



**Cook County Legal Aid for Housing and Debt
Communications and Social Media Activation Toolkit
February 1, 2021**

About this Toolkit:

Cook County has launched Cook County Legal Aid for Housing and Debt (CCLAHD), a county-wide initiative to help resolve eviction, foreclosure, consumer debt, and tax deed issues.

The CCLAHD Communications Workgroup is providing this toolkit to our network of leaders, businesses, news outlets, nonprofits, and organizations to help amplify this important message to Cook County residents who have the need and will benefit from this program.

Inside you will find an overview of the program, talking points, ready-to-go social media posts and visual content that you can customize to most effectively communicate with your audience on your social media platforms and other communication channels.

Thank you for your support!

This initiative has been launched by Cook County Board President Toni Preckwinkle, the Office of the Chief Judge of Cook County, Cook County Sheriff's Office, the Cook County Board of Commissioners, the Chicago Department of Housing, the Chicago Bar Foundation, and The Chicago Bar Association. Additional partners include:

- CARPLS Legal Aid
- Center for Conflict Resolution
- Center for Disability & Elder Law
- Chicago Volunteer Legal Services
- Greater Chicago Legal Clinic
- Lawyers' Committee for Better Housing
- Legal Aid Chicago
- Legal Aid Society of Metropolitan Family Services

How You Can Help

You already have communication & outreach channels at your disposal to create meaningful and widespread awareness about CCLAHD. Help us ensure the people that you serve know about this program and how to get help.

How to promote the program and show your leadership during these critical times:

- Follow us on/at @cookcountygov, @tonipreckwinkle and the Partner Handles listed below on Facebook, Twitter, and Instagram for updates and share our posts. We also post as Cook County Government on NextDoor.
- Share information on your website – Place a temporary pop-up banner or add a special section about CCLAHD
- Post about CCLAHD on your social media channels – Commit to consistently promoting the program
- Create a video to help announce the program on your social channels
- Email the message to your customers, employees, supporters, key stakeholders – If you send out weekly newsletters, add a section about this program
- Mention the program while speaking to community members who may qualify
- Display promotional materials on bulletin boards, on windows, with sidewalk chalk
- Identify conferences and meetings in which you can present the program
- Publish a blog post or article about it
- Broadcast it on your news station
- Encourage others who may have connections to renters, homeowners, landlords, or those facing debt or tax deed issues to share the word

Talking Points

Overview of Initiative: Cook County has launched a new initiative, Cook County Legal Aid for Housing and Debt (CCLAHD). CCLAHD helps residents resolve eviction, foreclosure, consumer debt, and tax deed issues. The first program under the initiative, the Early Resolution Program (ERP), launched on November 23, 2020. The ERP provides free legal aid, mediation services, and connections to other resources including rental assistance for tenants and landlords dealing with evictions, property owners who are behind on their mortgage payments or property taxes, and creditors and debtors with issues related to consumer debt. Visit www.cookcountylegalaid.org or call **(855) 956-5763** to find out more information and get help. The services are provided for free for residents of Cook County and are being offered to:

- tenants facing eviction,
- landlords dealing with an eviction,
- debtors being sued for unpaid bills,
- creditors wishing to collect their unpaid debts, and
- property owners who have fallen behind on property taxes or mortgage payments.

Eligibility: anyone in Cook County

Application Process: Call 855-956-5763 or apply online at www.cookcountylegalaid.org to get help today.

Important Links: www.cookcountylegalaid.org

Social Media Marketing

Suggested Calls-to-Action:

- If you are facing eviction or have unpaid debts and need legal help, learn more at www.cookcountylegalaid.org or by calling our hotline at 855-956-5763...
- If you know someone who is facing eviction or has unpaid debt and needs legal help, share www.cookcountylegalaid.org or have them call the hotline at 855-956-5763 to get help today.
- If a landlord needs help with a tenant issue, share www.cookcountylegalaid.org or have them call the hotline at 855-956-5763 to get help today.
- If you cannot pay or have not paid your property taxes or mortgage payments, visit www.cookcountylegalaid.org or call the CCLAHD hotline at 855-956-5763 to get help today.
- If you know someone who cannot pay or has not paid their property taxes or mortgage payments, share www.cookcountylegalaid.org or have them call the hotline at 855-956-5763 to get help today.

