

ARKANSAS RENT RELIEF PROGRAM TOOLKIT GUIDE





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Overview

The U.S. Department of the Treasury administered the \$25 billion Emergency Rental Assistance Program established under the Consolidated Appropriations Act, 2021. The program provides funding to state, county, and municipal governments to help eligible renters who are unable to pay rent and utilities due to the ongoing COVID-19 pandemic.

As part of this program, the Arkansas Department of Human Services (DHS) created the **Arkansas Rent Relief Program**. With the support of the Governor and the State Legislature, DHS will distribute \$173 million dollars of funding for eligible renters who need assistance paying prospective rent, back rent, and certain utilities - including gas, water, sewage, and electricity.

DHS is providing a variety of tools and resources to ensure quick, seamless delivery of rental and utility relief. This includes materials hosted on the DHS website, which can be referenced by those who are applying to the Program as well as Community Partners.

DHS has also developed the Arkansas Rent Relief Toolkit, which provides marketing guidance, sample messaging, and graphics to Community Partners who are promoting the Program across Arkansas.

- **Website Resources:** FAQs, Applicant User Guides, and a user-friendly online application portal that supports Arkansans through all stages of the application lifecycle (e.g. initial submission, notifications of its status as it goes through review, and confirmation of acceptance.) The landing page where all these DHS resources are available can be found at ar.gov/rentrelief.
- **Toolkit Resources:** Arkansas Rent Relief Toolkit .zip file and Toolkit Guide, which contain messaging and creative designed for Community Partners helping to facilitate the application process and promotion of the Program in their communities.

More About the Arkansas Rent Relief Program

To be eligible for the **Arkansas Rent Relief Program**, someone in the applicant's home must:

- Qualify for unemployment benefits OR
- Have decreased income during the pandemic OR
- Have suffered significant financial hardship due to the pandemic (i.e. lost a job, has extensive medical bills) AND
- The household must meet income eligibility based on the residing county (Area Median Income) and number of people in their home

Payment assistance may cover up to 15 months of rent and utilities incurred between April 1, 2020 and December 31, 2021. Funding, once approved, will go directly to landlords and utilities companies.

Help Us Reach Your Community

As a provider of essential services, you have the trust of your community members and the reach needed to ensure the widespread knowledge and use of program resources. We want to equip you in your mission to support and empower your communities, providing the information and resources needed for them to receive rent and utilities relief.

It is essential that we spread awareness about the value of the **Arkansas Rent Relief Program**, the available resources, and the application processes to those who are underrepresented and/or vulnerable to housing instability and homelessness. By participating in this effort that so closely aligns with your mission, we hope to be able to serve more Arkansans in need.

How You Can Help

A few ways to help promote the Arkansas Rent Relief Program include:

- Use the Arkansas Rent Relief Toolkit to promote the program and raise awareness for DHS's application resources
- Share the pre-drafted content that DHS has created to help inform and encourage eligible Arkansans in need of rent and utility relief
- Consistently engage with your community by identifying and using the communication channels that will reach and resonate best with them
- Offer direct application assistance to eligible Arkansans in your communities



Note: The following sections will outline both materials and instructions for how best to distribute them to your communities.

Application Assistance Resources

The Arkansas Rent Relief Program landing page [ar.gov/rentrelief] hosts a variety of materials to help you and applicants understand the logistics, requirements, and application processes that support the Program.

These resources are meant to educate applicants and Community Partners that support them. You can find information about eligibility, filling out an application, and monitoring the application's status.

Community Partners who are providing application support can reference the following materials on the Arkansas Rent Relief Program website:

- [FAQs](#)

- [Tenant Application User Guide](#)
- [Landlord Application User Guide](#)
- [Required Documentation Checklist](#)

A full list of Community Partners who are providing application support can be found on the Arkansas Rent Relief Program website at the following link: [Community Partner List](#).

Marketing Support Resources

The rest of this document will serve as your comprehensive guide for marketing the program within your communities. It contains Messaging that you can use in various communications, Social Media posts to include in your owned-channels, and guidelines for the materials that can be found in the accompanying Arkansas Rent Relief Toolkit .zip file.

MESSAGING MATERIALS:

1. Website Messaging
2. Email Messaging
3. Newsletter Messaging
4. Talking Points

SOCIAL MEDIA MATERIALS:

1. Guidance on how to post
2. Sample posts (see Arkansas Rent Relief .zip file for accompanying images)

TOOLKIT .ZIP FILE MATERIALS:

Toolkit resources include both collateral (e.g., handouts and posters) and digital resources (e.g., content for your website and social media channels).

