Advocacy Toolkit
Overview

The purpose of this toolkit is to provide a guide on advocacy for nonprofit organizations and community members who want to prevent and end homelessness. This toolkit will provide information and resources on how to effectively support those in need. The advocacy toolkit will inform readers on what advocacy looks like, policy issues around homelessness, and effective ways to communicate and advocate.

About CHIP

The Coalition for Homelessness Intervention and Prevention (CHIP) mobilizes, advocates, and empowers community collaboration toward ending homelessness and fosters an effective system of homelessness prevention and intervention in the greater Indianapolis area.

CHIP drives a system-wide, community response to make homelessness rare, short-lived, and recoverable in Indianapolis.

Through leadership and collaboration, CHIP:

- Secures funding for housing and services
- Manages and analyzes data collected by homeless providers
- Advocates for policy change at the local and national levels
- Supports community partners as we work together to end homelessness
Inform
inform. empower. communicate.
What is Advocacy?

Advocacy is simply supporting an idea, cause, or policy. With policy advocacy, it is important to educate and create awareness among legislators and the general public of issues facing the community and the importance of aligning public policy to address the need. Advocacy does not endorse or oppose specific legislation, but rather informs the community at large how public policy decisions impact service provision.

The following activities are considered advocacy, not lobbying:

- Providing technical assistance or advice to a legislative body or committee in response to a written request
- Making available nonpartisan analysis, study or research
- Providing examinations and discussions of broad, social, economic and similar problems
- Communicating with a legislative body regarding matters which might affect the existence of the organization, its powers and duties, its tax-exempt status, or the deduction of contributions to the organization (the “self-defense” exception)
- Updating the members of your own organization on the status of legislation, without a call to action

What is Lobbying?

Lobbying is attempting to influence legislators to support or oppose a particular issue or piece of legislation and is allowed for non-profits within certain parameters.

- Direct lobbying is defined as communication with a legislator, legislative staff or legislative body, or any covered executive branch or other government employee who may participate in the formulation of legislation. The communication refers to a specific piece of legislation and expresses a view on that legislation.
- Grassroots Lobbying is defined as an attempt to influence specific legislation by encouraging the public to contact legislators about that legislation. A communication constitutes grassroots lobbying if it refers to specific legislation, reflects a view on that specific legislation and encourages the recipient of the communication to take lobbying action. This type of communication is known as a “call to action.”
Advocacy vs. Lobbying

Rules about Lobbying

Professional lobbying is done by somebody who is paid to influence the decisions of policy makers on specific policies. However, people engage in lobbying without being paid as well.

- There are city, state, and federal laws that require people to register if they are receiving an amount of money to influence policy makers to make specific decisions on policies.

Nonprofits are allowed to engage in lobbying activities, provided they do not engage in excessive lobbying or spend a certain percentage of their budget on lobbying efforts. They may not engage in promoting or opposing political candidates or parties in any way or they risk losing their tax exemption. Essentially, nonprofits may not use charitable resources for partisan or political activities. Nonprofits may lobby and simply need to follow the rules for lobbying (register and report expenses, including paid staff time).

- If you are a service provider who is passionate about lobbying on your own time, do not worry, you do not have to register as a lobbyist. It is completely allowed to lobby the same position that the organization you work for takes, as long as you are not lobbying while you are working and on the clock.

Advocacy

- Posting on Facebook the low numbers of affordable housing units available to low income households in Bloomington
- Meeting a city council member to share your story of being homeless on the streets and being forced out of public spaces
- Writing a letter to the Governor to share the common experiences of your clients of facing difficulties finding employment due to criminal history

Lobbying

- Encouraging people on Facebook to call their state representatives to vote against a bill that prevents local laws on creating more affordable housing units
- Meeting with a city council member and urging them to vote for an ordinance that gives legal rights individuals experiencing homelessness to occupy public spaces
- Writing a letter to the Governor to urge him to veto a bill that prevents local governments from passing laws that will ban asking about criminal history on job applications
Web Resources

There are a variety ways to stay informed of policies that impact the issue of homelessness. Going to the websites of organizations that work on the issues of homelessness is a good start. Many organizations have email newsletters that you can sign up for and they will inform people on policy issues.

