

Emergency Rental Assistance – July 28th Call to Action!

Thanks to the American Rescue Plan, billions of dollars in federal rental assistance is available to renters behind on housing costs, as well as landlords who have struggled during the pandemic. **It is critical that tenants and landlords can access this resource – help us spread the word.**

Call to Action: Raise awareness of a new [Consumer Financial Protection Bureau \(CFPB\) look up tool](#) and the emergency rental assistance available to landlords and tenants by leveraging your communications channels.

On July 28th and beyond:

1. **Send an email to your organization's listserv**
2. **Post a message on social media (hashtag: #RentHelp)**
3. **Update your website with a link to CFPB's resource: consumerfinance.gov/renthelp**
4. **Host an event to notify community members of available resources**

NOTE: Online CFPB resource will be not be live until July 28th.

Background: The federal government is continuing an all-out push and issuing a call to action to Members of Congress, state and local officials, companies, advocates, nonprofits, the faith community, and more to conduct an all-out push to make sure tenants and landlords take advantage of federal rental assistance to help cover rent, utilities, and other housing costs and keep people in their homes.

On July 28th, CFPB debuts a new look up tool (consumerfinance.gov/renthelp) for renters and landlords to find information on rental assistance in their area and apply for assistance. While we are encouraging people to help get the word out on July 28th to connect people to CFPB's new tool, these resources will continue to be valuable to renters and landlords, and we welcome any and all continued outreach efforts.

Key Messages:

- Help is available for renters who are having trouble paying rent, utilities or other housing costs as well as for landlords who have tenants in this situation
- State and local programs are distributing billions of dollars in rental assistance
- Renters and landlords who don't know where to turn can use a new website from the Consumer Financial Protection Bureau. This website makes it easy to find a rental assistance provider in your area. People can go to consumerfinance.gov/renthelp to find help paying rent.

Sample long-form text:

If you're a renter having trouble paying your rent, utilities, or other housing costs – or if you're a landlord trying to stay afloat with tenants in this situation – help may be available. State and local programs are distributing billions of dollars in rental assistance to help renters stay housed during the pandemic.

[Visit the Consumer Financial Protection Bureau's Rental Assistance Finder](#) to find out what this means for you and what you can do. The CFPB's site also includes resources to help renters and landlords understand other resources to help navigate various financial hardships related to the pandemic.

Sample short-form text for social media:

- [For Renters] Worried about missed rent payments or eviction? Assistance is available to help cover your rent, utilities, or other housing-related costs. Visit consumerfinance.gov/renthelp to find a program near you. #RentHelp
- [For Landlords] Squeezed between missed rental income and bills you owe because of the pandemic? Help is available. Government rental assistance programs can help you and your tenants cover missed payments. Visit consumerfinance.gov/renthelp for more information. #RentHelp

For additional information about the Emergency Rental Assistance program, [visit the unified federal housing assistance portal hosted by the CFPB](#).