Dear [elected official, business owner, nonprofit Executive Director, homeowner/neighborhood association, etc.],

I am a representative from [development group/company]. As you may be aware, we’re planning [outline scope of development project] at [proposed development address]. Our goal is to be a trusted community partner, so I’d like to offer a proper introduction. [Provide 1-2 sentences about company and include mission statement and any corporate/social responsibility work].

I am asking for your support of [development project] and **Welcome Home, Iowa**, a grassroots campaign to add 61,000 housing units across the state by 2030 in order to meet the needs of Iowa’s robust economy.

Many hard-working Iowans, including childcare workers, EMTs and paramedics, food servers, grocery store clerks, nursing assistants and preschool teachers earn less than what is required to afford a market rate apartment and utilities in Iowa. Diverse housing options in Iowa [if local: our] communities enhance the strength and prosperity of the economy so all Iowans can thrive. We know that when people can live in communities where they work, there’s great benefits to all.

While opponents to affordable housing in their neighborhoods have been more likely to make their voice heard, 73% of Iowans support adding housing in their ZIP code after being presented with the benefits it will bring\*. However, the opposition is the vocal minority, halting 1 in 3 housing projects in the state and stalling and causing the modification of another 1 in 4.

Please visit WelcomeHomeIA.com to learn more about the benefits of housing for all and to join the many citizens and businesses already pledging their support. Please reach out to [contact information] with any questions about [development]. [Insert info about any community planning meetings, listening sessions, next steps in the development.]

Sincerely,

[NAME]

Please note: Region-specific housing statistics about the need for housing are available on the Iowa Profile, available on the community toolkit page of welcomehomeia.com. Localized information is always best!

*\*Online survey of 400 Iowans ages 18 and older between June 22 and July 1, 2021*