

# *Engagement and Advocacy in the Campaign Context*

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#CAEH15*

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# MESSAGE

*What do we need to say?*

# What is a message?

- A message is:
  - A short, true, value-based statement or concept
  - An idea that crystallizes your work and why it matters
- A message is NOT:
  - A complaint or excuse
  - All the things your organization does
  - A summary of your goals
  - A slick tagline or slogan
  - The most recent thing you happen to find really interesting

# What is a message for?

- An effective message has two goals
  - To create maximum opportunity for your work to flourish
  - To create a compass by which you can decide what to undertake and what to say NO to

# *100,000 HOMES MESSAGE:*

HOMELESSNESS IS AN URGENT PUBLIC HEALTH  
CRISIS, AND WE CAN SOLVE IT.

# Your Message is an Island

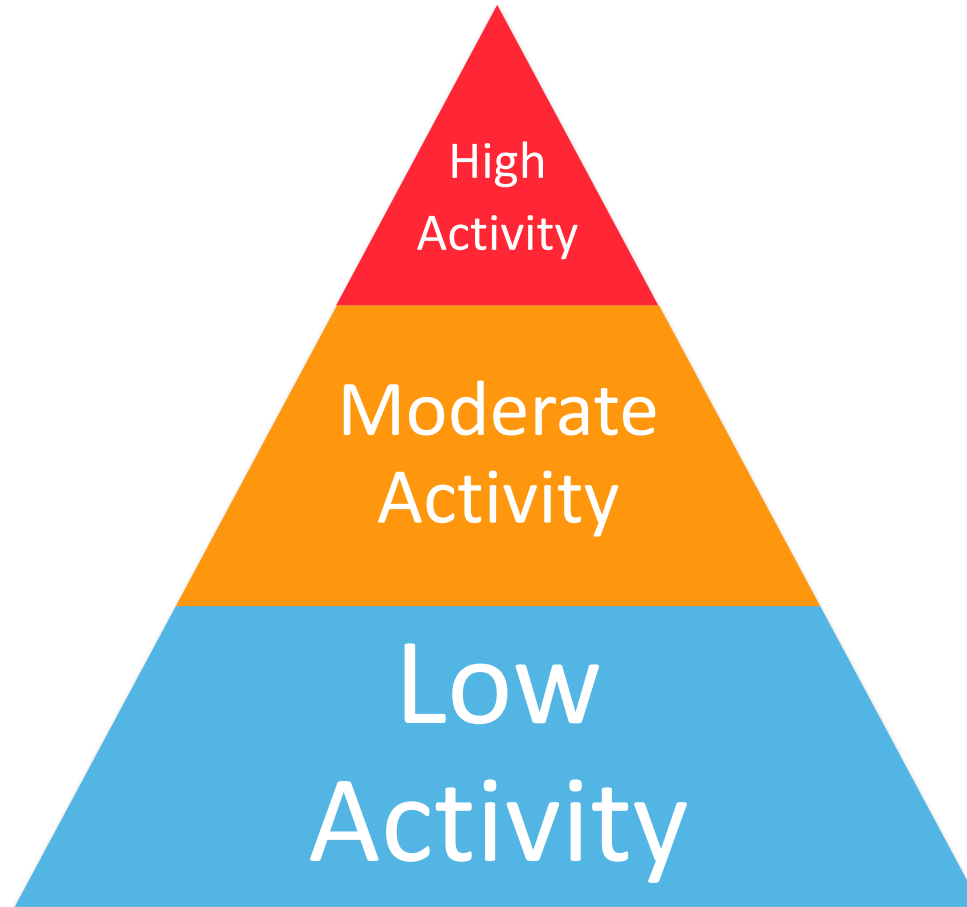


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# TARGETING

*Who do we need to reach?*

# PYRAMID OF ACTION





# FACTION ANALYSIS

FACTION	<i>Leader</i>	<i>Contributor</i>	<i>Gatekeeper</i>	<i>Bystander</i>	<i>Adversary</i>
A					
B					
C					
D					
E					

