

Cook County Legal Aid for Housing and Debt (CCLAHD) Outreach Toolkit

Updated: September 30, 2024

About this Toolkit:

Cook County Legal Aid for Housing and Debt (CCLAHD) is a county-wide initiative designed to help residents facing eviction, foreclosure, consumer debt, and tax deed issues. This outreach toolkit has been created to assist our network of elected officials, community leaders, businesses, news outlets, nonprofits, and organizations in spreading the word about these essential services.

Inside this toolkit, you'll find a comprehensive overview of CCLAHD, key talking points, pre-written social media content, and visual materials that you can customize for your communication channels. Our goal is to make it as easy as possible for you to inform and engage your community about the free resources available through CCLAHD.

Your participation in promoting CCLAHD is vital to ensuring that Cook County residents are aware of and can access the support they need. Thank you for being an invaluable partner in this effort!

Overview of the Initiative:

CCLAHD is a groundbreaking county-wide initiative launched in November 2020 to help Cook County residents address legal challenges related to eviction, foreclosure, consumer debt, and tax deed issues. CCLAHD brings together a network of legal aid organizations, government agencies, and community partners to provide free, accessible services to anyone in need. The initiative is built around two major programs: the Early Resolution Program (ERP), which provides support for eviction and consumer debt cases, and the Mortgage Foreclosure Mediation Program (MFMP), which assists homeowners facing foreclosure.

Early Resolution Program (ERP):

The Early Resolution Program (ERP) provides **free legal help** to renters facing eviction, small landlords dealing with eviction-related issues, individuals facing consumer debt challenges, and homeowners behind on their property taxes. ERP connects participants with legal aid, mediation services, and referrals to additional programs, such as rental assistance when available. The program has already helped thousands of residents stay in their homes, avoid evictions, and avoid unnecessary debt judgments. To read more about the impact of ERP, see the [June 2024 Impact Summary Report](#).

Visit cookcountylegalaid.org or call (855) 956-5763 to get help with:

- Eviction issues for renters and landlords
- Consumer debt problems, such as credit card charges, car loans, and payday loans
- Property tax issues for those who are behind on payments

Mortgage Foreclosure Mediation Program (MFMP):

The Mortgage Foreclosure Mediation Program (MFMP) offers **free legal assistance** to homeowners facing foreclosure. Services include access to a helpline, housing counseling, legal advice, mediation, and referrals to other assistance programs. The MFMP is available to all homeowners of 1–4-unit residential properties in Cook County whose primary residence is in foreclosure.

Visit cookcountylegalaid.org or call (855) 452-2637 for help with:

- Foreclosure issues for owner-occupied residences
- Negotiating or reviewing settlements, payment plans, or agreements
- Access to full legal representation in mediation services

Cook County Legal Aid for Housing and Debt (CCLAHD) Outreach Toolkit

Updated: September 30, 2024

How You Can Help

You have the power to spread the word about Cook County Legal Aid for Housing and Debt (CCLAHD) and help residents in need access vital legal services. By leveraging your communication channels, you can ensure that more people know about this critical program.

Ways to Promote CCLAHD and Demonstrate Your Leadership:

- **Feature CCLAHD on Your Website:** Add a temporary pop-up banner or a dedicated section about CCLAHD to your website to catch visitors' attention.
- **Promote on Social Media:** Regularly post about CCLAHD on your social media channels. Use our ready-made content or create your own to maintain consistent visibility.
- **Create and Share Videos:** Record a short video to introduce and explain CCLAHD on your social platforms. Videos are highly engaging and can reach a wider audience.
- **Leverage Email Outreach:** Include information about CCLAHD in your newsletters or send a dedicated email to your customers, employees, supporters, and key stakeholders.
- **Incorporate into Conversations:** Mention CCLAHD when speaking to community members, clients, or customers who may benefit from the program.
- **Display Promotional Materials:** Use flyers, posters, and even sidewalk chalk to share information in public spaces, such as bulletin boards, community centers, and storefront windows. (See below for links to flyers in multiple languages.)
- **Present at Events:** Identify and attend conferences, meetings, or community gatherings where you can present the CCLAHD program and its benefits.
- **Mobilize Your Network:** Encourage your contacts—especially those connected to renters, homeowners, landlords, or people facing debt or tax deed issues—to spread the word about CCLAHD.

By promoting CCLAHD, you are helping ensure that Cook County residents know they have access to free, life-changing legal help. Thank you for being a part of this critical effort!

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 helpline 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 helpline 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 made your mortgage payments, visit www.cookcountylegalaid.org or call the MFMP hotline at 855-452-2637 to get help today.
- If you know someone who is having trouble making their mortgage payments, share www.cookcountylegalaid.org or have them call the MFMP hotline at 855-452-2637 to get help today.