- **National Alliance to End Homelessness | www.endhomelessness.org**
  Sign up for their email newsletter at the bottom of their website.

- **HUD | www.hudexchange.info/homelessness-assistance**
  You can request email updates on homeless assistance programs directed by the Department of Housing and Urban Development (HUD) at the top right corner of the webpage. You can learn about different programs and populations that HUD focuses on through this website as well.

- **CHIP | www.chipindy.org**
  Click on “Email Sign Up” at the bottom of the page to receive electronic communication, including advocacy alerts and newsletters, from CHIP.

- **Indiana Balance of State | www.indianabos.org**
  The Indiana Balance of State is the group of 91 counties (all counties except Marion County) that address homelessness in Indiana together. The website has great information about homeless programs and the state of homelessness in Indiana.

National & Local News Sources

- **www.cnn.com**
  - Indianapolis | www.indystar.com
    www.wfyi.org

- **www.npr.com**
  - North West Indiana | www.nwitimes.com
    www.chicagotribune/suburbs/post-tribune

- **www.nytimes.com**
  - West Lafayette | www.wlfi.com

- **www.wsj.com**
  - Bloomington | www.hearldtimesonline.com
  - South Bend | www.southbendtribune.com
  - Lafayette | www.jconline.com
  - Fort Wayne | www.journalgazette.net
  - Evansville | www.courierpress.com
  - Muncie | www.thestarpress.com
  - Kokomo | www.kokomotribune.com
  - Anderson | www.hearldbulletin.com
How Policies are Passed in Indiana

1. Idea Developed
   A bill is introduced by a Member in one chamber where it receives a reference number and is referred to the relevant committee.

2. Bill is Heard
   The committee and subcommittee hold hearings (called mark-ups) to debate the bill.

3. Going to the Floor
   If the bill passes out of committee, it is sent to the floor for debate and a vote by all Members of that chamber.

4. Pass it Around
   If the bill passes, it is sent to the other chamber.

5. Re-Start the Process
   In this chamber, the process starts over. The bill receives a reference number specific to that chamber and is referred to a committee and subcommittee.

6. Hear it Again
   The committee and subcommittee hold hearings to debate the bill.

7. On the Floor
   If the bill passes out of committee, it is sent to the floor for debate and a vote by all Members of that chamber.

8. Conference Committees
   If the bill passes, versions from both chambers go to a conference committee. Here, differences in the versions of the bill are reconciled.

9. One Last Vote
   This final version goes to both chambers for one last vote.

10. Sign or Veto
    If the final version of the bill passes both chambers, it is sent to the governor, who can either sign it into law or veto it.

11. Into Action
    The final law goes to the relevant federal department or agency, which develops regulations to fill in the missing details of the policy.

* = Key Advocacy Opportunity
This is where you can get involved
1 Identify the Issue
What is the problem? Why is this issue important? What are the facts? Do you have the time and capability to take this on?

2 Learn about the Issue
Know who the decision makers are – the champions, the opponents, and everyone in between. Know what issues the legislators support.

3 Collaborate with Others
Are other people concerned about the issue? How can you work together? What are potential solutions?

4 Strategize
What activities should you do? Education, advocacy, lobbying? How can you make your case?

5 Implement the Plan
Create a timeline and task assignments. Who will do what and when will they do it?
Identify the Issue

Outline the Basics of the Policy
Last year, the Indiana State Legislature tried to pass Senate Bill 336 titled, "Driver's licenses for foster children."

Explain the Policy's Impact
This bill will let foster youth get a license without having a parent or guardian sign for them, practice driving with someone approved by the Department of Child services, and also does not charge them for the license itself.

State the Goal Achieved by the Policy
Passing the bill fills the need for more policies in Indiana that give youth in the foster care system equal opportunities in the community.
Who?

It is important to know who is affected by this policy issue. Does the policy affect homeless veterans? Foster care youth? Or does it affect people with mental health issues? This could be very broad or specific, but it is important to be as specific as you can. Often, policies can affect multiple groups of people.

Learning who has influence over the issue is important to know because this can guide you to whom your advocacy efforts can be directed to. These people have influence because they directly have the power to make decisions or may have the ability to influence the policy makers.

