STRATEGIC
COMMUNICATIONS

OUR GOAL:
Prove that homelessness is solvable and drive the changes necessary to create a tipping point across the country

Challenges We Face



- ⅓ of communities interviewed by ORS Impact cited public **misperceptions** as a major barrier to pursuing proactive solutions.

- Homelessness is too often seen as an **individual failure** rather than a failure of housing and other systems or infrastructure.

- The **victories** we are experiencing and progress being made are **not recognized**.

YOU ARE
NOT ALONE

Reshaping The Story
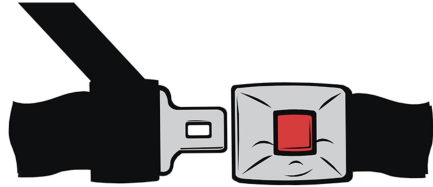
1960s
Could anyone conceive of a world where drivers were consistently wearing seat belts?

MADD

1980s
Did the public believe it was possible to stop drunk driving?

FREEDOM TO MARRY

2010s
Did people think same sex marriage would be legalized?

OUR OPPORTUNITY:
Pivot our messaging to new audiences and redefine homelessness as a systems problem

Narrative Change

A RECENT DATA PROJECT IDENTIFIED KEY PRIORITIES

- What happens in large cities shapes the story
- People need to know what's working
- Local stories drive a national story
- Existing language and messaging have hindered progress
- Need a new ecosystem of new allies
- Other social successful change campaigns are essential sources of learning

Narrative Change

RESHAPE THE OVERSTORY

a shared set of norms that shape a community's attitudes & behavior

The New York Times

Reframe As Systems Problem

How Houston Moved 25,000 People From the Streets Into Homes of Their Own

The nation's fourth-largest city hasn't solved homelessness, but its remarkable progress can suggest a way forward.

Understand Deeply
Describe Simply

Tailored Message for Audiences

- Change minds through emotional narrative

- Harness the power of brain and behavioral science to change the message and narrative