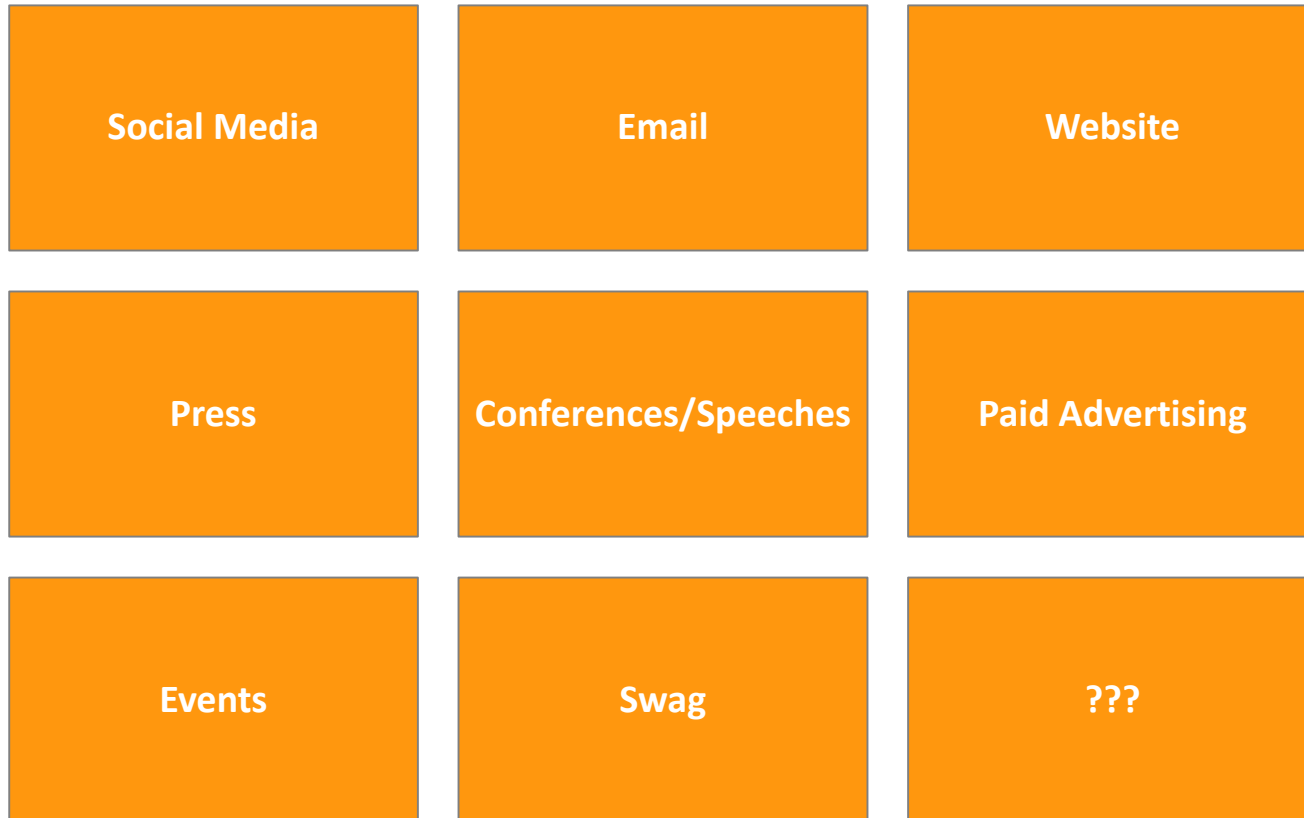
# GAME OF THRONES *Analysis*

<b>FACTION</b>	<i>Leader</i>	<i>Contributor</i>	<i>Gatekeeper</i>	<i>Bystander</i>	<i>Adversary</i>
House Targaryan	X				
House Stark			X		
House Baratheon					X
House Lannister					X
Night's Watch				X	
Unsullied		X			