The following materials are outlined within this document and included within the accompanying Arkansas Rent Relief Toolkit .zip file:

- | | |
|---------------------------|--------------------|
| 1. Poster | 5. Website Banner |
| 2. Double Sided Handout | 6. Facebook Banner |
| 3. Digital Bulletin Board | 7. Social Assets |
| 4. Carousel | |

Note: All marketing resources materials listed above will be translated into Spanish and Marshallese. DHS will provide an updated Toolkit to include these translated materials within a few weeks of launch.

Messaging

The following messaging and assets are intended to inform your communities about the **Arkansas Rent Relief Program** resources, generate excitement about the available rent and utilities relief funding, and encourage eligible individuals to apply. Although we have grouped the messaging by proposed outreach channel, please feel free to adapt this language for other communications you regularly send to your communities.

Email Copy

Email copy can be sent to existing community distribution lists.

Subject Line: Introducing the Arkansas Rent Relief Program!

The U.S. Department of the Treasury administered the \$25 billion Emergency Rental Assistance Program established under the Consolidated Appropriations Act, 2021. The program provides funding to state, county, and municipal governments to help eligible renters who are unable to pay rent and utilities due to the ongoing COVID-19 pandemic. Apply today at ar.gov/rentrelief!

As part of this program, the Arkansas Department of Human Services (DHS) created the **Arkansas Rent Relief Program**. With the support of the Governor and the State Legislature, DHS will distribute \$173 million dollars of funding for **eligible renters who need assistance paying prospective rent, back rent, and certain utilities** - including gas, water, sewage, and electricity.

DHS is providing eligible Arkansans with the tools and resources they need to ensure quick, seamless delivery of rental and utility relief. This includes a FAQs, User Guides, and an online application portal that supports Arkansans through all stages of the application lifecycle (e.g. initial submission, notifications of its status as it goes through review, and confirmation of acceptance.)

The landing page where all these DHS resources are available can be found at ar.gov/rentrelief. Visit the landing page today to see if you are eligible for rent and utilities relief!

You can also contact the **Rent Relief Call Center at 855-736-8275 (855-RENTARK)**. Representatives will be available to assist you on Monday through Friday, 7 a.m. to 7a.m.

Newsletter Copy

Newsletter copy can be included in existing emails and newsletters.

Rent and utility relief is here: **The Arkansas Rent Relief Program** is now accepting applications for eligible Arkansans who need help paying past rent, future rent and utilities. Apply today at ar.gov/rentrelief!

There is \$173 million in federal funding available through this program. Up to 15 months of rent and utilities may be covered between April 1, 2020 and December 31, 2021. Up to three months of future rent can be applied for at once. Utilities may include gas, water, sewage, and electricity.

If you need assistance with filling out and submitting your application, we have Community Partners who are willing to provide one-on-one support. Please call the Arkansas Rent Relief Program's help line to make an appointment today! The call center is available at the following number: 855-736-8275 (855-RENTARK) Monday through Friday, 7 a.m. to 7 a.m.

Website Copy

Website copy can be included within your organization's online messaging. Consider adding a section or creating a new webpage on your existing website.

Arkansas Rent Relief Program

Rent and utility relief is here: The Arkansas Department of Human Services launched the **Arkansas Rent Relief Program** and is accepting applications for eligible Arkansans who need help paying past rent, future rent and utilities. Apply today at ar.gov/rentrelief! One-on-one support is available through community partners if you need help filling out or submitting an application.

There are \$173 million in federal funding available through this program. Up to 15 months of rent and utilities may be covered between April 1, 2020 and December 31, 2021. Up to three months of future rent can be applied for at once. Utilities may include gas, water, sewage, and electricity.

Talking Points

Feel free to include this language in any communications that mention the Arkansas Rent Relief Program.

- Visit ar.gov/rentrelief to apply for rent and utilities relief now.
- The Arkansas Rent Relief Program provides rent and utility assistance to eligible Arkansans affected by the COVID-19 pandemic.
- With the support of the Governor and the State Legislature, DHS will be distributing \$173 million dollars of funding provided by the Federal Emergency Rental Assistance Program through the U.S. Dept of Treasury to eligible renter households that are unable to pay rent and utilities.
- Payment assistance may cover up to 15 months of rent and utilities incurred between April 1, 2020 and December 31, 2021.
- Up to 5 percent of late fees may be covered on past due rent.
- Payments will be made directly to the landlord or utility company.
- Applicants only applying for utility assistance do not need to coordinate with their landlord to apply.
- Application assistance is available by calling 855.RENTARK or visiting ar.gov/rentrelief.
- DHS also has partnered with community organizations statewide to provide assistance in submitting applications. Find a list of participating community partners at ar.gov/rentrelief.
- Information about the Arkansas Rent Relief Program can be found at ar.gov/rentrelief.
- Information about the Arkansas Rent Relief Program is available in Spanish and Marshallese at ar.gov/rentrelief.
- Residents of Benton, Pulaski, and Washington counties must apply directly to the rental assistance program in their county. You can find a link or phone number to these programs at ar.gov/rentrelief.