- Utilize the story-telling tactics that humans are hardwired to react to

- Neutralize language and frame from another angle
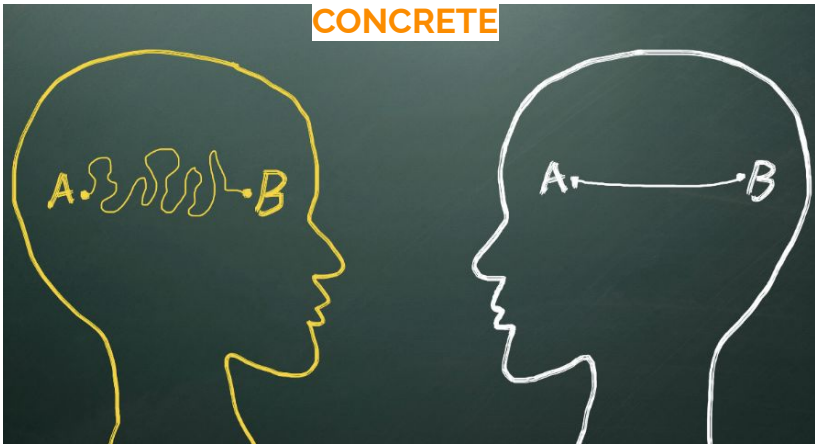
UNEXPECTED
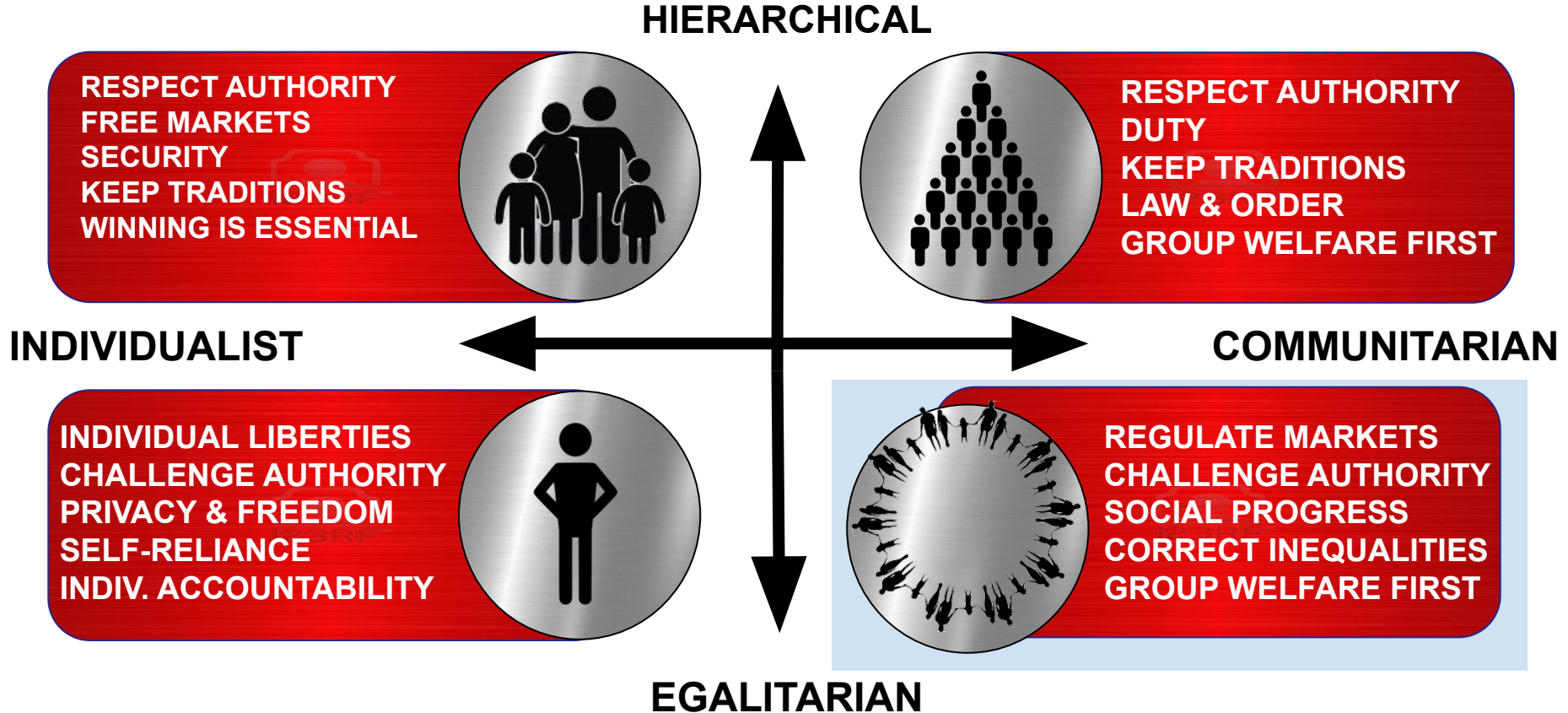
EMOTIONAL

STRUGGLE

INDIVIDUAL

CONCRETE

IDENTITY

6 Keys to Effective Storytelling

Shared by
Christopher Graves
The Resonance Code

"Cultural Cognition" Framework

HIERARCHICAL

RESPECT AUTHORITY
FREE MARKETS
SECURITY
KEEP TRADITIONS
WINNING IS ESSENTIAL

RESPECT AUTHORITY
DUTY
KEEP TRADITIONS
LAW & ORDER
GROUP WELFARE FIRST

INDIVIDUALIST

COMMUNITARIAN

INDIVIDUAL LIBERTIES
CHALLENGE AUTHORITY
PRIVACY & FREEDOM
SELF-RELIANCE
INDIV. ACCOUNTABILITY

REGULATE MARKETS
CHALLENGE AUTHORITY
SOCIAL PROGRESS
CORRECT INEQUALITIES
GROUP WELFARE FIRST

EGALITARIAN

We have a national story to tell.
We want to help you tell your stories locally.

Comms Resources

BFZ Communications Hub is a one-stop shop for tools on how to:

- Talk about key concepts, like:
  - Quality data
  - Housing First
  - Racial equity
  - Built for Zero
- Develop a communications strategy
- Educate reporters
- Communicate key milestones
- Participate in timely messaging campaigns (ex: Johnson v. Grants Pass, PIT count)
- Plan your social media content (refreshed monthly!)

