

BEGINS WITH HOME CAMPAIGN BRIEFING:

A new narrative
playbook for
leading with
hope and action



✦ DATE

Wednesday, January 17, 2024

✦ TIME

12:00 - 1:00 PM PST

begins
with
home

shift 
the bay

BRIEFING AGENDA



- 12:00** Welcome
- 12:03** Grounding
- 12:11** Playbook
Overview
- 12:21** Metanarrative
& Messaging
- 12:40** Discussion/Q+A
- 12:55** Closing

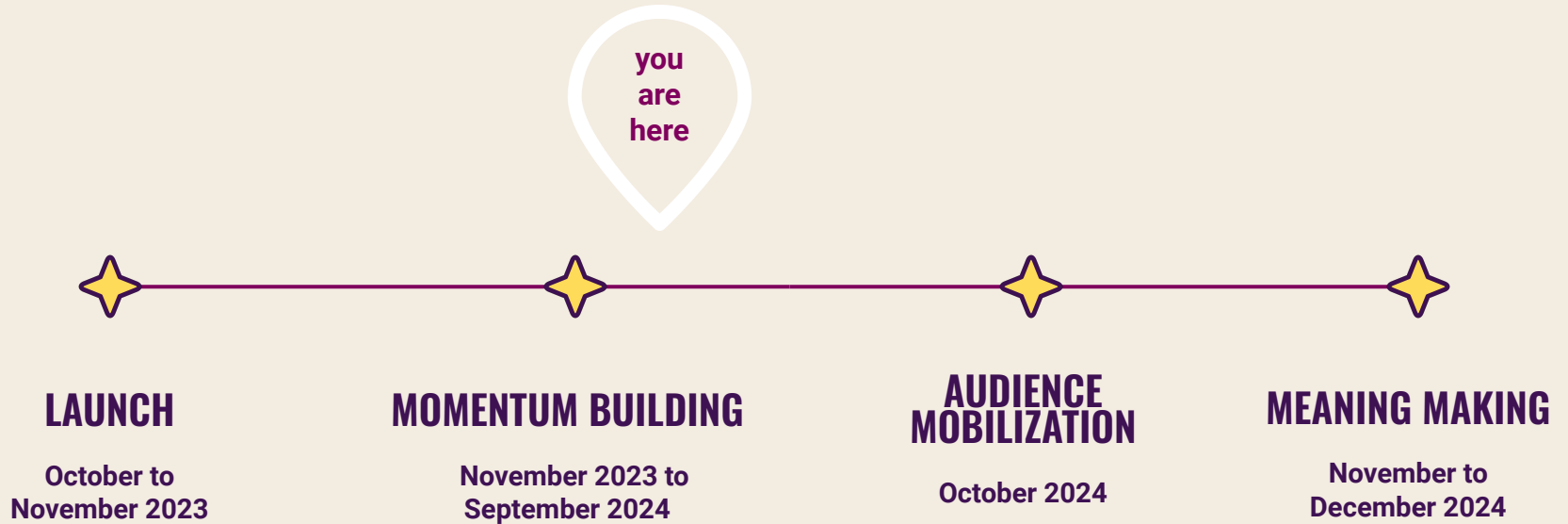


GROUNDING



Show hundreds of thousands of people in the Bay Area that when it comes to building a **future of housing justice**, hope is possible and they have the power to make change happen by working together.

WHERE ARE WE IN THE CAMPAIGN?



WHO'S HERE?



BAY AREA HOUSING JUSTICE ADVOCATES

This network spans county lines, industries, and issue areas to bring together advocates for equitable housing solutions.

Your role?

- Use campaign resources to align our advocacy around a story of hope and action
- Amplify, engage, and collaborate with Begins with Home in 2024



SPEED BREAKOUTS



Let's get the conversation going! We'll pair you up. You'll have **three minutes** to share:

1. Introduce yourself (name, pronouns, org, role)
2. Offer a recent piece of good news from your work
3. Tell your partner what gives you hope in 2024





PLAYBOOK OVERVIEW



WHAT IS THE NARRATIVE PLAYBOOK?

This narrative playbook includes information about the Begins with Home campaign, our research, approach, and messaging, along with tips and best practices on using storytelling and content to move our audiences towards action.

WHAT'S INSIDE?