When?

Understanding the amount of time you have to advocate for the policy issue is significant. Another way to look at this is how severe a problem has become. Sometimes you may have time to plan a strategy. Sometimes you will have very little time.

Where

Knowing the area the policy issue affects can change how one approaches their advocacy. One important piece to look at is whether you are looking at a federal, state, or local policy. Knowing this affects who your audience and partners are for advocacy.

Why?

Explaining why your audience should care about the policy issue can build support for issues you are advocating for. Does your audience care about the population this policy issue affect? Do they care about saving money? Maybe they care about the safety of their neighborhoods.

Finding out what the effect of this policy issue can help you make a good case. It is important to be able to explain the impact a policy issue has on society.
3 Collaborate with Others

You can advocate for policy issues on your own; however, there is strength in numbers when it comes to advocacy. Having more people behind advocacy efforts shows policy makers their constituents interests and helps them prioritize their focus to your advocacy efforts.

Additionally, collaboration promotes different ideas and perspectives. A group of advocates can come up with ideas an individual may never have thought of on their own. Also, the people you collaborate with may know other people that can be helpful.

4 Strategize

Determine your Advocacy Goal

You want to make sure you are picking a goal that is realistic and that can make an impact to the policy issue.

Identify Specific Steps & Activities to Accomplish your Goal

You want to find tangible ways of advocating for your goal. There are suggestions of activities you can complete as well as successful ways of communicating about policy issues within this guide.
After identifying specific activities you need to achieve your goal, make a plan of action, including each task, important dates, and people assigned to each task. Below is a simple table you can use to help get you started.

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Communicate
inform. empower. communicate.
Methods of Communicating

**Write Your Legislator**

Email and snail mail is an effective way to communicate with your legislator, especially when it is specific and not part of blanket mailing.

**Call Your Legislator**

Calling your legislator can be the fastest and easiest way to communicate your position on an issue.

**Attend a Committee Meeting**

Bills are typically assigned to a committee. These groups hold public meetings to obtain and analyze information on the proposed bill.

**Visit Your Legislator**

During Session, help your message stand out in the mind of your legislator by paying them a personal visit.

**Write an Op-Ed/Letter to the Editor**

Most policy makers read Op-Ed letters and letters to the editor regularly. Therefore, this can be a useful tool for advocates.

**Social Networking**

Social media has rapidly come to play an important role in civil discourse and has emerged as a powerful political tool.

WWW.CHIPINDY.ORG
Methods of Communicating

Call your legislator

When you call:
- Prepare your remarks beforehand.
- Say you are a constituent and identify yourself by position, title, and/or profession.
- If the legislator is not available, ask to speak to the legislative assistant or clerk.
- Say what you are calling about and specify the bill and/or issue about which you are calling.
- State your position and the reason behind it in a clear and concise way.
- Specifically tell the person what you would like the legislator to do, but don’t issue ultimatums.
- Ask for feedback from the legislator.
- Be polite and respectful by keeping the call short.
- Leave your contact information and thank the person with whom you have been speaking.

Write your legislator

- When you email, include your name, postal address, and phone number.
- The best email is brief and well thought out.
- Put the essence of your message (e.g. “Please support HB 315”) in the subject line. This is especially important during the busiest times of the session.

Whether you email or send a letter through the mail, remember these things:
- Don’t go over a page.
- Use your own words.
- Make sure it is well-written and easy to read.
- Identify the issue right away and deal with only one issue per letter.
- Be informative. Tell them what it is you support or oppose and explain what it means to you and your community.
- Ask for a reply.
Visit your legislator

- Schedule the meeting in advance.
- When you schedule, be prepared to say what the meeting will be about.
- Practice what you want to say before you go.
- If there is a group going, make sure everyone is prepared and agree ahead of time on the role each person will play.
- Be on time and be prepared.
- Take materials with you. Bring a notepad and a pen.
- Be brief. You will probably only get 15-20 minutes so know what you want to say.
- Identify a specific bill or issue.
- Personalize the issue. Tell a story.
- Make sure to listen and give your legislator an opportunity to ask questions and state his/her position.
- Don’t argue! But know counterarguments and be prepared to articulate them respectfully.
- Offer to be a resource contact for your legislator.
- Make a recommendation to your legislator “here is what we would like you to do…” and ask your legislator for a specific action.
- Follow up with a thank you note and any other material you promised.