Hashtags:

- **Broad:** #Housing #HousingAssistance #RentAssistance #DebtRelief #ForeclosureAssistance #HousingCounseling
- **Niche:** #CookCountyLegalAid #CCLAHD #CCLegalAid #CookCountyHousingHelp #OneCookCounty #CookCountyGovernment

Cook County Legal Aid for Housing and Debt (CCLAHD) Outreach Toolkit

Updated: September 30, 2024

Sample Posts:

X/Twitter:

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

Sample #2 (ERP): 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 www.cookcountylegalaid.org. #RentAssistance #DebtRelief #CCLegalAid

Sample #3 (MFMP): Cook County Legal Aid for Housing and Debt is a free countywide initiative for residents behind on their mortgage. Contact the mortgage foreclosure helpline at 855-452-2637 for: legal advice, housing counseling, and more. For more information, visit www.cookcountylegalaid.org

Sample #4 (MFMP). For Cook County residents dealing with mortgage and foreclosure issues, the Mortgage Foreclosure Mediation Program is a free initiative that provides support for those behind on their mortgage. For assistance, call 855-452-2637 or visit www.cookcountylegalaid.org #CCLAHD

Sample #5 (General): Connect with free legal help, mediation, and other resources including rental assistance through the Cook County Legal Aid for Housing and Debt (CCLAHD) program. Renters and landlords call 855-956-5763, homeowners call (855) 452-2637 or visit www.cookcountylegalaid.org for more info. #HousingAssistance #CCLAHD

Sample #6 (General-Suburban Cook): Cook County, in collaboration with the @ChicagoBarFound, the @CookCntyCourt and other community partners, is assisting suburban county residents facing eviction, foreclosure, debt, and tax deed issues. Renters and landlords call 855-956-5763, homeowners call (855) 452-2637 or visit www.cookcountylegalaid.org for more info. #DebtRelief

Sample #7 (General-Chicago): Cook County, in collaboration with the @ChicagoBarFound, the @CookCntyCourt and other community partners, is assisting Chicagoans facing eviction, foreclosure, debt, and tax deed issues. Renters and landlords call 855-956-5763, homeowners call (855) 452-2637 or visit www.cookcountylegalaid.org to get started. #DebtRelief

Sample #8 (MFMP) The Circuit Court of Cook County Mortgage Foreclosure Mediation Program provides support for residents dealing with mortgage issues. The helpline can be reached at 855-452-2637 to receive legal advice, counseling, and more. Visit www.cookcountylegalaid.com for more information.

Facebook/LinkedIn/Instagram:

Sample #1 (General): 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 www.cookcountylegalaid.org. #HousingAssistance #DebtRelief

Sample #2 (ERP): Eviction 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 www.cookcountylegalaid.org to get started. #HousingAssistance #CCLegalAid

Cook County Legal Aid for Housing and Debt (CCLAHD) Outreach Toolkit

Updated: September 30, 2024

Sample #3 (MFMP): Cook County Residents: For those dealing with mortgage and foreclosure issues, the Mortgage Foreclosure Mediation Program is a free countywide program that provides support for those behind on their mortgage. For the mortgage foreclosure helpline, call 855-452-2637 and visit www.cookcountylegalaid.org for more information. #MortgageForeclosure #CCLAHD

Sample #4 (MFMP): Cook County Legal Aid for Housing and Debt (CCLAHD) is a free countywide initiative for residents behind on their mortgage. Contact the mortgage foreclosure helpline at 855-452-2637 for: legal advice, housing counseling, negotiation or review of settlement or agreements, referral to legal representation, or mediation of agreed upon move-out plans. For more information, visit www.cookcountylegalaid.org. #CookCountyGovernment #CCLAHD

Sample #5 (General): Cook County has partnered with community law groups for the Cook County Legal Aid for Housing and Debt (CCLAHD) initiative, created to assist residents struggling with eviction, foreclosure, debt and tax deed issues. Renters and landlords call 855-956-5763, homeowners call (855) 452-2637 or visit www.cookcountylegalaid.org for more info. #HousingAssistance #DebtRelief #CCLAHD

Sample #6 (ERP): Evictions 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 www.cookcountylegalaid.org. #HousingAssistance #DebtRelief #CCLAHD

Sample #7 (MFMP): The Circuit Court of Cook County has launched a Mortgage Foreclosure Mediation Program which assists those dealing with mortgage issues. The helpline can be reached at 855-452-2637 where residents will be able to connect with an attorney and certified housing counselor for legal advice, counseling, mediation for agreements, and more. Visit www.cookcountylegalaid.org for more information #CCLAHD

Logos and Visuals:

Flyers and a palm card can be found in English, Arabic Korean, Mandarin, Polish, Spanish [HERE](#).

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

[Link to Cook County PSA Video](#)

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