WHAT IS THE EMERGENCY RENTAL ASSISTANCE PROGRAM?

The Covid-19 pandemic caused financial hardship for many New Mexico residents. As a result of the fear and hopelessness in our community, the New Mexico Black Leadership Council has created a program called UpLift to help our community overcome this difficult time by providing help, resources, and information. Through our program, individuals can easily find information about local and state financial assistance.

THE PURPOSE

We aim to highlight Emergency Rental Assistance resources for New Mexico residents.

The overwhelming recovery process for those financially affected by Covid-19 has contributed to homelessness and mental health issues for many. To assist those in need to transition from financial hardships, we wish to act as a conduit for transferring all relevant information.

WHAT’S IN THIS KIT?

- How to use this kit
- Social Assets
- Post Examples
HOW TO USE THIS TOOL KIT

This campaign has been designed to be used on social media platforms like Facebook and Instagram. This kit provides you access to the graphic assets and videos that will be used throughout the campaign. Review the information below for post examples and posting schedules.

SOCIAL MEDIA ASSETS

SINGLE POST(S)

SINKING IN PAST DUE NOTICES?

DID COVID-19 SET YOU BACK FINANCIALLY?

CAROSEL (MULITPLE IMAGES) POST

EMERGENCY RENTAL ASSISTANCE
YOU MAY QUALIFY IF:

YOU ARE A RENTER IN NEW MEXICO

FINANCES Affected by COVID-19 PANDEMIC

PAST DUE UTILITY BILL RENT or AN EVICTION NOTICE
SOCIAL MEDIA ASSETS

1:1 VIDEO POST(S)

REELS / TIK-TOK / SHORTS

4:5 VIDEO POST(S)

RENTAL ASSISTANCE INCOME QUALIFICATIONS
BERNALILLO COUNTY OUTSIDE ABQ

1 person household max income $20,500
2 person household max income $44,000
3 person household max income $54,150
4 person household max income $63,200

www.nmblc.org/uplift | #upliftnm

APPLYING FOR EMERGENCY RENTAL ASSISTANCE??
HERE'S WHAT YOU NEED:

IDENTIFICATION (ID)
PROOF OF INCOME
LEASE AGREEMENT & PAST DUE RENT
UTILITY BILLS

RENTAL ASSISTANCE INCOME QUALIFICATIONS
ALL NEW MEXICO COUNTIES & ABQ RESIDENTS

1 Person household max income $26,500
2 Person household max income $44,000
3 Person household max income $54,150
4 Person household max income $63,200

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GO TO ASSETS FOLDER
TIPS & RESOURCES

TIP 1: YOU MUST USE THE #UPLIFTNM IN YOUR POST DESCRIPTION
By using the hashtag #UpLiftNM we can collect and monitor each post and engagement activity for everything published for the campaign. Make sure you include it in all of your posts.

TIP 2: VIDEOS ARE SHARED, NOT POSTED
Videos for the #UpLiftNM campaign will be first posted and boosted from the New Mexico Black Leadership Council page. Make sure you share the post from the page in order to increase engagement with the video. You’ll receive email correspondence with an update on when the videos will be published.

TIP 3: SHARE, TAG, AND COLLABORATE
Lots of programs have similar services and some share the same resources. Feel free to tag other organizations and share content from the campaign onto your Facebook page in order to increase engagement.

CANVA - FREE ONLINE DESIGN SOFTWARE
Website: https://www.canva.com/
Training: https://designschool.canva.com/tutorials/

FACEBOOK PUBLISHING TOOLS
Help Center: https://www.facebook.com/help/1533298140275888