Attend a Committee Meeting

- Once a bill is introduced in the House or Senate, it is assigned to a committee for discussion.
- A myriad of committees operate in the House and Senate. Once you know the bill’s number, you can use the “Find a Bill” feature on the Indiana General Assembly website to find out which committee to which it has been assigned. Here, you can find out more about the bill details and the committee – who sits on it, when it meets, and whether your legislator is on it.
- The City-County Council also operates in committees. You can figure out which committee is assigned to a proposal by visiting the City-County website.
- Attending committee meetings and public hearings are a great way of increasing their understanding of pending bills and the legislative process. Speaking out at meetings and hearings is another way of making your voice heard and demonstrating the strength of your opinion on a bill.
Methods of Communicating

Social Media

Social networking channels can:
- Build social relations and interact with people who have similar interests.
- Exchange ideas, debate issues, and motivate others to take action.
- Get into conversations with and influence decision makers on key issues.

Ideas for engagement:
- Connect with CHIP on Facebook and Twitter.
- Like and tag your legislators’ Facebook pages. Include relevant hashtags and legislator handles on Twitter.
- Search out and explore other Facebook pages and Twitter accounts that focus on issues that are of critical concern to you.
- Post a news story or share a link to a video clip.
- Encourage friends to call or write emails to legislators asking them to support your issue.
- Create a YouTube channel and upload videos to connect with and inspire those who support the same issues as you.

Write an Op-Ed/Letter to the Editor

Op-Ed articles and letters to the editor appear in a newspaper’s Editorial Section. Letters are usually about 200 words or less; Op-Eds are no more than 750 words.
- Most policymakers read these routinely; it is an important way for elected officials to track issues important to their constituents.
- It is an excellent way to explain a complex issue in your own words.
- If your issue is not getting press or is now “old news,” an article can revive the issue.

Here are some ideas for how to write an Op-Ed or Letter to the Editor:
- Plan your message. If you have a different take or a unique perspective on an issue, it is more likely to be published.
- Choose your target. If you are trying to move public opinion, look for the paper with the largest circulation. If you want to reach a particular legislator, choose his/her hometown paper or one you know that he/she reads.
- Read the paper(s). Find out what kind of issues and writing styles are likely to be published.
- Contact the paper and find out their policies. You want to know how to submit a letter and how long it will take to be published.
- Real life stories engage readers and can make a point in fewer words than a page of statistics.
- Choose words carefully. Do not offend. No personal attacks. Do nothing that detracts the reader from your point.
- Offer readers action steps, if possible.
- Include your name, address, and phone number. If applicable, include any organizational affiliation and a one-sentence description of the organization.
- If you do get published, save the clipping. Send it to policymakers in case they didn’t see it.
If there is a deadline for a decision, emails up to the eleventh-hour can be extremely effective and impactful. They can be coordinated to come in waves if needed.

Here is an example:

**Subject Line:** “Homelessness is about to explode in Indianapolis”

**Body:** This could be an upcoming headline in the Star unless you take action now.

Every year our homeless service providers rely on critical funding provided through the City government. Your leadership in increasing this level of support would be vital and greatly appreciated.

Last year, according to the annual Homeless Count, Indianapolis reported over 1,700 people living on the streets or in shelters. This is a terrible burden, not only for those people, but also for us as a City and a society.

I ask the favor of a reply with your comments on this issue, I can be contacted at the following address:

Mark Brown  
1321 S. Elm Street  
Indianapolis, Indiana, 44444  
mbrown@email.com

Thank you for your efforts.
General Issue Letter

General, non-issue-specific letters or communications are good ways to keep homelessness on the agenda for decision makers. These are particularly effective as budgets are being prepared or when funding decisions are being made as well as when legislation is being crafted. The following is an example of a general letter:

(Date)

The Honorable Jane Smith
Mayor of Indianapolis City
1445 West 1st street Suite 100
Indianapolis, Indiana 44444

Dear Mayor Smith,

As the important decisions relating to the City Budget and department priorities come up in the next few weeks, please keep in mind the crucial issues relating to homelessness in Indianapolis.