Social Media

Follow and Engage

DHS will be sharing information across the social media channels below. You are encouraged to follow, engage, and share posts from any of these accounts. Also, consider tagging our accounts in your communications.

| Platform | Handle |
|-----------|------------------|
| Twitter | @ARHumanServices |
| Facebook | @ArkDHS |
| Instagram | @arkansasdhs |

Social Messaging

Please see below for social media guidance and sample messaging for the following platforms: Twitter, Facebook, and Instagram.

Note: The Marketing & Outreach team will send reminders about posting to social media and provide additional messaging throughout the program.

HOW TO POST:

- Please feel free to customize the sample messages to best resonate with your communities.
- Please choose your preferred language(s) when posting (i.e., those that your community members communicate most comfortably with).
- If your organization serves a diverse population, some of whom speak one language and some of whom speak another, please publish the post twice (in each language) so that all audiences can read the message.
- Please remember to tag DHS accounts using the appropriate handle included above.
- If you do not have an account on one of the platforms mentioned, please apply the guidance provided to the platforms you do use.

SAMPLE MESSAGING GUIDANCE:

Using the sample messages below, please post at least 1-2 times per week on Twitter & Facebook, 2-3 times per month on Instagram Feed, and once per week in Instagram Stories.

SAMPLE MESSAGING:

- Arkansas Rent Relief Program applications are **OPEN!** Funding can be applied to past rent, future rent, and certain utilities such as water, electricity, and gas. Up to **15 months** of rent and utilities incurred between **April 1, 2020 and December 31, 2021** may be covered. Visit ar.gov/rentrelief for eligibility information and to apply.
- Need help paying for rent or utilities? Up to **15 months** of rent and utilities incurred between **April 1, 2020 and December 31, 2021** may be covered. Arkansas Rent Relief applications are open now! Learn more at ar.gov/rentrelief.
- Get help paying utilities like gas, electric and water! Eligible renters could get help paying for up to **15 months** of past due and current utilities from **April 1, 2021** through **December 31, 2021**. Visit ar.gov/rentrelief to apply!
- Fallen on hard times due to the pandemic? Help paying rent and utilities may be available. Visit ar.gov/rentrelief today for more information.
- Do you need help filling out or submitting an application for the Arkansas Rent Relief Program? Community partners are available to provide one-on-one application assistance. Visit ar.gov/rentrelief to find help.

Toolkit Materials

You will find Arkansas Rent Relief digital resources and collateral in the accompanying Arkansas Rent Relief Toolkit .zip file.

Guidance on how to access the Toolkit:

1. You will receive an email with a .zip file attachment, labelled “Arkansas Rent Relief Toolkit”
2. Download the attached .zip file to your personal or your organization’s computer
3. To open the .zip file on your computer:
 - Open File Explorer and find the zipped folder
 - To unzip the entire folder, right-click to select Extract All, and then follow the instructions.
 - To unzip a single file, double-click the zipped folder to open it. Then, drag or copy the item from the zipped folder to a new location.
4. Access the section of this document labelled “[Toolkit Navigation Guide](#),” which provides an overview of all the files in the Toolkit, what they contain, if they’re meant to be distributed digitally or printed, and how you can use them.
5. Identify the files that would be most applicable to your organization in the .zip file and open them.

Guidance on how to use the Toolkit:

1. You will receive a DHS Toolkit, with a collection of print and digital resources that provide key information about the Arkansas Rent Relief Program in English, Spanish, and Marshallese
2. Upload digital materials to your organization’s owned channels, if applicable
 - Note: Depends on your organization’s existing online communications and outreach tactics (i.e., current state of your organization’s website and social media channels)
3. Distribute materials in your organization’s offices, if applicable
 - Note: Depends on your organization’s existing communications and outreach tactics (i.e., current use of materials like flyers, newsletters, brochures, etc.)
4. Share Toolkit resources with your community members, empowering them to seek the assistance they need.

Community Partner Discretion for Material Distribution

Outreach and engagement strategies will vary by Community Partner. How to best distribute these resources is up to you, as you understand the best ways to reach your communities where they are.