Comms Resources

From: Built for Zero <builtforzero@community.solutions>
Subject: �� New PIT count resources, [firstname,fallback=friend]

Print preview | HTML | Plain text |

Built For Zero.
COMMUNITY SOLUTIONS

No images? Click here

Introduction to coordinated prevention, Point-in-Time count resources, and more.

How to learn about new comms hub resources

- The Built for Zero newsletter
    From: Built for Zero
    <builtforzero@community.solutions>

Announcing quality data

The communications hub includes resources on:

- How to talk about quality data, including FAQs
- Sample press release
- Sample social media toolkit
- Case studies on other BFZ communities to reach this milestone

Announcing Quality Data

We offer 1x1 support to help make your quality data announcement a success!

- Kaitlyn Ranney
    - Communications Manager, Learning
    - kranney@community.solutions

Announcing Quality Data

Reported case study published on CS site, detailing how your community reached quality by-name data and why this milestone matters

- Community leaders interviewed
- Community reviews/approves content before publication

COMMUNITY SOLUTIONS

THE CHALLENGE   BUILT FOR ZERO ⌄   HOUSING   NEWS   ABOUT US ⌄   GET INV

Case Studies

ST. LOUIS CITY CONFIRMS QUALITY BY-NAME DATA FOR ALL SINGLE ADULTS EXPERIENCING HOMELESSNESS

With a stronger system in place, this large city is now focused on reducing chronic homelessness.

Kaitlyn Ranney | June 7, 2024
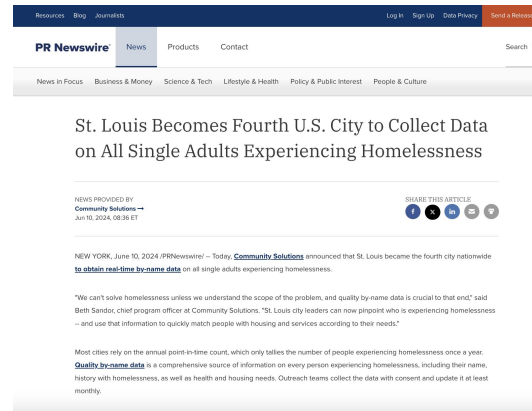
Announcing Quality Data

1 Case study

Detailed, reported piece highlighting the community's achievement

2 Press release

Distributed to media to generate interest in announcement

3 Earned media

Media coverage generated from the announcement

BFZ Social Media Coalition

Katie Stasa

kstasa@community.solutions

Lisa Tran

ltran@community.solutions

BFZ Social Media Coalition

1 **Peer learning**
Monthly meetings with other BFZ comms professionals to discuss the latest trends in social media and upcoming campaigns for amplification.

2 **Access to resources**
Monthly social media toolkits shared on the Comms Hub and slack channel.

3 **Peer-to-peer connection**
Including a Slack channel to connect with peers and digital strategists at Community Solutions.
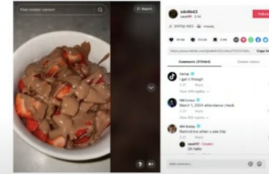
4 **1:1 support**
Optional office hours with the digital strategist at Community Solutions.

5 **Digital deep dives**
Optional digital trainings on topics such as paid ads, short-form videos, AI for social media, and more!

COMMUNITY SOLUTIONS

Social Media Resources

HOMELESSNESS IS A PUBLIC HEALTH CRISIS

COMMUNITY SOLUTIONS

We provide monthly social toolkits to BFZ communities, which include:

- important reminders
- timely communications guidance
- links to helpful resources
- customizable social media content, including graphics and sample copy

MACV Minnesota Assistance Council for Veterans
1,340 followers
7mo · 🌐
+ Follow ···

📊 As the Point-in-Time count takes place this week on January 24th, let's see it as a starting point. As a **Community Solutions, Inc.** Built for Zero community, we know that data is key to solving homelessness.

🌟 By-name data is our next step, reshaping our approach to homelessness. It goes beyond numbers to understanding each person's story.

🙋 We're not just counting individuals – we're tailoring housing solutions to fit every unique journey.

https://lnkd.in/gjJ-YJxP

#PITCount #ByNameData #HomelessnessIsSolvable

We know that data is key to solving homelessness.

