BFZ SM Coalition Monthly Meeting: December Notes

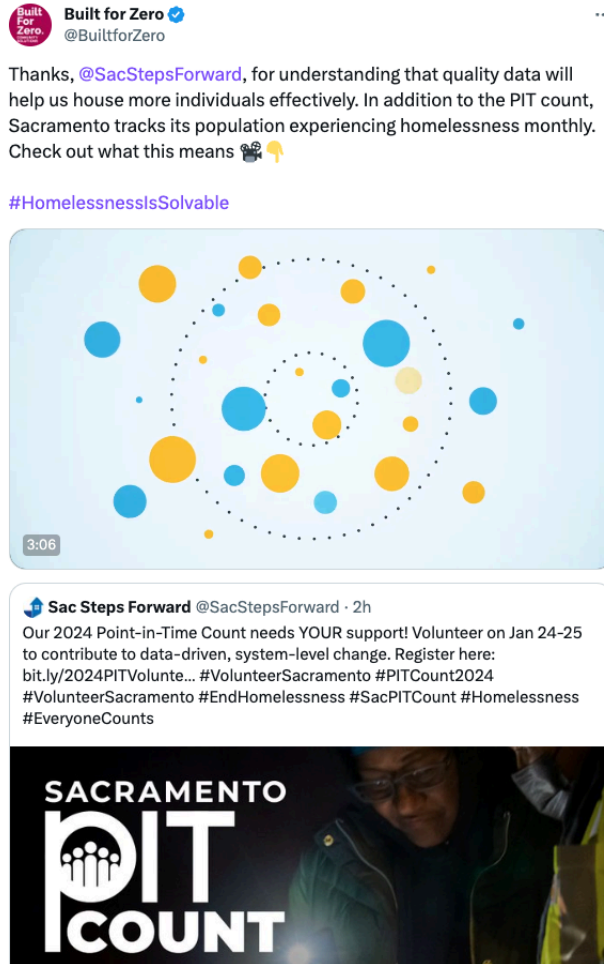*Wednesday, December 20, 2023 | 3:00 PM ET*

ATTENDEES

AGENDA

- Icebreaker
  - Name a time you saw something online that inspired you to take action. It can be an ad, a campaign — anything at all. What was it about it that worked? Copy, video, word of mouth?
- CS/BFZ Updates
  - Monthly digital trainings from Clavis
    - December 21: Video Content + Algorithms
      - December 21 at 1:30 PM ET
    - January: Canva best practices and ADA-accessible content
  - 2023 AHAR
    - [Communications Hub](#) Resources Review: Discover how to communicate about your local Point-in-Time count results as we anticipate U.S. Department of Housing and Urban Development's release of the 2023 Annual Homeless Assessment Report. Resources include case studies from Metro Denver and San Diego, messaging templates, and outreach materials.
      - [Example of community messaging from Denver](#)

- ○ PIT Count
    - ■ SNEAK PEEK! [Social media toolkit for the 2024 PIT Count](#)
    - ■ What does your org have planned for community outreach? Are you planning any communications that share your org's commitment to collecting data year-round (by-name data)?
    - ■ Example below. Tag us in your PIT posts so we can lift them up!
    - ■

- ○ REMINDER: December social media toolkit
    - ■ [Hub](#)
    - ■ [Google Doc](#)
    - ■ [PDF](#)
- ● Partners
    - ○ CTAs/ideas/anything to uplift?
- ● Content
    - ○ What's to come – heritage months to keep in mind, etc.
        - ■ December 21: Homeless Persons' Memorial Day
        - ■ January: Poverty in America Awareness Month
        - ■ January 1: New Year
        - ■ January 4: Trivia Day

- January 11: International Thank You Day
- January 15: MLK Day
- Late January: PIT Count

NEXT STEPS