

Massachusetts Executive Office of Housing and Livable Communities

# Avoid eviction, Get rent help.

2021-2022

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In 2021, ASG was engaged to help one of the nation's largest rental and mortgage assistance programs reach low income renters accross the Commonwealth. To help distribute nearly \$500 million in emergency rental assistance, ASG designed an extensive multi-touch, multilingual, statewide marketing and community engagement initiative targeting low-income renters. Our team placed engaging creative assets in targeted earned and paid media. Canvassing ambassadors and contact center agents offered one-on-one multilingual, culturally-resonant conversations - giving community members the opportunity to speak with people in their native languages. Our campaign helped remove hesitancy and barriers to participation while helping nearly 3,000 individuals to directly submit funding applications.



# AVOID EVICTION

GET RENT HELP

We can help you avoid eviction  
by paying your RENT and UTILITIES.

Call us at 1-800-474-1822.  
[www.mass.gov/covidhousinghelp](http://www.mass.gov/covidhousinghelp)  
Apply for help ASAP.



EVITA  
DESPEJU

OBTEN AJUDA KU ALUGEL  
Y SERVISUS PUBLIKU

Aplika  
asin ki  
pusivel

AVOID  
EVICTION  
GET RENT HELP

Apply  
ASAP

TRÁNH BỊ  
ĐUỔI RA  
KHỎI NHÀ

NHÂN TRỢ GIÚP TRẢ TIỀN THUÊ NHÀ  
VÀ CÁC DỊCH VỤ TIÊN ÍCH

Nộp đơn xin  
trợ giúp càng  
sớm càng tốt

EVITE  
DEGÈPISMAN

JWENN ËD POU LWAYE AK  
SEVIS LETA BAY YO

Alike  
TOUSWIT

ជៀសវាងការ  
បណ្តេញចេញ

ទទួលជំនួយសម្រាប់ថ្លៃជួលផ្ទះ

免遭驱逐

获得租金援助

请尽快申请

## LANGUAGES

English, Spanish, Cape Verdean Kriolu, Haitian Creole,  
Simplified Chinese, Vietnamese, Khmer, and Portuguese.

Aplika  
asin ki  
pusivel

免遭驱逐

DESA  
OBTÉN AYUDA PARA EL ALQUILER  
DE LOS SERVICIOS PÚBLICOS

Aplika  
antes





**CONTACT  
CENTER**

**5**

in-house  
languages

**240**

additional languages  
through the Language Line

**1.1k**

applications  
fielded

**14k**

toll-free inbound  
and outbound  
phone calls





COMUNITY  
OUTREACH

157k

doors knocked

35k

conversations in  
8 languages

60k

households that  
received literature



**INTEGRATED  
MARKETING  
CAMPAIGN**

**2M**  
advertising  
views

**400k**  
reactions

**16k**  
visits to the  
application website





CLICK TO WATCH VIDEO ↑



## OBTENHA AUXÍLIO PARA ARRENDAMENTO E DESPESAS

Para receber ajuda  
com sua inscrição, ligue  
para 1-800-474-1822



### EVITE DEGEPISMAN JWENN ED POU LWAYE AK SEVIS LETA BAY YO

T'aplikasyon Ed pou Peman Lojman ann ljan la gratis. Ou p ap dwe peye okenn chaj pou aplike epi anpòt moun kapab aplike kèlkeswa sityasyon yo imigrasyon. Ou pa bezwen yon nimewo Sekirite pou aplike.

Si ou bezwen ed pou ranpli aplikasyon an, rele nan 1-800-474-1822 pou jwenn ed gratis oubyen ale nan [www.mass.gov/covidhousinghelp](http://www.mass.gov/covidhousinghelp)

**GEN ED POU RANPLI APLIKASYON AN KI DISPONIB POU GRATIS NAN LANG:**

• Angle	• Kreyòl Ayisyen	• Vyietnamiyen
• Espanyòl	• Kreyòl Kap Vè	• Kwan
• Pòlè	• Chinwa	

- KISA W AP BEZWIEN:**
1. Idantifikasyon pou chèf kay la
    - a. Pw gen foto ki nesesè
    - b. Wi ap aksepte pyès idantite ki pa valab ankò
    - c. Batèl yo konite kòm yon pyès idantite ki valab
  2. Pwè lojman ou genyen kounye a
  3. Verifikasyon kiz lojman (nepòt nan dokiman ki annapre yo)
    - a. Avi ou dwe lwaye/bòdwa pou sèvis leta bay
    - b. Mandè konparasyon pou ale nan tribinal
    - c. Avi pou w kite lojman an
    - d. Avi degepizman
    - e. Lèt ki soti nan men moun k ap ebaje w (si w anmenaje kay youn moun gratis)
    - f. Pwè lòt gans lojman
  4. Verifikasyon revni pou tout moun ki rete nan men kay la



asg 