As the **PIT count** nears, we see it as a starting point.

COMMUNITY SOLUTIONS

😊😊😊 3
2 reposts

centralmscoc · Follow
···

centralmscoc 32w

📊 Tomorrow, Central Mississippi joins many U.S. cities in the #PITCount, a critical effort to understand homelessness. Journalists covering this event, here's an essential guide to help you report accurately and empathetically: https://community.solutions/guidance-for-journalists-on-how-to-cover-the-point-in-time-count/ #HomelessnessIsSolvable #ByNameData 🌟 #DontBelievetheHype #SeeTheHuman

No comments yet.

Start the conversation.

BREAKING NEWS!

COMMUNITY SOLUTIONS

♡ 💬 ✈ 🔖

9 likes
January 22

Add a comment... 😊
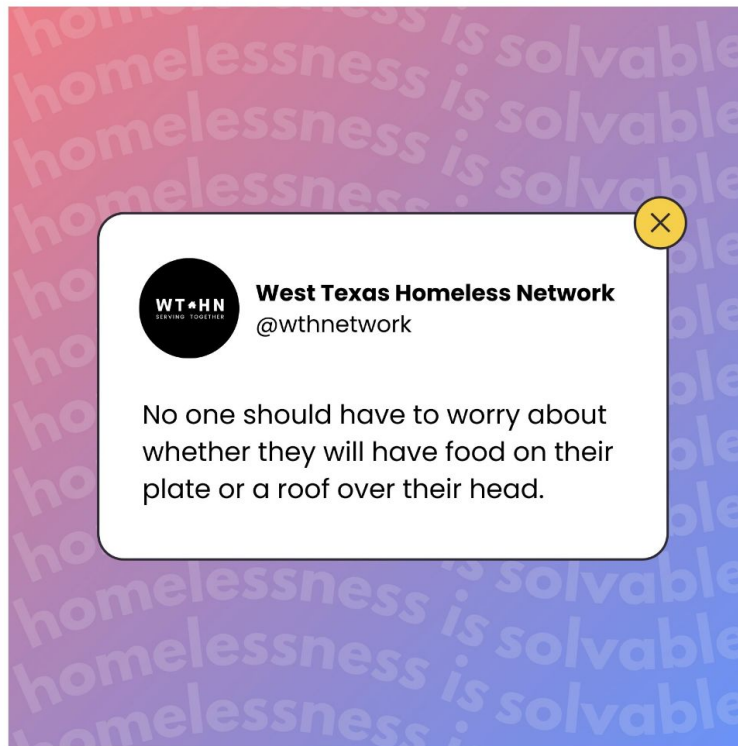
Social Media Resources

Baltimore City Mayor's Office of Homeless Services
@BaltimoreMOHS

Homelessness is a public health crisis. Learn about the connection between public health, mental health, and homelessness. 🧠
#MentalHealthAwareness #HomelessnessIsSolvable - @cmtysolutions

➡️Learn the facts: community.solutions/expert-roundup...

MENTAL HEALTH
MAY
AWARENESS MONTH

MAYOR'S OFFICE OF HOMELESS SERVICES

ALT

wthnetwork   Follow

wthnetwork 1w
Housing is a human right and we know homelessness is solvable. Every day, Built for Zero communities like ours are dedicated to measurably and equitably ending homelessness.

#HomelessnessIsSolvable #humanrights #housingisahumanright

West Texas Homeless Network
@wthnetwork

No one should have to worry about whether they will have food on their plate or a roof over their head.

No comments yet.
Start the conversation.

