



Good Cause Opt-In Communications and Outreach Toolkit

Messaging docs:

- [Overall Talking points + FAQ/Tough Questions](#)
- [Closing the Loopholes Talking Points \(Beacon\)](#)
- [Hearing talking points for tenants \(Ithaca\)](#)

Fact sheets/info

- [Memo in Support for Enacting the Strongest Possible Good Cause Eviction Law](#)
- [Local Good Cause Memo for Lawmakers](#)
- [Town-by-town data](#) to estimate the difference between a portfolio size of 1 vs leaving the exclusion at 10+ units (reach out for help estimating for your locality)

Outreach Materials:

- [Letter to Councilmembers Digital Tool copy](#) (Rochester)
- [Door Knocking Script \(Fishkill\)](#)
- [Petition copy \(Fishkill\)](#)
- [Text banking script \(Rochester\)](#)
- [Sample flyers \(Ithaca\)](#)
- [Digital Toolkit for Petition Launch \(Syracuse\)](#)
- [Good Cause Letter of Support](#) (Croton on Hudson)

Releases/advisories:

- 1) Good Cause Rally: [Advisory](#) (Syracuse)
- 2) Good Cause Tenant-focused Rally (Eviction defense): [Advisory](#) and [Release](#) (Rochester)
- 3) Good Cause Hearing: [Advisory](#) and [Release](#) (Rochester)
- 4) Good Cause vote/victory: [Advisory](#) and [Release](#) (Beacon)