Hashtags:

#CookCountyLegalAid #CCLAHD #CookCountyHousingHelp #OneCookCounty

Handles:

Principal: @cookcountygov

Principal: @ToniPreckwinkle

@ChicagoBarAssoc

@ChicagoBarFound

@ChicagoDOH

@CARPLSLegal

@ChiLegalClinic

@LCBetterHousing

@CDEltweet

@LegalAidChicago

@CVLS_legalaid

@MetroFamChicago

Sample Posts:

Twitter:

Sample #1: Do you need legal help with an eviction, foreclosure or debt issue? We can help regardless of immigration status. Visit our Legal Aid site at www.cookcountylegalaid.org or call 855-956-5763.

Sample #2: Cook County residents dealing with eviction or unresolved debt are invited to connect with Cook County Legal Aid for Housing and Debt. Call 855-956-5763 or visit <https://cookcountylegalaid.org>.

Sample #3: COVID-19 has put a strain on renters and homeowners. If you are a tenant facing eviction, or a landlord dealing with an eviction, the Cook County Legal Aid for Housing and Debt (CCLAHD) Early Resolution Program (ERP) can help! Call 855-956-5763 or visit <https://cookcountylegalaid.org>.

Sample #4: COOK COUNTY RESIDENTS: if you are currently facing eviction or unresolved debt there is help! The Cook County Legal Aid for Housing and Debt (CCLAHD) offers free legal help, mediation, and connections to other resources including rental assistance. To learn more, call 855-956-5763 or visit <https://cookcountylegalaid.org>.

Sample #5: Connect with free legal help, mediation, and other resources including rental assistance through the Cook County Legal Aid for Housing and Debt (CCLAHD) program. Call 855-956-5763 or <https://cookcountylegalaid.org>. visit for more.

Sample #6: Cook County, in collaboration with The Chicago Bar Foundation, the Cook County Court and other community partners, is assisting suburban county residents facing eviction, foreclosure, debt, and tax deed issues. Call 855-956-5763 or <https://cookcountylegalaid.org> to get started.

Sample #7 (Tax Deed): Cook County residents who have had difficulty paying their property taxes are invited to connect with assistance via the Cook County Legal Aid for Housing and Debt (CCLAHD) tax deed program. Call 855-956-5763 or visit <https://cookcountylegalaid.org>.

Sample #8 (Tax Deed): Have you been unable to pay your property taxes? Has it caused your home to be part of the yearly tax sale? There is help! Connect with help via the Cook County Legal Aid for Housing and Debt (CCLAHD) tax deed program by calling 855-956-5763 or visiting <https://cookcountylegalaid.org>.

Sample #9 (Tax Deed): If you have concerns about your property becoming part of the Cook County Tax Sale due to unpaid property taxes, there is a lifeline. Call 855-956-5763 or visit <https://cookcountylegalaid.org> to be connected with a member of the Cook County Legal Aid for Housing and Debt (CCLAHD) tax deed initiative.

Facebook/LinkedIn/Instagram:

Sample #1: We are committed to helping our residents resolve eviction, foreclosure, consumer debt, and tax deed issues. Connect with someone who can help you by calling 855-956-5763 or visit our Cook County Legal Aid website at <https://cookcountylegalaid.org>.

Sample #2: Eviction, foreclosures, and unresolved debt issues can have long-lasting, negative impacts. But there is a lifeline! The Cook County Legal Aid for Housing and Debt Early Resolution Program (ERP) will connect individuals with lawyers and other resources – call (855)956-5763 or visit <https://cookcountylegalaid.org> to get started.

