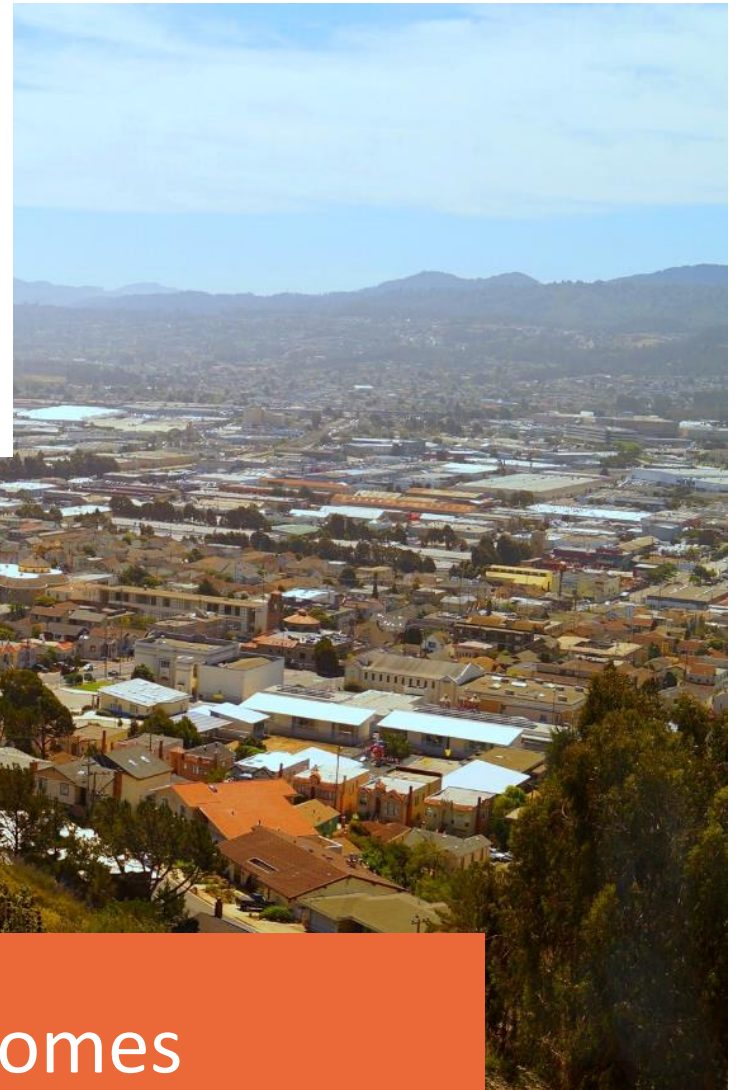




**HOME  
FOR ALL**

SAN MATEO COUNTY



Talking About Homes  
People Can Afford



# Overview

1. About the Challenge
2. Set Your Goal
3. Know Your Target Audience
4. Making a Case for Action
5. Crafting an Elevator Pitch
6. Recap & Next Steps





# The Challenge

It's becoming more difficult for people to call San Mateo County home. Job opportunities are growing rapidly, but with limited housing available, there is a growing need for homes people can afford.



# The Challenge

Affordable housing

Vs.

Homes people can afford





# Set a Goal

**What is the desired result of your communications about homes people can afford?**

- Visualize Success
- Be specific
- Keep it real





# Know Your Target Audience

## Who is key to achieving your goal?

- What are their priorities? Motivations? Concerns?
- How does/will housing challenges impact them?
- What misconceptions or sensitivities might they have?
- What questions or rebuttals can you anticipate?





# Making a Case for Action

## Tell a compelling story

- Make an emotional connection
- Relate to their experiences and value
- Communicate urgency
- Pose a solution
- Empower them to act





# Crafting an Elevator Pitch

## Key components

- Your name and what you do
- The problem you are working to solve
- Your proposed solution
- Key benefit of the solution
- Engagement question







# Crafting an Elevator Pitch

## Example

- I'm Sarah, I help public organizations communicate about important issues in their communities.
- Many people in SMC don't know that affordable homes are quickly becoming a local crisis.
- If we educate others about the impacts of this challenge, together we can create solutions.
- More housing options for people at all income levels will help maintain our quality of life and keep the local economy thriving.
- What do you think we can do to get started?





# Skill Building: Craft a Pitch!

## Key components

- Your name & what you do
- The problem you are working to solve
- Your proposed solution
- Key benefit of the solution
- Engagement question

## Effective Messaging is:

- Targeted
- Simple and brief
- Compelling and bold
- Credible
- Memorable
- Highlight what's important
- Say what's in it for them
- Be consistent





# Recap & Next Steps

## Recap

- Choose your words carefully
- Set your goal
- Know your audience
- Tell a compelling story
- Practice your elevator pitch

## Next Steps

- Visit [HomeForAllSMC.com](http://HomeForAllSMC.com) for more info and ideas





# HOME FOR ALL

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