

## the national home equity mortgage association



**challenge:** With 250 corporate members in all 50 states, the National Home Equity Mortgage Association (NHEMA) is the main trade group for the non-prime mortgage lending industry. NHEMA engaged Advocacy Solutions to launch its grassroots advocacy program to support Congressional legislation setting national abusive lending standards.

**solution:** To build NHEMA's grassroots presence, Advocacy Solutions:

- ▣ Designed, developed content for, and launched the NHEMA grassroots advocacy portal, <http://advocacy.nhema.org/>.
- ▣ Wrote all advocacy action alerts and sample letters to Congressional offices.
- ▣ Generated over 500 emails, faxes, and letters to 74 Congressional offices.
- ▣ Promoted the NHEMA grassroots advocacy portal to members via newsletters, how-to brochures, and in person demonstrations.
- ▣ Helped organize, promote, and recruit participants for NHEMA's "Take the Hill" day.
- ▣ Developed an August recess action kit, instructing NHEMA members how to arrange meetings with their local Congressmen and providing talking points on NHEMA support legislation.

**result:** NHEMA is now recognized as a grassroots force on mortgage lending related legislation.

