

THE POWER OF PERSUASION: RAMPING UP RAPID RE-HOUSING

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818 men, women, and children experience homelessness on any given day



4 KEYS TO SUCCESS



REGIONAL QUICK FACTS



\$4.4 million in HUD funding
Fair Market Rent for a one-bedroom apartment: \$838



53% have high school diploma or GED



72% have served jail time



39.4% have a longterm disability

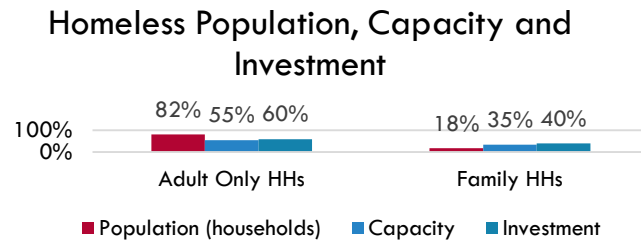


18.9% have a job

TOOLS YOU CAN USE



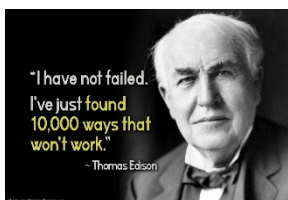
Tell stories.



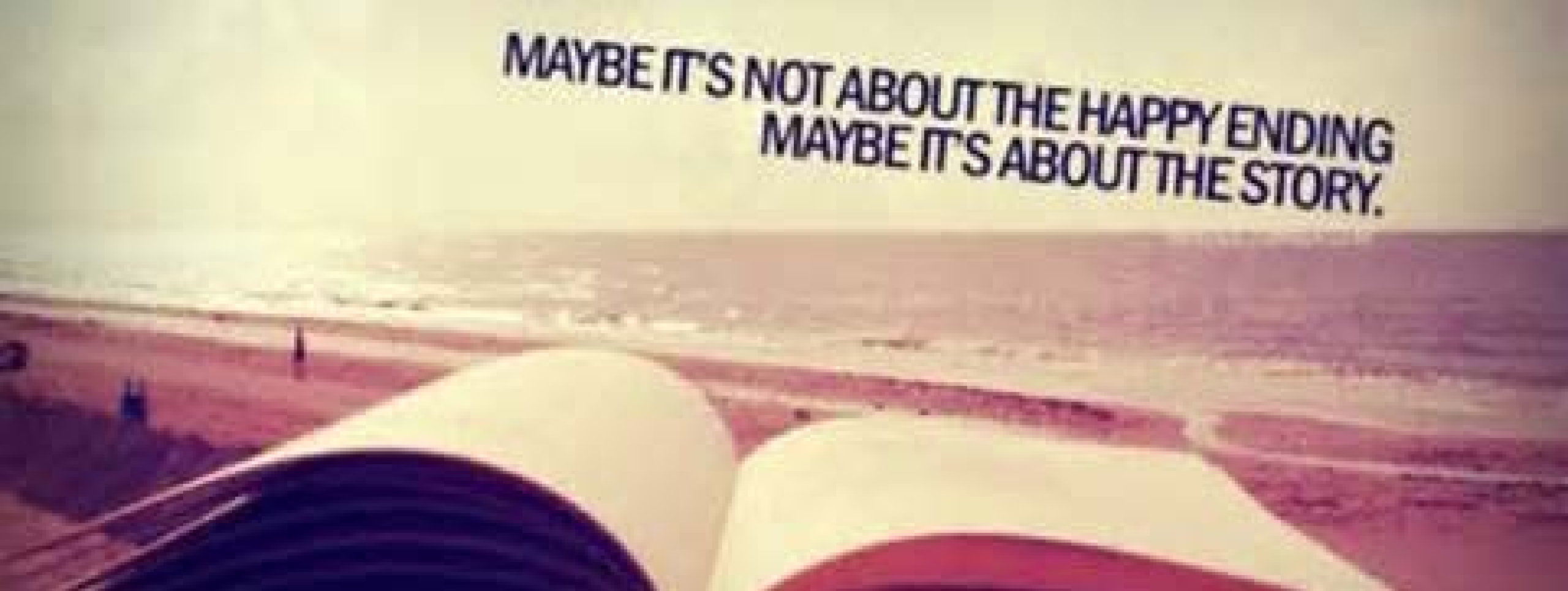
“In God we trust, all others bring data.”



Be the teacher.



Fail differently.

A photograph of a beach at sunset. The sky is a mix of orange, yellow, and light blue. The ocean is visible in the background. In the foreground, a colorful beach towel with shades of purple, blue, yellow, and red is spread out on the sand.

