

3.01 Making the Case for Housing First in Your Community



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Bringing People Home.

Code of Conduct

The Alliance has a zero tolerance policy for any form of discrimination or abusive behavior, and we strive to maintain an environment that is respectful and free from harm or harassment. If you encounter anything that makes you feel unsafe please notify an Alliance staff member.






Building Public Support For Housing First In Your Community

How we change the story so everyone has a safe place to call home



HOW WE TALK ABOUT HOUSING FIRST

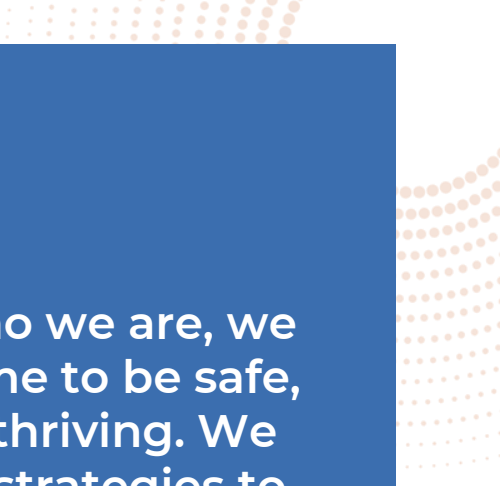
The slide features a solid blue rectangular area on the left side, which serves as a background for the text. The rest of the slide is white. In the top-left corner, there are decorative dotted patterns in yellow and orange, curving towards the center. In the top-right corner, there are similar decorative dotted patterns in orange, also curving towards the center.

Housing First is an evidence-based approach to ending homelessness that centers on quickly moving people experiencing homelessness into independent and permanent housing and then providing additional supports and services as needed.

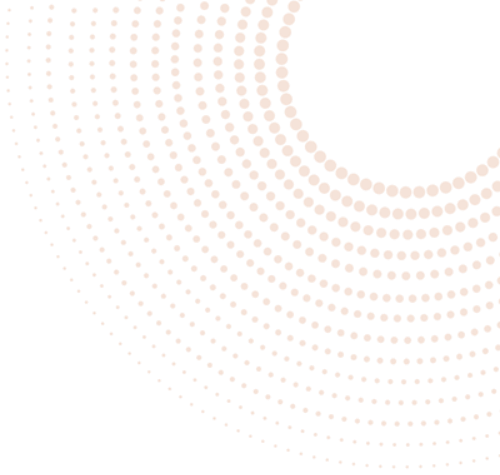


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VS



No matter who we are, we all need a home to be safe, healthy and thriving. We have proven strategies to ensure all our neighbors have a permanent place to live so they can get on the path to recovery and rebuilding their lives.



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experienced homelessness and
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supportive housing are found
to have generally positive
effects on health and wellbeing
as a result of their stable
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HOW NONPROFITS
TALK ABOUT HOME

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HOW NONPROFITS
TALK ABOUT HOME

VS

**There's no place
like home.**

HOW THE REST OF US
TALK ABOUT HOME







**Audience &
context matter.**



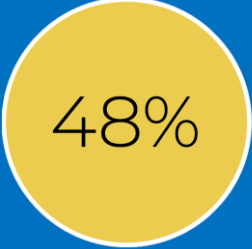
Identifying Key Audiences

AUDIENCE	SIZE	LIKELY MEMBERS	TALK ABOUT
Insiders	●	YOU. People you see at protests. Nonprofit staff. The leaders in your organized base.	Housing is a human right. Seek bold messages rooted in racial justice and equity and reject opposition messaging and approaches.





Identifying Key Audiences

AUDIENCE	SIZE	LIKELY MEMBERS	TALK ABOUT
Insiders		YOU.	Housing is a human right.
Like-minded base		Renters, women, Black, Latino/a/e, Indigenous ppl, under 45, lean Democrat, under \$40k, have experienced housing insecurity or homelessness.	Housing is a basic need. Open to messages connecting housing with racial justice but are often not as progressive as Insiders.

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Insiders		YOU.	Housing is a human right.
Like-minded base		Renters, women, Black, Latino/a/e, Indigenous	Housing is a basic need.
Persuadables		Reflect the wider population. More likely to not have a four-year college degree.	Economic forces impacting housing. Focus on inclusivity and concrete solutions such as “repurposing existing buildings into housing.”

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Persuadables		Reflect the wider population.	Economic forces impacting housing.
Opposition		Men, college educated, homeowner, higher income, lean Republican.	Community benefit and shared values. Message this audience to counter NIMBYism and harmful narratives.

Communicating Solutions

KISS

Keep

It

Simple

Superstar

