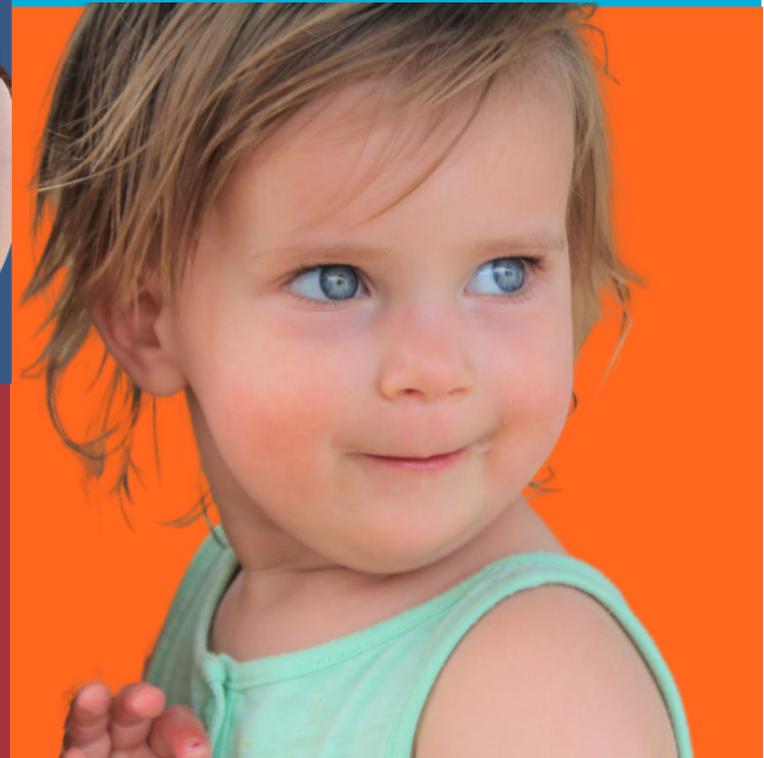


housing is key



one voice for housing

Connect on shared VALUES

People don't get excited about data.
Instead connect on stories and values.

*We all want people to have a stable home.
We want kids to grow up with stability and
seniors to have their needs met.
We all are hesitant of change, especially in our neighborhood.*

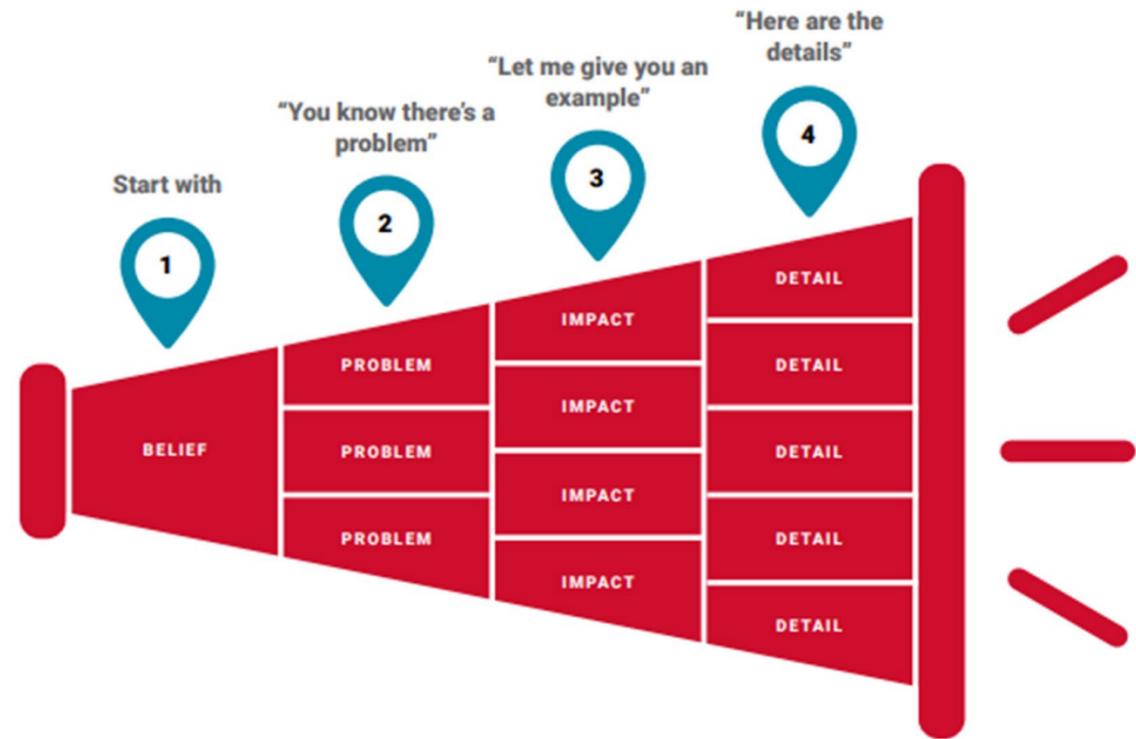
Share a specific challenge that is SOLVABLE

Share hope and opportunity to make a real difference
*Through innovation, partnership, and diverse approaches,
we can make a difference.*

Offer a variety of SOLUTIONS/ACTION STEPS

Give audience a way to participate, assign action.





February 2022



A group of housing advocates did a StratOp strategic planning session to ask "Can we speak with one voice for housing?"



March

Monthly meetings began to form, evaluate goals, mobilize working groups.



April

First Collective Action Fair Housing Month



June - Oct

Hire marketing firm:

- Brand
- Website
- Engagement



questions?