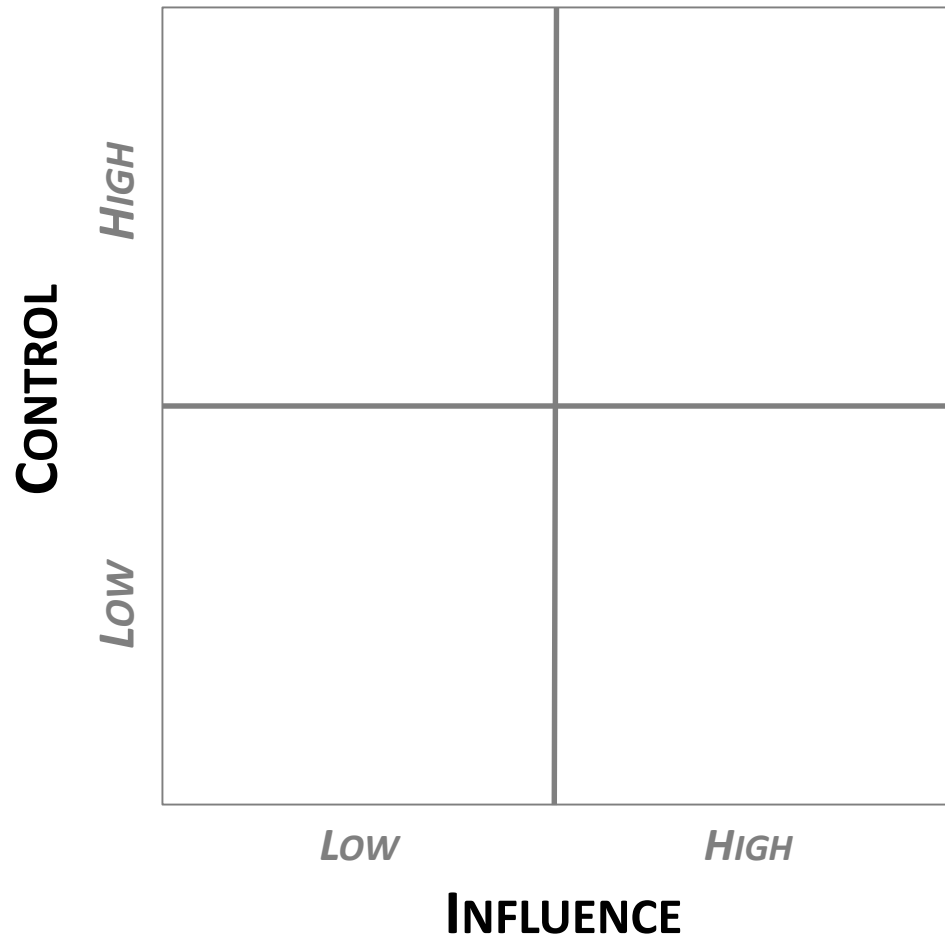
# METHODS

*How can we reach them?*

# METHODS



# METHODS MATRIX



# EXAMPLES FROM 100,000 HOMES

*Some ideas that worked, and one that didn't...*

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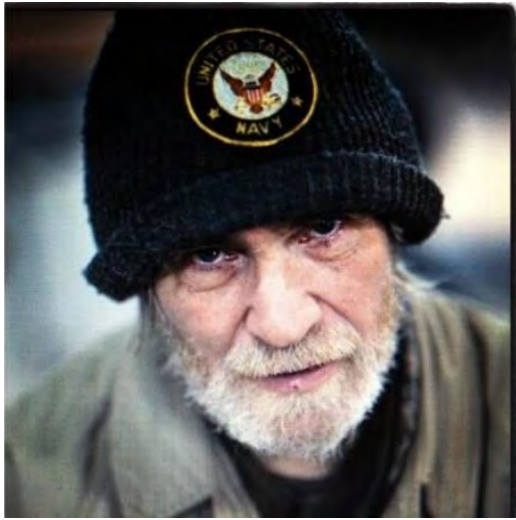
# *100,000 HOMES MESSAGE:*

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# 100,000 HOMES

For 100,000 homeless individuals and families

POWERED BY COMMUNITY SOLUTIONS

October 1, 2012

Good News to Kickstart Your Monday!



Mario was laid off after injuring his back on the job at the Port of Oakland. His injury prevented him from finding new work, and eventually he ended up on the streets. After finally having back surgery last Spring, he was forced to recover in a local shelter and occasionally in the front seat of his truck.



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# OUR MANIFESTO

Homelessness in America is a public health emergency. The mortality rate for street homelessness is on par with some forms of cancer, cutting a person's lifespan by an average of 25 years.

Meanwhile, the publicly funded health costs of allowing people to remain on the streets exceed the cost of permanent housing by tens of thousands of dollars per person. With more than 90,000 Americans experiencing chronic homelessness, something has to change.

**The time has come to stop managing homelessness and start ending it.**



We believe that the primary obstacle to housing our homeless neighbors is not a lack

with the same data, local systems will not

## READ THE MANIFESTO

- [Housing First](#)
- [Know Who's Out There](#)
- [Track Your Progress](#)
- [Improve Local Systems](#)

## CAMPAIGN IMPACT MAP

Communities around the country are housing their most vulnerable homeless neighbors.

[SEE THE IMPACT →](#)



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