Toolkit Navigation Guide

Below is a list of the files that you will find in the Arkansas Rent Relief Toolkit, along with their descriptions, and a brief overview of how you can use them.

COLLATERAL

POSTER

- Description: Program information on single-sided sheet
- Specs: 8.5" x 11"; single-sided
- Suggested Distribution Method: Print and pin them up in your main offices and satellite locations

DOUBLE SIDED HANDOUT

- Description: Program information and eligibility requirements on double-sided sheet
- Specs: 3.5" x 8.5"; double-sided
- Suggested Distribution Method: Print and hand them out in your offices or other locations frequented by community members (e.g., at a front desk, in a brochure stand, etc.)

DIGITAL RESOURCES

DIGITAL BULLETIN BOARD

- Description: Digital image promoting the Program
- Specs: 16:9 ratio (1920 x 1080px)
- Suggested Distribution Method: Upload to your website

CAROUSEL

- Description: Digital image for a website carousel promoting the Program
- Specs: 393 x 295px
- Suggested Distribution Method: Upload to your website

WEBSITE BANNER

- Description: Digital banner for your organization's website

- Specs: 1200 x 400px
- Suggested Distribution Method: Upload to your website

FACEBOOK BANNER

- Description: Digital banner for your organization's Facebook page
- Specs: 1200 x 400px
- Suggested Distribution Method: Upload to your Facebook page

SOCIAL ASSETS

- Description: Arkansas Rent Relief logos, social media images, and web buttons to be used along with social media communications.

Note: Please do not derive from the graphics provided. No styling, transformation, or color variations should be applied to the current Arkansas Rent Relief logo treatments.

If you would like additional assistance with sizing, please reach out to the Marketing & Outreach team at rentreliefpartners@dhs.arkansas.gov. Someone from the team will coordinate with you directly to ensure your organization has the image dimensions it needs to successfully post to any given social media platform.

Contact Us

We look forward to partnering with to help citizens receive the rental assistance support they need!

For questions relating to the Arkansas Rent Relief Program application, please contact the Call Center at 855-736-8275 (855-RENTARK) Monday through Friday, 7 a.m. to 7 p.m.

For questions related to the Toolkit or promotion of the Arkansas Rent Relief Program, please reach out to the Marketing & Outreach team's Community Partner Coordinator, Hayley Cain, at rentreliefpartners@dhs.arkansas.gov.

Appendix I: Spanish Translated Materials

Please see below for Spanish versions of the following Arkansas Rent Relief Program marketing resources.

1. Talking Points
2. Newsletter Messaging
3. Website Messaging
4. Sample Social Media Posts

Note: Certain digital resources and collateral from the .zip file have been translated into Spanish and can be found in the “Collateral - Spanish” and “Digital Resources - Spanish” folders of the .zip file. The following materials have been translated: poster, sample Twitter posts, sample Instagram posts, sample Facebook posts, and a website banner.

Talking Points

- El Programa de Apoyo para el Alquiler de Arkansas les proporciona asistencia con el alquiler y los servicios públicos a residentes elegibles de Arkansas que se vieron afectados por la pandemia del COVID-19.
- Con el apoyo del Gobernador y la cámara legislativa del estado, DHS distribuirá \$173 millones de dólares de financiamiento, provisto por el Programa Federal de Emergencia para Asistencia en el Alquiler a través del Departamento de Tesorería de Estados Unidos, para arrendatarios elegibles que no puedan pagar su alquiler y servicios públicos.
- La asistencia de pago puede cubrir hasta 15 meses de alquiler y facturas de servicios públicos originados entre el 1ro de abril del 2020 y el 31 de diciembre del 2021.
- Se pueden cubrir hasta un 5% de cuotas atrasadas del alquiler.
- Los pagos se pueden hacer directamente al arrendador o a la compañía de servicios públicos.
- Los solicitantes que solo requieran asistencia con sus servicios públicos no necesitan coordinarse con su arrendador para hacer su solicitud.
- Proveemos asistencia para su solicitud llamando al 855.RENTARK o visitando el sitio web ar.gov/rentrelief.
- DHS también ha colaborado con organizaciones comunitarias a lo largo del estado para proveerle asistencia a quienes necesitan entregar una solicitud. Puede encontrar una lista de colaboradores comunitarios que están participando en el sitio web ar.gov/rentrelief.
- Puede encontrar información del Programa de Apoyo para el Alquiler de Arkansas en el siguiente sitio web ar.gov/rentrelief.
- Puede encontrar información del Programa de Apoyo para el Alquiler de Arkansas en español y en Marshalés en el siguiente sitio web ar.gov/rentrelief.

