile Award for his efforts to save and better fund @LIHEAP
Never Fear! NEUAC is Here…

Examples:

- LIHEAP Action Day state fact sheets.
- Press releases.
- Social media: sample tweets, FB posts and workshop.
- Network with other allies.
- Saveliheap.org and video clips.
- Sign/Share NEUAC’s All Parties letter.
Storytelling

- Bring the faces of LIHEAP to your meeting.

VIDEO
Effective Advocacy

Now What:

• LIHEAP Action Month – August.

• Approps Mark Up.

• Year-round advocacy via DC-based branches of companies and nonprofit partners.

• Year-round advocacy at home – town hall meetings, LIHEAP enrollment events, weather events.
How Are We Doing?

• LIHEAP’s won a 7% FY18 US funding boost!

• LIHEAP’s first meaningful increase since FY09!

• Thanks to LIHEAP Champions on Capitol Hill!

• Thanks to NEUAC, NEADA and to you!
Questions?

Thank You!

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