Sample #3: Cook County's Early Resolution Program (ERP), as part of the Cook County Legal Aid for Housing and Debt (CCLAHD) initiative, proudly provides free legal help, mediation, and connections to other resources including rental assistance. These resources are available to both tenants and landlords dealing with eviction, foreclosure, or unpaid property taxes, as well as creditors and debtors with issues related to consumer debt. If this sounds like something that may be helpful to you, or someone you know, visit <https://cookcountylegalaid.org> to get started.

Sample #4: COVID-19 has taken a toll on all of us, exacerbating many of the inequities we have long known to exist. In an effort to stave off a sharp increase in eviction after the moratorium has lifted, Cook County has created the Cook County Legal Aid for Housing and Debt (CCLAHD) program. Call (855)956-5763 or visit <https://cookcountylegalaid.org> for assistance with eviction, foreclosure, debt, and tax deed issues.

Sample #5: Cook County has partnered with community law groups to launch the Cook County Legal Aid for Housing and Debt (CCLAHD) program, created to assist residents struggling with eviction, foreclosure, debt and tax deed issues. Lawyers and other legal professionals interested in participating in this initiative can volunteer with ERP program partners. To learn more, call (855)956-5763 or visit <https://cookcountylegalaid.org>.

Sample #6: Evictions, foreclosures, and unresolved debt issues can have a long-lasting, negative impact on your future. The Early Resolution Program (ERP) has been created to help! Individuals dealing with eviction, foreclosure, debt, and tax deed issues can access legal services and mediation free of charge. Start the process by calling (855)956-5763 or visiting <https://cookcountylegalaid.org>.

Sample #7 (Tax Deed): The Cook County Legal Aid for Housing and Debt (CCLAHD) program is expanding their services. If you are concerned that your property may be included in Cook County's tax sale due to unpaid property taxes, a CCLAHD tax deed program specialist can help. Don't delay - call 855-956-5763 or visit <https://cookcountylegalaid.org> to get started.

Sample #8 (Tax Deed): COVID-19 has made finances tight for many Cook County families. While there is hope on the horizon in the form of the COVID-19 vaccine, the financial repercussions may last for some time. That is where the Cook County Legal Aid for Housing and Debt (CCLAHD) tax deed program comes in. Families with unpaid property taxes who are concerned about being included in Cook County tax sale are invited to reach out to CCLAHD experts who can offer relief. Call 855-956-5763 or visit <https://cookcountylegalaid.org> to get started today.

Sample #9 (Tax Deed): Everyone is deserving of a safe place to call home. But if you are behind on your property tax payments, your home may become part of the County's annual tax sale. If this applies to you, or someone you know, the Cook County Legal Aid for Housing and Debt (CCLAHD) tax deed program can assist. Reach out today by calling 855-956-5763 or visiting <https://cookcountylegalaid.org> to be connected with an expert.

Logos and Visuals:

Make your communications more engaging with [these social media flyers](#), available in English, Spanish and Polish.

Download our logo in [English, Spanish or Polish](#).

Video Script:

Hi, I'm [NAME] from [ORGANIZATION]

COVID-19 has caused a great deal of strain on hurt working Cook County families -- exposing and making existing exacerbating inequities worse that have long existed.

Hours have been cut ---

People have lost their jobs ---

But the obligation to pay rent,
mortgages,
property taxes,
medical bills,
and credit cards
has continued.

We know that there will be many an onslaught of evictions, foreclosures, and economic issues waiting for working families on the other side of the pandemic.

That's where the Cook County Legal Aid Legal for Housing and Debt (CCLAHD) comes in.

Whether you are behind on your rent --

or are dealing with consumer debt --
or unpaid property taxes –

CCLAHD can help.

By leveraging public and private partnerships, CCLAHD extends a lifeline to those in need. Getting started is as simple as calling (855) 956-5763 or visiting cookcountylegalaid.org.

I am here to help.

WE are here to help.

And we will get through this together.

Points of Contact

For questions regarding this toolkit, or for media inquiries, email Nicholas.mathiowdis@cookcountyil.gov or call 773-505-7612

For questions specific to the court, contact Mary.Wisniewski@cookcountyil.gov or call 312-257-4549.