- Los residentes de los condados Benton, Pulaski y Washington no son elegibles por el momento para recibir apoyo para su alquiler a través del Programa de Apoyo para el Alquiler de Arkansas. En su lugar, dichos residentes pueden solicitar asistencia para su alquiler a través del programa específico de su condado. Visite ar.gov/rentrelief para más información.

Newsletter Messaging

El programa de apoyo para el alquiler y los servicios públicos se encuentra aquí: El programa de Apoyo para el Alquiler de Arkansas actualmente está recibiendo solicitudes de residentes de Arkansas elegibles que necesitan asistencia para pagar el alquiler de meses pasados y el alquiler y los servicios futuros. ¡Rellene hoy su solicitud en la página ar.gov/rentrelief!

Hay \$173 millones de dólares en fondos federales disponibles mediante este programa. Puede cubrir hasta 15 meses de alquiler que sean desde el 1ro de abril del 2020 hasta el 31 de diciembre del 2021. Se puede solicitar hasta tres meses de alquiler futuro a la vez. Los servicios públicos pueden incluir gas, agua y electricidad.

Website Messaging

GENERAL MESSAGING

El Programa de Apoyo para el Alquiler de Arkansas ofrece ayuda financiera para pagar las mensualidades de alquiler o servicios públicos atrasados o próximos para arrendatarios elegibles de Arkansas. También pueden aplicar los arrendadores que tienen arrendatarios que no pueden pagar su alquiler debido a un bajo ingreso o por la pandemia del COVID-19. El estado de Arkansas tiene \$173 millones de financiamiento federal para este programa. Una vez que la solicitud es aprobada, el dinero va directamente a los arrendadores y a las compañías de servicios públicos.

[Haga clic aquí para solicitar](#)

ELIGIBILITY/ ELEGIBILIDAD

Puede calificar por ayuda para pagar su alquiler y servicios si:

- Alguien en su hogar califica para beneficios de desempleo.
- Su ingreso del hogar sufrió considerablemente durante la pandemia.
- Alguien en su hogar ha tenido muchas dificultades económicas debido a la pandemia (por ejemplo: perdió su trabajo, tiene demasiadas cuentas médicas).
- Puede cumplir la elegibilidad por su ingreso en base al condado en donde reside (Ingreso Medio para el Área) y el número de personas en su hogar.

WHAT'S COVERED? / ¿QUÉ ES LO QUE CUBRE?

- Alquiler atrasado y de hasta un 5% de cuotas atrasadas que sean desde el 1ro de abril del 2020.
- Cuentas atrasadas de servicios públicos como el gas, agua y electricidad. Este programa no cubre las cuentas atrasadas del teléfono o internet.
- Alquiler futuro adeudado hasta el 31 de diciembre del 2021. Los arrendatarios pueden solicitar hasta tres meses de alquiler futuro a la vez.
- Esta ayuda le permite cubrir hasta 15 meses de alquiler que sean de entre el 1ro de abril del 2020 hasta el 31 de diciembre del 2021.

RENTER REQUIREMENTS/ Requisitos para el arrendatario

Los arrendatarios tienen los siguientes requisitos para presentar una solicitud de ayuda con los servicios públicos o financiamiento de apoyo para el alquiler.

- Identificación con foto expedida por el gobierno (por ejemplo, una licencia de manejo, una identificación estatal).
- Evidencia de alquiler de una propiedad en Arkansas.
- Evidencia de inestabilidad de vivienda.
- Comprobante de ingresos de cada persona en su hogar que declara impuestos.
- Evidencia de pérdida financiera o de dificultad debido al COVID-19
- Correo electrónico y número telefónico del arrendador.
- Puede encontrar más información de los documentos requeridos en la sección de recursos que se encuentra en la parte inferior.

LANDLORD REQUIREMENTS / REQUISITOS DEL ARRENDADOR

Los arrendadores necesitan la siguiente documentación para presentar una solicitud para financiamiento para apoyo de alquiler:

- Copia del contrato de alquiler
- Identificación con foto expedida por el gobierno
- Correo electrónico y número telefónico del arrendatario.

NEED HELP?/ ¿NECESITA AYUDA?

Llame al 855.RENTARK (855.736.8275) si necesita ayuda para presentar su solicitud o si tiene preguntas. Nuestros representantes están disponibles de lunes a viernes de 7 a.m. hasta las 7 p.m.

DHS también ha colaborado con organizaciones comunitarias a lo largo del estado para proveerle asistencia a quienes necesitan entregar una solicitud. Haga clic [aquí](#) para encontrar una lista de organizaciones que están cerca de usted.