Every year our homelessness service providers rely on critical funding provided through the City government, and your leadership in increasing this level of support would be vital and greatly appreciated.

Last year, according to the annual Homeless Count, Indianapolis reported over 1,700 people living on the streets or in shelters. This is a terrible burden, not only for those people, but also for us as a City and a society.

Again, please, I ask you to make homelessness in Indianapolis a focus of your efforts in the coming year, and to increase levels of funding to all the valuable providers of services working to end this problem.

I ask the favor of a reply with your comments on this issue, I can be contacted at the following address:

(Contact information and Salutation)
Specific Issue Letter

When targeting a specific situation, such as a large-scale development or a vote coming up that can impact the homeless or homeless providers, the following sample letter might serve as a guideline:

(Date)

The Honorable Mark Brown
Indiana House District 798
Indiana House of Representatives
200 W. Washington Street
Indianapolis, IN 46204-2786

Dear Congressman Brown,

As one of your constituents, I am writing to ask you to support HR 8989, the bill creating extremely low income housing subsidies for our neighbors who are homeless or at great risk of homelessness.

Subsidies for housing is an integral part of the continuum of services needed to help people who experience homelessness in our state, and this bill, HR 8989, will go a long way to providing this critical support.

I ask the favor of a reply with your comments on this issue, I can be contacted at the following address:

Jane Smith
1321 S. Elm Street
Indianapolis, Indiana, 44444
jsmith@email.com

Thank you for your efforts.

Sincerely,
Establish or gain public following on key issues through social media outlets like Facebook and Twitter. These posts should be short and to the point. Include relevant hashtags, handles, and article links. Take a look at a sample post and tweet.

**Facebook:** Data and personal stories can help enhance a Facebook post.

Last year, over 1,000 individuals, like Jerry, were housed through projects funded by Continuum of Care (CoC) and Emergency Solutions Grant (ESG) programs in #Indy. However, we need your help to keep these programs in place. Please contact legislators (IN Senator 1 & IN Senator 2) to let them know how important #CoC and #ESG money is in serving individuals and families experiencing #homelessness in our community.

Attached: article to Jerry’s success story of overcoming homelessness

**Twitter:** With only 280 characters, be sure to make your message count.

#CoC & #ESG money is crucial in serving people experiencing #homelessness in #Indy. Oppose cuts to the @HUDgov budget @indianasentor1!

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**Follow CHIP on Social Media**

[Facebook](https://www.facebook.com/chipindy) /chipindy  
[Twitter](https://twitter.com/chipindy) @chipindy
Contacts
City-County Councilors

To find your district or for more information:
indy.gov/council

District 1 - Leroy Robinson (D)
leroy.robinson@indy.gov
Phone: 317-327-4242

District 2 - Colleen Fanning (R)
fanningindy@gmail.com
Phone: 317-935-4776

District 3 - Christine Scales (D)
cscales_2000@yahoo.com
Phone: 317-578-8901

District 4 - Michael J. McQuillen (R)
MINORITY LEADER
mike@mikemcquillen.com
Phone: 317-374-1481

District 5 - Jeff Coats (R)
jefferycoats@sbcglobal.net
Phone: 317-298-5285

District 6 - Janice McHenry (R)
MINORITY WHIP
jfmchenry@iquest.net
Phone: 317-298-5285

District 7 - Joseph Simpson (D)
jesimp7754@sbcglobal.net
Phone: 317-710-3612

District 8 - Monroe Gray, Jr. (D)
MAJORITY LEADER
monroe.gray@indy.gov
Phone: 317-327-4242

District 9 - William Oliver (D)
MAJORITY WHIP
william.oliver@indy.gov
Phone: 317-201-6770

District 10 - Maggie A. Lewis (D)
maggie.lewis@indy.gov
Phone: 317-327-4242

District 11 - Vop Osili (D)
PRESIDENT
voposili@gmail.com
Phone: 317-332-0877

District 12 - Blake Johnson (D)
blake.johnson@indy.gov
Phone: 317-721-3487

District 13 - Stephen J. Clay (D)
stephen.clay@indy.gov
Phone: 317-921-6779

District 14 - La Keisha Jackson (D)
lakeisha.jackson@indy.gov
Phone: 317-354-9283

