

Examples of Materials and Outreach Strategies used in Housing Education Campaigns

The following are examples of a wide variety of materials and outreach tools groups have used in the Bay Area to inform communities about affordable housing. If you are interested in finding out more about these campaigns, please contact Tim Iglesias at (415) 989-8160. *Note: Most campaigns combine several types of materials and outreach strategies.*

Print & Audio-visual materials

- Brochures
- Affordable housing calendars
- Bus/shelter placards
- Videos
- Briefing kits or affordable housing primers
- Print own newspaper
- Billboards
- Slideshows
- Fact sheets
- Postcards
- Photoboard exhibits
- Theatrical productions
- Broadsheets
- Posters
- "Best practices" publications
- Reports on results of study/research
- Large canvass signs

Outreach strategies to the media

- Conduct interviews on radio and TV shows (local cable access) about the affordable housing crisis in your community.
- Visit editorial boards.
- Instigate letters to the editor campaigns.
- Conduct newsworthy events and seek coverage.
- Produce public service announcements (print, radio, or TV).
- Link a housing theme to an existing local, regional or national celebration.
- Write feature articles and/or op-ed pieces for newspapers, magazines, or newsletters.
- Host a media breakfast.

Outreach strategies to the government & public

- Organize housing tours of successful affordable housing developments.
- Meet one-on-one with local government decision-makers and community leaders.
- Arrange study sessions with local government commissions and decision-making bodies.
- Hold small group presentations for homeowner associations, civic groups, businesses, etc.
- Organize a housing conference or symposium.
- Put on a theatrical production.
- Feature affordable housing and its residents in art shows.
- Hold a walk or symbolic public action (e.g. search for housing).
- Launch a new effort to contribute to solutions (e.g. housing trust fund campaign).
- Confer annual "YIMBY" (Yes-In-My-Back-Yard) awards to individuals or groups who have welcomed controversial developments.
- Conduct "housing games" with small groups.
- Place photoboard exhibits in libraries, bank lobbies, cafes, and public buildings.
- Use a celebrity endorsement to gain attention and interest.
- Conduct an annual affordable housing day or week proclaimed as such by state and/or local authorities and filled with events and opportunities to educate.
- Link a housing theme to an existing local/regional/national celebration.
- Create a local or regional committee with technical or other expertise on affordable housing.
- Send pro-affordable housing flyers with water bills, bank statements, or other regularly mailed materials sent by public agencies or utilities.