RESOURCES/ RECURSOS

DHS cuenta con los siguientes recursos para ayudarle a presentar su solicitud:

- Información del programa de apoyo para el alquiler de Arkansas en marshalés.
- Documentos Requeridos en inglés
- Documentos Requeridos en marshalés
- Documentos Requeridos en español
- Guía del usuario para el inquilino en inglés
- Guía del usuario para el inquilino en marshalés
- Guía del usuario para el inquilino en español
- Guía del usuario para el arrendador en inglés
- Guía del usuario para el arrendador en marshalés
- Guía del usuario para el arrendador en español
- Preguntas Frecuentes en inglés
- Preguntas Frecuentes en marshalés
- Preguntas Frecuentes en español

COUNTY PROGRAM INFORMATION

Para residentes de los condados de Benton, Pulaski y Washington: Su condado tiene su propio programa de asistencia para el alquiler y ha solicitado que los residentes presenten sus solicitudes directamente con el programa del condado. Podrá encontrar la información del programa para su condado está disponible aquí:

[Condado Pulaski](#)

[Condado Washington](#)

[Condado Benton](#)

Sample Social Media Posts

- **ATENCIÓN INQUILINOS: ¡Ya ESTAMOS ACEPTANDO solicitudes para el Programa de Apoyo para el Alquiler de Arkansas!** Los fondos pueden permitirle pagar meses de alquiler pasados y futuros, y ciertos servicios públicos como agua, electricidad y gas. Este programa le permite cubrir hasta 15 meses de alquiler incurrido entre el 1ro de abril del 2020 y el 31 de diciembre del 2021. Visite la página ar.gov/rentrelief para más información y para presentar su solicitud.
- ¿Tiene dificultad para pagar su alquiler o servicios debido a la pandemia de COVID-19? Visite ar.gov/rentrelief hoy para presentar su solicitud de apoyo. Si usted es un inquilino o arrendador que reside en Arkansas, podría ser elegible para recibir hasta 15 meses de alquiler incurridos desde el 1ro de abril del 2020. Los servicios incluyen gas natural, propano, agua, drenaje y electricidad.
- ¿Sabía que los fondos del Programa de Apoyo para el Alquiler de Arkansas pueden pagar los servicios de inquilinos? Visite la página ar.gov/rentrelief para más información y aprender cómo presentar una solicitud.
- ¿Está experimentando dificultades debido a la pandemia? Podría tener acceso a apoyo para pagar su alquiler y servicios. Visite ar.gov/rentrelief para más información.
- Proveemos asistencia para su solicitud llamando al 855.RENTARK o puede encontrar una lista de colaboradores comunitarios que están participando en el sitio web ar.gov/rentrelief.

Appendix II: Marshallese Translated Materials

Please see below for a Marshallese version of our Arkansas Rent Relief Program marketing resources.

1. Talking Points
2. Newsletter Messaging
3. Website Messaging
4. Sample Social Media Posts

Note: Certain digital resources and collateral from the .zip file have been translated into Spanish and can be found in the “Collateral - Marshallese” and “Digital Resources - Marshallese” folders of the .zip file. The following materials have been translated: poster, sample Twitter posts, sample Instagram posts, sample Facebook posts, and a website banner.

Talking Points

- Burokraam eo an Jibañ kin Reen an Arkansas ej lelok jibañ kin reen im jarom ñan armij ro ilo Akansas im remaron tōbrak im rar jelōt jen COVID-19 im emōj an jelōte aoleben lal in.
- Koba ibben jibañ eo an Governor im Rikwelok ro an State, DHS enaj ajeje \$173 milien tala in jāān jen Burokraam eo an Jibañ kin Idin Reen an Federal jen Ra eo an Jāān an Amedka ñan imōn jokwe ko rej reen im remaron tōbrak im rejab maron kolla wonnen reen im jarom.
- Jibañ eo emaron kollaiki lok ñan 15 allon in reen im jarom rar jino ikōtaan Ebrol 1, 2020 im Tijemba 31, 2021.
- Lok ñan 5 bōjjāān in wonnen rumij emaron koba ilo reen ko remootlok ien aer kolla.
- Kolla ko rej kaju lok ñan landlord ak kombani in jarom.
- Armij ro rej kateruru ñan jibañ in jarom wōt rejab aikuj kōlaajrak ibben landlord eo aer ñan aer kateruru.
- Ewōr jibañ ikijen ablikajon ilo am kūrlok 855.RENTARK ak lale ar.gov/rentrelief.
- Emōj an DHS kobalok ibben doulul ko an jukjukinbed ibelakin state eo ñan lelok jibañ ilo aer lelok ablikajon ko. Bukōt juon laajrakin etan jikin ko rej kobalok ilo jukjukinbed ilo ar.gov/rentrelief.
- Kwōmaron loe melele kin Burokraam eo an Jibañ kin Reen an Arkansas ilo ar.gov/rentrelief.
- Ewōr melele kin Burokraam eo an Jibañ kin Reen an Arkansas ilo Kajin Spanish im Majol ilo ar.gov/rentrelief.
- Armij ro rej jokwe ilo county ko an Benton, Pulaski, im Washington rejab maron tōbrak in ebōk jibañ in reen jen Burokraam eo an Jibañ kin Reen an Arkansas ilo tōrre in. Bōtab, remaron kateruru ñan jibañ eo an reen ibben jejjetin burokraam eo an county ko aer. Lale ar.gov/rentrelief ñan melele ko relablok.