District 15 - Marilyn Pfisterer (R)
cpfist1061@aol.com
Phone: 317-244-7156

District 16 - Jeff Miller (R)
miller4council@gmail.com
Phone: 317-490-5588

District 17 - Zach Adamson (D)
VICE PRESIDENT
adamsonforindy@aol.com
Phone: 317-683-9224

District 18 - Susie Cordi (R)
scordi@comcast.net
Phone: 317-935-4776

District 19 - David Ray (D)
david.ray@indy.gov
Phone: 317-442-1574

District 20 - Jason Holliday (R)
jasonhollidayccc20@gmail.com
Phone: 317-517-8118

District 21 - Frank Mascari (D)
frank.mascari@indy.gov
Phone: 317-788-0520

District 22 - Jared Evans (D)
jared.evans@indy.gov
Phone: 317-327-4242

District 23 - Scott Kreider (R)
scott.kreider@indy.gov
Phone: 317-327-4242

District 24 - John Wesseler (R)
john.wesseler@indy.gov
Phone: 317-327-4242

District 25 - Brian Mowery (R)
brian.mowery@indy.gov
Phone: 317-373-2890

To write your City-County Councilor:
The Honorable (Name)
241 City-County Bldg 200
E Washington St
Indianapolis, IN 46204

To call your City-County Councilor:
317-327-4242

WWW.CHIPINDY.ORG
Contacts
State and Federal Representatives

To find your state/federal representatives:
iga.in.gov/legislative/find-legislators

Senator Joe Donnelly (D)
www.donnelly.senate.gov
115 N. Pennsylvania Street
Suite 100
Indianapolis, IN 46204
P: 202-224-4814

Senator Todd Young (R)
www.young.senate.gov
46 East Ohio Street
Suite 462
Indianapolis, 46204
P: 202-224-5623

District 1 – Pete Visclosky (D)
visclosky.house.gov/contact-pete
2328 Rayburn Building
Washington, DC 20515
P: 202-225-2461

District 2 – Jackie Walorski (R)
walorski.house.gov/contact
419 Cannon House
Office Bldg
Washington, DC 20515
P: 202-225-3915

District 3 – Jim Banks (R)
jimbanks.us/contact
P.O. Box 11431
Fort Wayne, IN 46858
P: 202-225-4436

District 4 – Todd Rokita (R)
rokita.house.gov/contact-me
2439 Rayburn House
Office Bldg
Washington, DC 20515
P: 202-225-5037

District 5 – Susan Brooks (R)
susanwbrooks.house.gov/contact
1030 Longworth House
Office Bldg
Washington, DC 20515
P: 202-225-2276

District 6 – Luke Messer (R)
messer.house.gov/contact
1230 Longworth House
Office Bldg
Washington, DC 20515
P: 202-225-3021

District 7 – André Carson (D)
carson.house.gov/contact
2135 Rayburn House
Office Bldg
Washington, DC 20515
P: 202-225-4011

District 8 – Larry Bucshon (R)
bucshon.house.gov/contact
1005 Longworth House
Office Bldg
Washington, DC 20515
P: 202-225-4636

District 9 – Trey Hollingsworth (R)
hollingsworth.house.gov/contact
1641 Longworth
House Office Bldg
Washington, D.C. 20515
P: 202-225-5315

To find more information on a bill and its committee:
iga.in.gov
Use the “Find a Bill” feature in the upper right hand corner.
Sources

City of Indianapolis and Marion County
indy.gov/egov/council

Indiana General Assembly
iga.in.gov

Marion County Commission on Youth
mccoyouth.org/resource

National Alliance to End Homelessness
endhomelessness.org/resource/using-advocacy-to-end-homelessness

North Carolina Council of Churches
ncchurches.org/wp-content/uploads/2017/03/nccc-advocacy-guide-printable
More Questions?

Contact Us

Email: info@chipindy.org
Phone: 317-630-0853

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1100 W 42nd St, Ste 350
Indianapolis, IN 46208