

**Maryland Volunteer Lawyers Service (MVLS) and the
Maryland Department of Housing and Community
Development (DHCD)**

Present

**The Homeowner Program
My Home, My Deed, My Legacy**

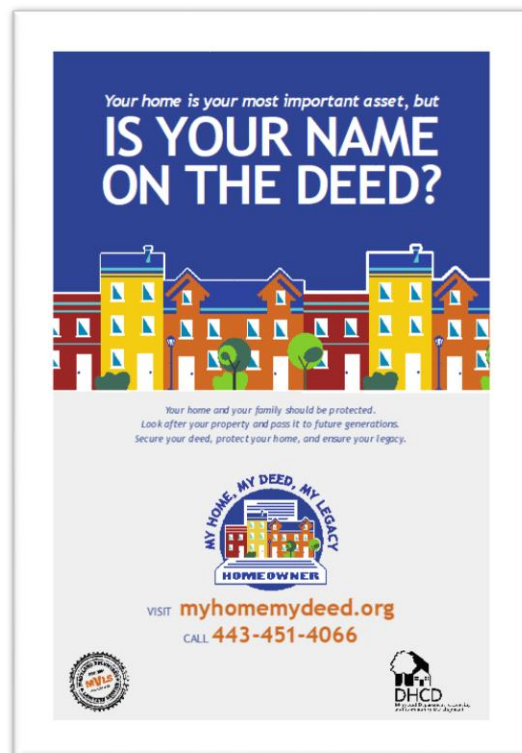


CONTENT TOOLKIT

CAMPAIGN OVERVIEW

Maryland Volunteer Lawyers Service ([MVLS](#)), the largest provider of pro bono civil legal services to low-income Marylanders, and the Maryland Department of Housing and Community Development (DHCD) created the “Homeowner: My Home, My Deed, My Legacy” citywide public awareness program to educate Baltimore City residents – especially low-income residents – about the importance of estate planning and the critical need to confirm their name is on the deed to their property. Through a generous grant from the Maryland DHCD and services provided by MVLS, Baltimore City residents now have access to estate planning resources, including an online information hub (www.myhomemydeed.org), a “Homeowner” hotline (443-451-4066) and support from volunteer attorneys to walk them through the estate planning and deed confirmation process.

As a part of the citywide public awareness program, MVLS will be hosting four (4) clinics throughout Baltimore City in 2019. Through MVLS’ community outreach, the organization will be recruiting clients directly for these clinics.



NEWSLETTER CONTENT

As a community partner of the Homeowner program, we welcome you to share messaging about our program to your members and newsletter readers. With your help, we want to increase awareness and drive traffic to our program website – www.myhomemydeed.org or callers to our Homeowner Hotline (443-451-4066). Below is newsletter copy for you to consider – 100 and 200 words, respectively:

- **Do you really own your home?** If you’re unsure if you are listed on the deed to your home, there is help for you! Maryland Volunteer Lawyers Service ([MVLS](#)) and the Maryland Department of Housing and Community Development (DHCD) created resources to help Baltimore City residents learn about the estate planning process and to confirm their name is on the deed to their home. Income restrictions apply. Visit www.myhomemydeed.org or call the Homeowner hotline (443-451-4066) to learn more. If you income qualify, you may receive support from volunteer attorneys to walk you through the estate planning and deed confirmation process. It’s your home, your deed, your legacy – protect them today!

- **New Estate Planning and Homeownership Resources for Baltimore City Residents**
Maryland Volunteer Lawyers Service ([MVLS](#)) and the Maryland Department of Housing and Community Development (DHCD) are collaborating to deliver new estate planning and homeownership resources to Baltimore City residents.

The “Homeowner: My Home, My Deed, My Legacy” program provides ways to navigate the estate administration process, the creation of wills and health care directives, and provides steps to avoid probate. Volunteer attorneys may be available to walk you through the estate planning and deed confirmation process.

According to Susan Francis, deputy director of MVLS, “We meet so many homeowners who think they legally own their home, but to their surprise, the house wasn’t passed properly and now they aren’t on the deed to their homes. This can make the resident defenseless against losing the home due to tax sale, foreclosure, and limited access to critical programs that can prevent the home from falling into disrepair. The Homeowner campaign will help ensure that the one wealth-building asset that most families have – their home – is able to stay in their family now and that the home will pass to future generations.”

Income restrictions apply. Visit www.myhomemydeed.org or call the Homeowner hotline at 443-451-4066 to learn more.

It’s your home, your deed, your legacy – protect them today!

SOCIAL MEDIA

As a partner of the Homeowner program, we welcome you to use a series of social media posts to increase awareness and drive traffic to our website – www.myhomemydeed.org – or callers to our Homeowner Hotline (443-451-4066). It’s simple...copy, paste, schedule.

Facebook Post Ideas (use these or create your own)

- Are you trying to confirm if your name is on the deed to your home? Don’t do it alone! Maryland Volunteer Lawyers Service (MVLS) and the Department of Housing and Community Development (DHCD) created resources just for you. Visit www.myhomemydeed.org or call 443-451-4066 for help. #myhomemydeed #homeownership
- Estate planning is for everyone – not just the wealthy! Baltimore City residents now have access to new tools and volunteer attorneys to help them navigate the estate planning and deed process. Income restrictions apply. Visit www.myhomemydeed.org or call 443-451-4066 to learn more. #myhomemydeed #homeownership #estateplanningforall

- The “Homeowner: My Home, My Deed, My Legacy” program from MVLS and DHCD provides resources to navigate the estate administration process, the creation of wills and health care directives, and provides steps to avoid probate. Volunteer attorneys are available to walk you through the estate planning and deed confirmation process. Income restrictions apply. Visit www.myhomemydeed.org or call 443-451-4066 to learn more. #myhomemydeed #homeownership #estateplanningforfamilies
- Do you know if you legally own your home? Do you know if your name is listed on the deed to your home? If you answered no to either of these – help is available. Baltimore City residents now have access to tools and volunteer attorneys to help navigate the deed recording process. Income restrictions apply. Visit www.myhomemydeed.org or call 443-451-4066 for help. #myhomemydeed #homeownership #estateplanningforall

Making your own post? Tag us!

@MVLSProBono
@MarylandHousing

Hashtag ideas

#myhomemydeed
#homeownership
#homeownershipmatters
#property
#conveyance
#estateplanningforall
#estateplanningforfamilies

Creative Elements

[DOWNLOAD CAMPAIGN MATERIALS – LOGO, POSTER, PRESS RELEASE - FROM DROPBOX](#)

Contact Information

If you have any questions, please contact:

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