Newsletter Messaging

Jibañ kin reen im jarom ewōr ijin: Burokraam eo an Jibañ kin Reen an Arkansas ej kiō ebōk ablikajon ñan armij in Arkansas ro remaron tōbrak im rej aikuj jibañ kolla wonnen reen ko remootlok ien kolla im wonnen reen ko jeklaj im jarom. Kateruru rainnin ilo ar.gov/rentrelief!

Ewōr \$173 milien in kolla jen federal ilo burokraam in. Emaron kolla lok ñan 15 allon in wonnen reen im jarom jen ikōtaan Ebrol 1, 2020 im Tijemba 31, 2021. Kwōmaron kateruru lok ñan jilu allon in wonnen reen ilo jeklaj ilo juon ien. Jarom ko emaron koba kiaj, dān, im kajur.

Website Messaging

GENERAL MESSAGING

Burokraam eo an Jibañ kin Reen an Arkansas ej lelok jibañ in jāān in kolla wonnen reen im jarom ko emootlok ien aer kolla ak rej aikuj kolla ilo raan ko rej beddo tōk ñan armij ro rej reen ilo Arkansas im remaron tōbrak. Landlord ro ewōr armij ro rej reen ibbeir im rejab maron kolla wonnen reen kin an jako kolla ak jen COVID-19 im emōj an jelōte aoleben lal in remaron bar kateruru. Ewōr an state eo an Arkansas \$173 milien in kolla jen federal ñan burokraam in. Ilo ien eo enaj tōbrak ablikajon eo, jāān eo enaj kaju lok ñan landlord ro im kombani ko an jarom.

[Jibed ijin ñan kateruru](#)

WHAT'S COVERED? / Ta ko rej kollaiki?

- Reen eo emootlok ien an kolla koba lok ñan 5 böjjāān in wonnen rumij ko rar jino jen Ebrol 1, 2020.
- Muri in jarom ko emootlok ien aer kolla ñan kiaj, dān, im kajur. Burokraam in ejab kolla wonnen muri in talebon ak internet ko emootlok ien aer kolla.
- Wonnen reen ko an jeklaj im renaj muri mae Tijemba 31, 2021. Armij ro rej reen remaron kateruru lok ñan jilu allon in wonnen reen ilo jeklaj ilo juon ien.
- Lok ñan 15 allon in wonnen reen emaron kolla jen kōtaan Ebrol 1, 2020 im Tijemba 31, 2021.

ELIGIBILITY/ Maron Tōbrak

Kwōmaron tōbrak ñan jibañ eo an kolla wonnen reen im jarom elañe:

- Juon armij ilo mweo imōm emaron tōbrak ñan jibañ ko an bōjrak jerbal.
- Kolla eo an rimweo imōm emōj an diklok joñan ilo ien jorrāān eo emōj an jelōte aoleben lal in.
- Juon armij ilo mweo imōm ear lab an jorrāān kin jaan kin jorrāān eo emōj an jelōte aoleben lal in (waanjoñok, bōjrak jerbal eo an, elab muri in wonnen taktō).
- Kwōj aikuj ioon maron tōbrak ikijen kolla ekkar ñan county eo kwōj jokwe (Joñan eo lolab ikijen Kolla ko an Armij ro ilo Juon Jikin) im joñan armij ro ilo mweo imōm.