**MAYBE IT'S NOT ABOUT THE HAPPY ENDING
MAYBE IT'S ABOUT THE STORY.**

TELL STORIES: COMMUNITY & SERVICE PROVIDERS

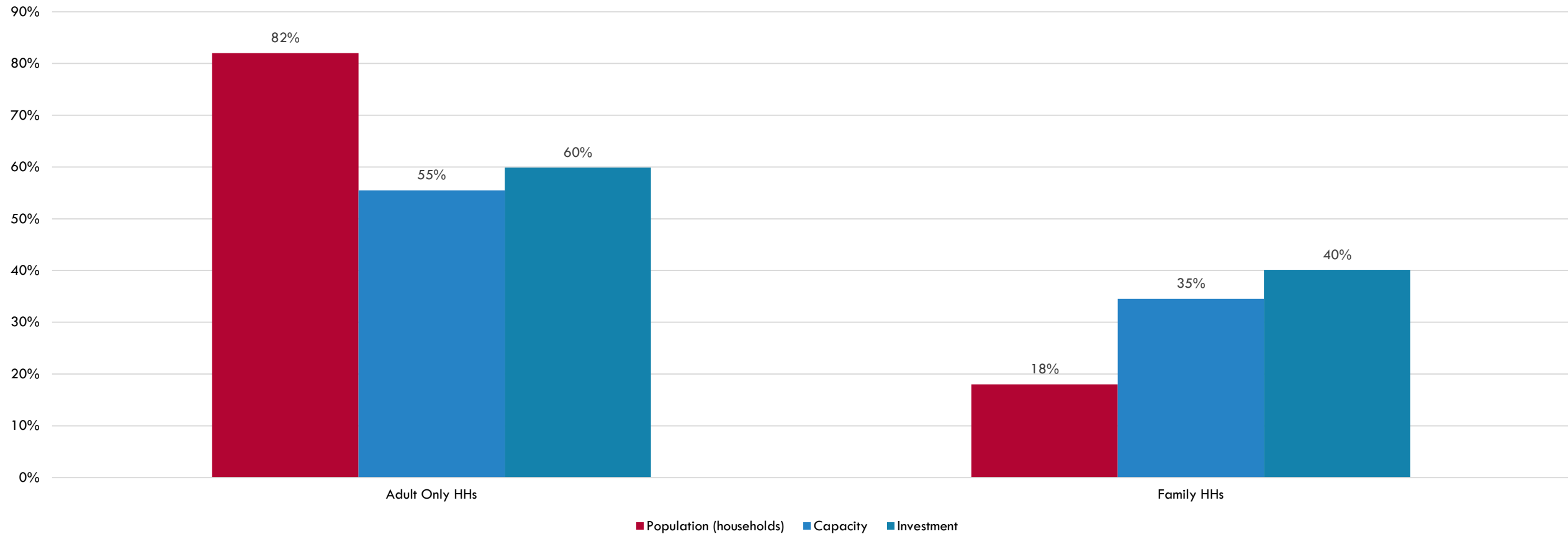
Understand what problem you are trying to solve.
Emphasize how RRH will be different for clients and service providers.