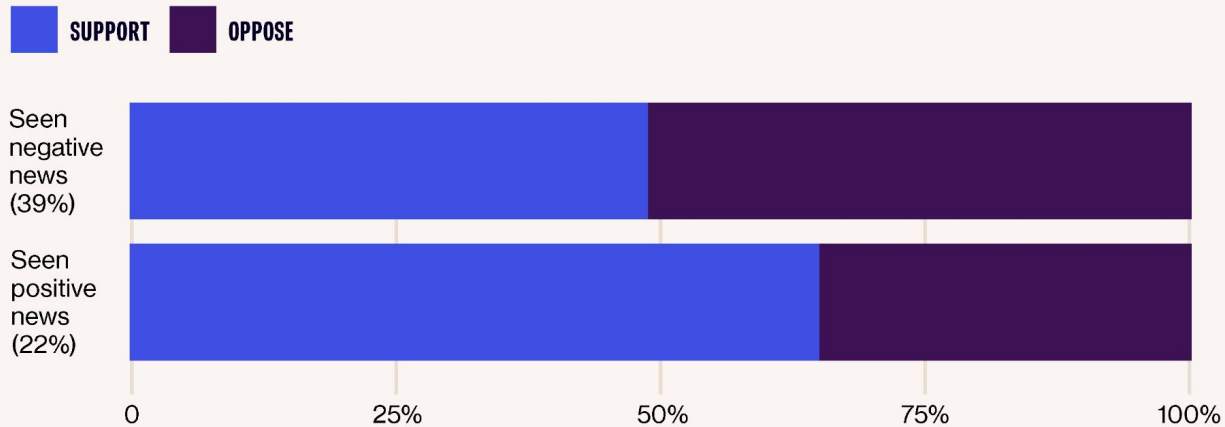
- Section 01: Behind the Strategy
- Section 02: Aligning Your Work
- Section 03: The Application



WHAT CAN WE DO?

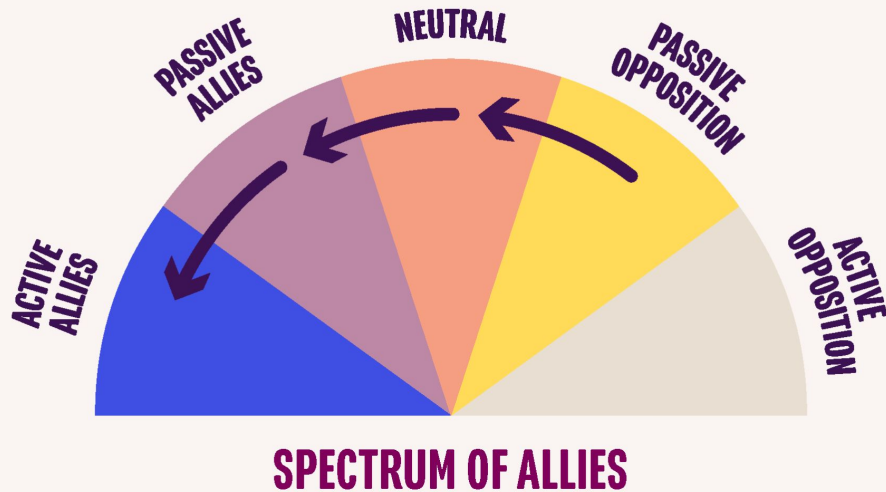


SEEING POSITIVE NEWS AND INCREASED SUPPORT FOR A HOUSING BOND



If we can help more people feel more hopeful, they are more likely to support meaningful, structural change.

WHO ARE OUR TARGET AUDIENCES?



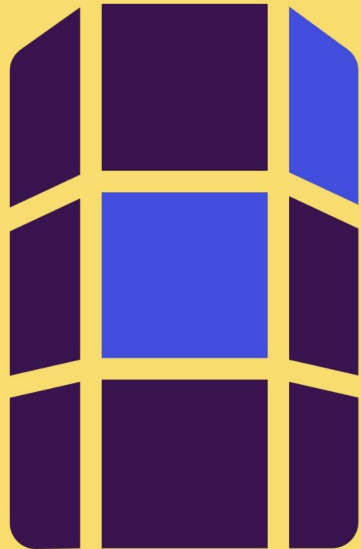
Citation: Spectrum of Allies Tool by George Lakey, Training for Change

- **Most** voters in the Bay Area are supportive of affordable housing and preventing homelessness – but are not taking action right now.
- The majority stands with us - **it is our job to move them to action!**



HOW CAN YOU USE THE PLAYBOOK?

COMMUNITY



begins
with
home >

Our future begins with us,
and a thriving Bay Area
begins with home.

Join the movement at
beginswithhome.org

OUR REGION HAS THE
RESOURCES TO BUILD A
NEW FUTURE – IF WE
CHOOSE TO USE THEM.