RENTER REQUIREMENTS/ Mennin Aikuj ko an Armij ro rej Reen

Armij ro rej reen ej aikuji men ko laajrak ñan lelok juon kajitōk kin jāān in jibañ wonnen jarom ak reen:

- ID ewōr bija jen Kien (waanjoñok, laijen in ettor, kaat in ID an state)
- Kamool kin am reene juon imōn jokwe ilo Arkansas
- Kamool kin an jab kwōn imōn jokwe
- Kamool kin kolla ko an aoleb ro rej jokwe mweo imōm im rej bael eowoj
- Kein kamool kin an jako jāān jen abañ eo jen COVID-19
- Email in nōmbā in talebon an landlord eo

Lale melele ko relablok kin beba ko rej aikuji ilo jikin jibañ ijin lal.

LANDLORD REQUIREMENTS / Mennin Aikuj ko an Landlord

Landlord ko rej aikuji beba ko laajrak ñan kajitōk kolla in jibañ kin reen:

- Kabe in leij
- ID ewōr bija jen Kien
- Email im nōmbā in talebon an armij eo ej reen.

NEED HELP?/ Kwōj ke aikuj jibañ?

Kūrlōk 855.RENTARK (855.736.8275) elañe kwōj aikuj jibañ lelok ablikajon eo am ak ewōr am kajitōk. Ro rej jutak ikijen jikin ko rej bed Mande – Bōlaide 7 awa jibbon ñan 7 awa jota.

Emōj an DSHS bar kobalok ibben doulul ko an jukjukinbed ibelakin state eo im remaron jibañ kwe lelok ablikajon eo am. [Jibed ijin ñan lale juon laajrakin etan doulul ko iturim.](#)

RESOURCES/ Jibañ ko

Ewōr an DHS jibañ ko laajrak ñan jibañ am lelok ablikajon eo am:

- Melele kin Burokraam eo an Jibañ kin Reen an Arkansas ilo Kajin Majol
- Beba ko rej Mennin Aikuj ilo Kajin Belle
- Beba ko rej Mennin Aikuj ilo Kajin Majol
- Beba ko rej Mennin Aikuj ilo Kajin Spanish
- Kein Kajinet an Armij eo ej Reen ilo Kajin Belle
- Kein Kajinet an Armij eo ej Reen ilo Kajin Majol
- Kein Kajinet an Armij eo ej Reen ilo Kajin Spanish
- Kein Kajinet an Landlord ilo Kajin Belle
- Kein Kajinet an Landlord ilo Kajin Majol
- Kein Kajinet an Landlord ilo Kajin Spanish
- Kajitōk ko rekut ilo Kajin Belle
- Kajitōk ko rekut ilo Kajin Majol
- Kajitōk ko rekut ilo Kajin Spanish

COUNTY PROGRAM INFORMATION

Armij ro rej jokwe ilo County ko an Benton, Pulaski, im Washington: Ewōr an county eo am make burokraam in jibañ kin reen im emōj an kajitōk bwe armij ro rej jokwe ren kaju kateruru ibben burokraam eo an county eo. Kwōmaron loe melele kin burokraam eo an county eo am ijin:

[County eo an Pulaski](#)

[County eo an Washington](#)

[County eo an Benton](#)

Sample Social Media Posts

- **ÑAN RO REJ REEN: EBELLOK** kiō ablikajon ko ñan Burokraam eo an Jibañ kin Reen an Arkansas! Jāān eo emaron kolla wonnen reen eo emootlok ien kolla, reen an jeklaj, im jet jarom ko einwōt dān, kajur, im kiaj. Lok ñan 15 allon in wonnen reen im jarom rar walok ikōtaan Ebrol 1, 2020 im Tijemba 31, 2021 emaron naj kolla. Lale ar.gov/rentrelief ñan melele kin maron tōbrak im ñan kateruru.
- Ewōr ke am abañ kollaiki muri ko am kin jorrāān eo emōj an jelōte aoleben lal in? Ñe kwōj reene mweo imōm, kwōmaron tōbrak ñan jibañ. Lale ar.gov/rentrelief ñan maron tōbrak im melele ko relablok.
- Kwar ke jelā ke jāān ko jen Burokraam eo an Jibañ kin Reen an Arkansas emaron kobalok ñan jarom ñan armij ro rej reen? Lale ar.gov/rentrelief ñan melele ko relablok im wāween am kateruru.
- Emōj ke am lukkun ioon abañ jen jorrāān eo emōj an jelōte aoleben lal in? Emaron wōr jibañ in kolla wonnen reen im jarom. Lale ar.gov/rentrelief rainnin ñan melele ko relablok.
- Ewōr jibañ ikijen ablikajon ilo am kūrlok 855.RENTARK ak lale ar.gov/rentrelief im bukōt juon laajrakin etan jikin ko rej kobalok ilo jukjukinbed ilo ar.gov/rentrelief.