8 likes
August 30

Add a comment...
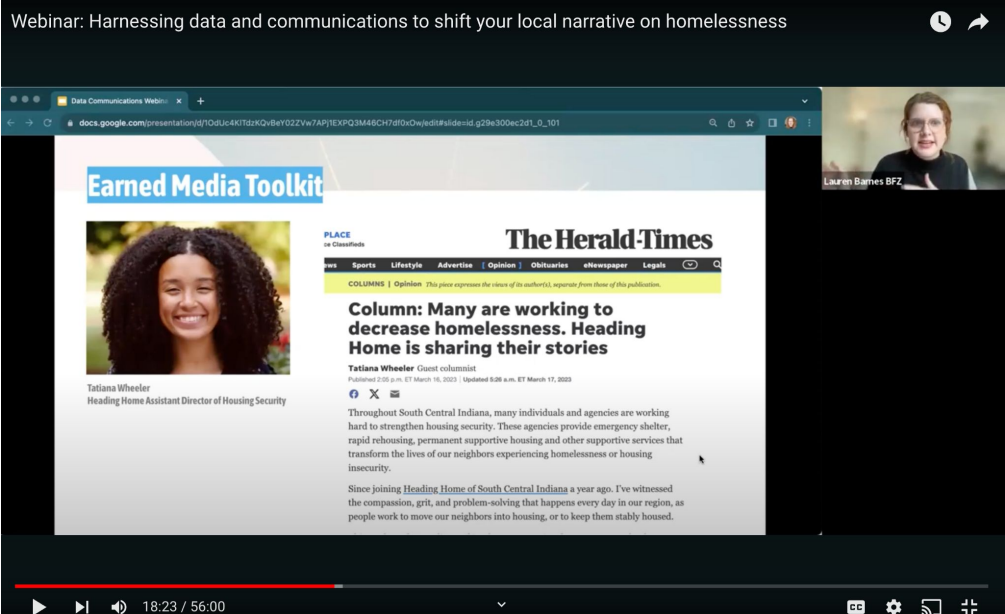
Earned Media

Earned media is a powerful vehicle for reaching and educating local priority audiences and constituents.

- We offer earned media resources on the hub, including:
    - How to develop an earned media strategy
    - Reactive/crisis comms resources
    - Reporter guides
    - Talking points for timely topics, like PIT, AHAR, Johnson v. Grants Pass

Get in touch for 1x1 support for earned media support!

- Lauren Barnes-Carrejo
  - Media Strategist
  - lbarnes@community.solutions

Metro Denver Case Study

The Metro Denver Homeless Initiative (MDHI) was recently working to manage the release of their Point-in-Time count number, which reflected increases in homelessness. It felt critical that they could take hold of the narrative. Their objectives were to:

- Be seen as the go-to source for homelessness in Metro Denver
- Contextualize the Point-in-Time Count, reflecting what it tells us and what it does not
- Highlight a more comprehensive, accurate, and up to date understanding on the state of homelessness
- Amplify proof that the community is making progress in many regards
- Articulate challenges and solutions that would help the community overcome them

As we reflect on these coordinated efforts, we are measuring success by:

- % of media stories that engaged local system leaders to shape the local story
- # of stories that amplify proof of progress, within broader stories about challenges and increases
- # of stories that create space for solutions that would help the community make more progress
- # of stories that accurately convey the degree to with the Point-in-Time count can represent the *current and whole* picture of homelessness within the community

JUL 24

Annual 2023 Homeless Count Released

Data for the annual Point-in-Time (PIT) count shows increases in homelessness, specifically those experiencing homelessness for the first time.

[Denver, CO – July 24, 2023]: The Metro Denver Homeless Initiative (MDHI) released the 2023 annual Point-in-Time (PIT) count data today. The count, conducted in January each year, is required by HUD to capture the number of unduplicated individuals experiencing homelessness on a single night.

"We are still awaiting HUD's verification of the region's data, but for planning purposes, it is important to share this data," said Dr. Jamie Rife, MDHI's Executive Director.

The count occurred on Monday, January 30, 2023, and included both those staying in shelter and outdoors. This year, 9,065 people were counted, or a 31.7% increase from 2022. The numbers of families experiencing homelessness showed a significant rise across the region, from 1,277 last year to 2,101 this year. Additionally,

Homelessness continues to rise in metro Denver. Here are 5 solutions, according to an expert

By Rachel Estabrook · Aug. 3, 2023, 1:58 pm

Strategic Partnerships

Have 1x1 conversations about how we work with partners

- Gurmet Sran
  - Director of External Affairs
  - gsran@community.solutions

Comms resources

We'd love to connect with your comms teams to share resources.

- Please fill out this brief form to share their contact info
- Or, you can always reach us at comms@community.solutions