METANARRATIVE & MESSAGING



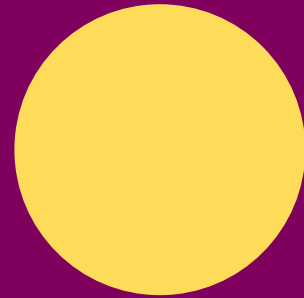
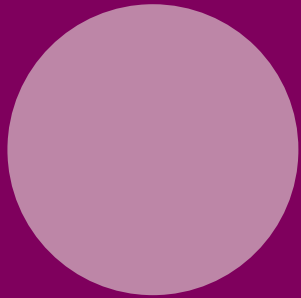
Most of us want the Bay Area to be a place **where everyone has a safe place to call home**. But for too long, we've accepted a Bay Area that's out of reach and out of compassion for too many of us.

Now is our time to make change happen. No matter what we look like, how much we earn, or where we lay our heads down to sleep, when we lift our voices together **we have the power** to build a Bay Area where everyone belongs.

Begins with Home is a movement of neighbors and advocates — renters and landlords, homeowners and people experiencing homelessness — joining together to **unlock a new future** for our communities where no one is left behind. Our future begins with us, and **a thriving Bay Area begins with home**.



We **feel** stories.



INTRODUCING METANARRATIVE



OUR BIG STORY

01.
US/HERO



02.
THEM/VILLAIN



03.
PROBLEM



04.
CHOICE



05.
VISION





METANARRATIVE



01. US/HERO

“ From Milpitas to Mill Valley, from Gilroy to Geyserville, we know that when we join together we can win change — because we’ve done it before.

It's up to all of us to build a Bay Area rooted in justice, community, and possibility...

- ✦ Who is the ‘we’ that makes up your movement? Who do you want to join your movement?
- ✦ What values do the people in your movement share?

METANARRATIVE



02. THEM/VILLAIN

“ For too long, we’ve accepted a Bay Area that’s out of reach and out of compassion for too many of us. We’re living under rules created decades ago — based on outdated priorities, exclusionary and racist policies, and inaction — that have never served everyone, and are failing all of us now...

- ✦ Who is benefitting from the status quo you’re working to change?
- ✦ Who is actively or passively blocking needed change?



METANARRATIVE



03. PROBLEM

“ Rents are rising faster than our wages. Home prices are rising faster than our families can save. And sometimes, our frustration is rising faster than our compassion.

Decades of bad policy and inaction have led to a status quo that only benefits a narrow few...

- ✦ How can you most simply describe the problem the people you serve are experiencing?
- ✦ What are the consequences for everybody of not solving the problem?

METANARRATIVE



04. CHOICE



If we don't act now — what kind of Bay Area will we leave for the next generation?

We're choosing to break free from fear and inaction. We're putting down a welcome mat for a future that includes all of us...

- ✦ What's the opportunity that's in front of us if we make the right choice?
- ✦ What action do you want your audiences to take? Why is it important for them?

METANARRATIVE



05. VISION



Together, we can build a Bay Area where we value everyone's humanity, where we treat everyone with justice and dignity, and where everyone belongs. Where our homes aren't something that only belong to the highest bidder — but a basic human need...



What would it look like if your vision became reality?



What does everyone stand to gain from the choice we make now?



CORE MESSAGING

TOPLINE 01. **WHY BEGINS WITH HOME**

Everything in our lives begins with having a safe, stable place to call home. But the status quo of unaffordable and insecure housing isn't working for any of us.

TOPLINE 02. **CHOOSE COURAGEOUS HOPE**

It's time to break free from fear and inaction. Now is the time to get off the sidelines and join the movement.

TOPLINE 03. **POWER OF COLLECTIVE ACTION**

Our region has the resources we need to build a new future — if we choose to use them. When we organize, take action, and vote our values, we can create a future where we invest in each other and where all of us can thrive.

TOPLINE 04. **PATHWAYS TO HOUSING JUSTICE**

Together, we can build a Bay Area where we value everyone's humanity, where we treat everyone with justice and dignity, and where everyone belongs. A thriving Bay Area begins with home.

THE STORY IN ACTION





DISCUSSION

FULL GROUP DISCUSSION



What does this bring up for you? **Let's chat.**

1. Take 2 minutes to think, digest and identify your thoughts on the Begins with Home Playbook and its narrative approach
2. Add your thoughts to the Zoom Whiteboard
3. Come off mute to share with the group!





GUIDING QUESTIONS

- What's something about this approach you find helpful?
- Do you have any fears about applying this strategy?
- What's one thing you will do differently in your communications, casemaking, and/or advocacy based on this playbook?



CLOSING



**We want to hear from
you! Complete our
feedback form**



NOW WHAT?

HELP US BUILD MOMENTUM

- Try out the Playbook in your own work
- Amplify stories and digital actions as they go live on BeginsWithHome.org
- Follow us on [Instagram](#), [TikTok](#), [Twitter](#), and [Facebook](#)
- Join us for our next campaign briefing
- Contact us about your campaign ideas and briefing requests



THANK YOU

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