BE THE TEACHER

Trainings (formal & informal)
Program Exchange
Protocol Development

Homeless Population, Capacity and Investment

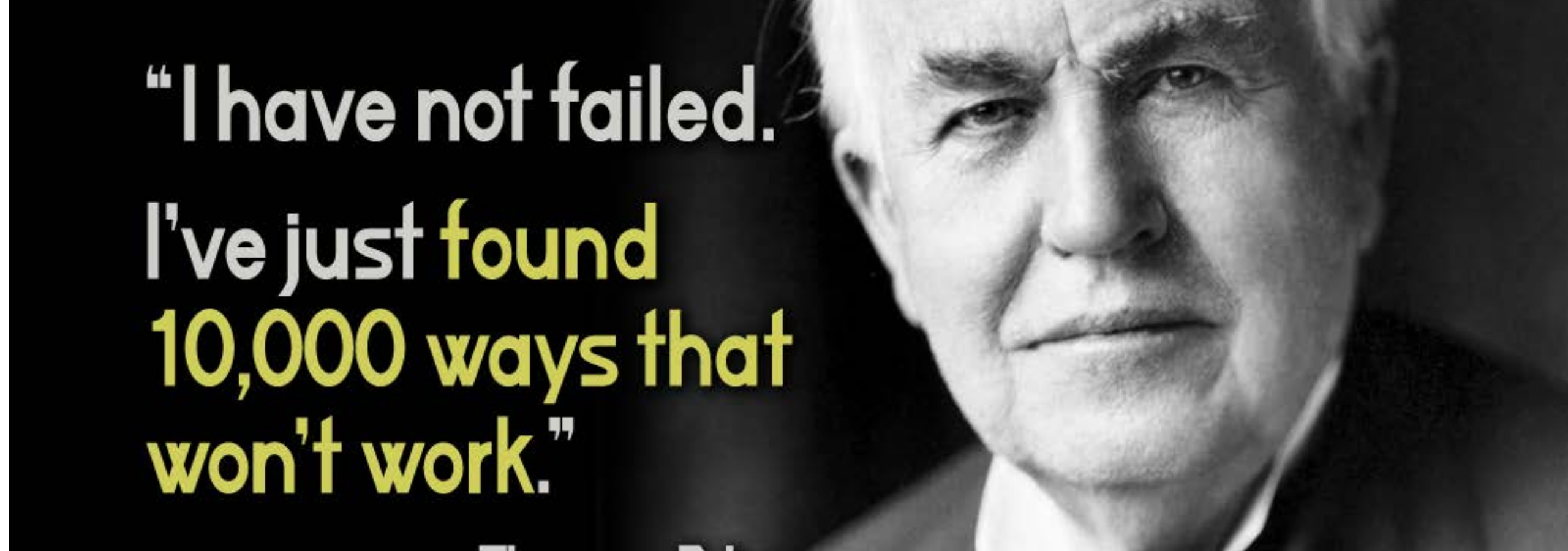


**IN GOD WE TRUST, ALL OTHERS
BRING DATA**

Share the problem & results from similar communities.

Cost data (even estimates.)

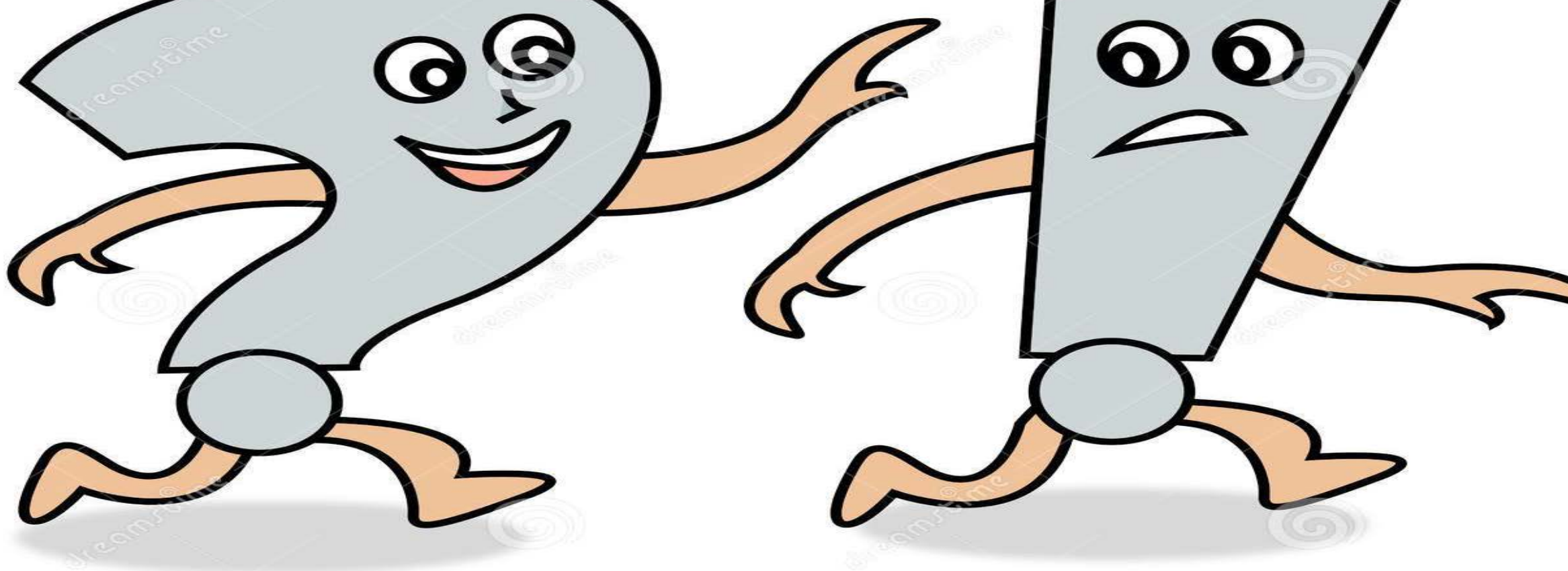
Outcomes you expect to achieve



“I have not failed.
I’ve just found
10,000 ways that
won’t work.”

FAIL DIFFERENTLY

Pilot (less threatening)
“Double fund” during transition
period
Think about how working
differently can help address real
needs.



QUESTIONS & ANSWERS

PHOTO CREDITS

<http://andthatswhyyouresingle.com/wp-content/uploads/2013/08/happyending.jpg>

<http://www.theallstate.org/2015/03/28/kimmy-schmidt-karate-kid-and-five-others-to-watch/>

<http://personalexcellence.co/quotes/files/inspirational-quote-failure-thomas-edison-2.jpg>

<http://www.bing.com/images/search?q=quesiton+and+answer&view=detailv2&&id=43D01E1F1E131BB1AAFFDDC08F1023296DA2286E&selectedIndex=156&ccid=8ZuWQYpn&simid=608049928408009791&thid=OIP.Mf19b96418a670b4269444bfb8f161734o0&ajaxhist=0>