



TEXAS APPLESEED

sowing the seeds of justice

Building a CDFI Policy Campaign in Texas

Using Your Voice and Your Power to Increase Impact

April 9, 2024





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Texas Appleseed is a data-driven nonprofit committed to supporting children, families, and communities through policy change.

COMPONENTS OF A SUCCESSFUL POLICY CAMPAIGN



**Tangible
Goals**



**A Clear Story of
Impact**



**Leverage and
Expand Power**

TANGIBLE GOALS



1. Assess your needs

2. Learn about available resources to meet your needs

Are there programs that already exist that you are not using?

- Capital Access Program (Economic Development Bank under Governor's Office)
- Grant programs for financial and housing education from the Texas Office of Consumer Credit Commissioner and Texas Department of Savings and Mortgage Lending
- Local or regional economic development funding opportunities
- Federal funds

3. What is the Legislature uniquely positioned to provide?

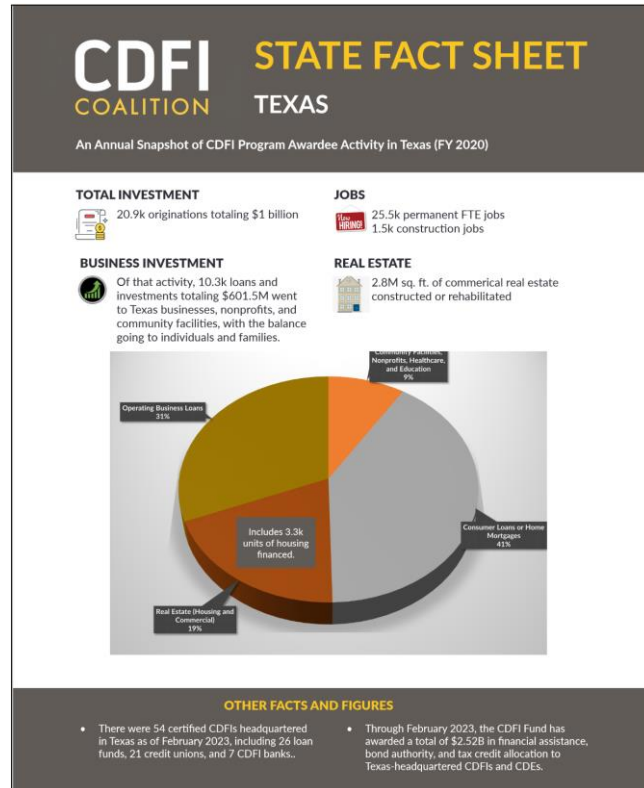
- Sometimes a study can be a good first step.
- Think creatively—can a fee or optional fee charged for something go CDFIs?

4. Consider any overlaps between your priorities and the priorities of state leadership

- Governor has expressed interest in affordable housing for middle income families.
- Texas prides itself in being supportive of small businesses

<https://www.freestock.com/free-photos/unposed-group-creative-business-people-open-389280196>">Image used under license from Freestock.com

A CLEAR STORY OF IMPACT



1. Politics is local—statewide story of impact is important, but you also need to tell the local story

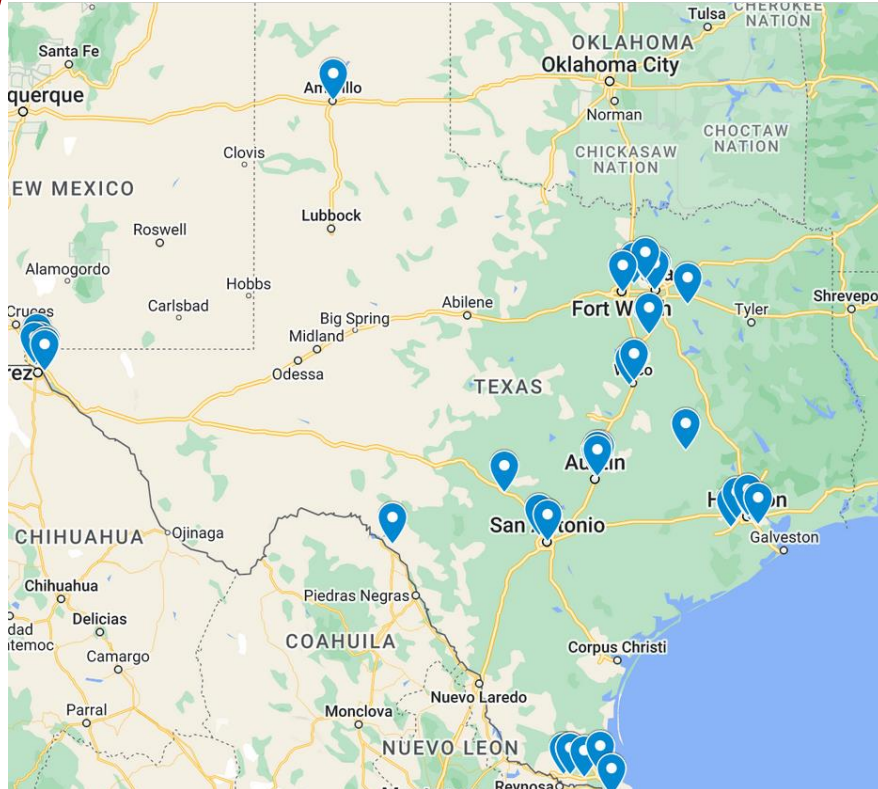
2. Create materials with data and language that is accessible (short) and opens door with your audience

3. Individual stories are be powerful

4. Media can be helpful

Source: <https://cdfi.org/Texas/>

LEVERAGE AND EXPAND POWER



1. Know who represents you, and make sure they know you

Texas CDFI headquarters in legislative districts:

- 37 Texas House Members—about 25% (30 Democrats and 7 Republicans)
- 18 Texas Senate Members—58% (10 Democrats and 8 Republicans)

2. Leverage relationships of allies

Identify allies to make introductions:

- Board members
- Funders (e.g. local banks)
- City leaders

3. Build a coalition of supporters

Who benefits from your work?:

- Local chamber
- Faith communities
- Clients

4. Consider hiring a lobbyist

Persistence

Thank You

CONTACT

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