

# BEGINS WITH HOME CAMPAIGN BRIEFING:

Bringing our stories of hope to life



✦ DATE

Wednesday, March 27, 2024

✦ TIME

12:00 - 1:00 PM PST

begins  
with  
**home**

shift ↑  
the bay



# 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.

# 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.

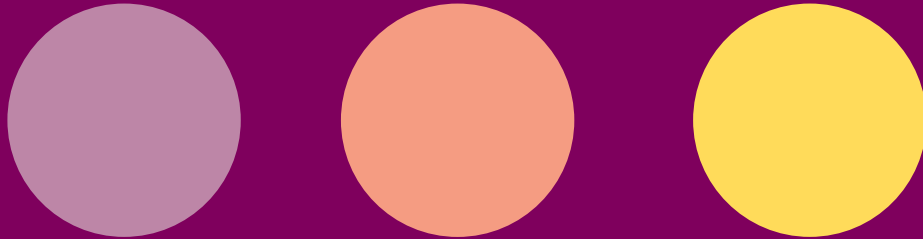
Your role?

- Work with us tell a big story of hope, solutions & action for housing justice
- Align, amplify, engage, and collaborate with Begins with Home
- Let us know what you see working





# People **make** decisions by how they **feel**, not by **data**.

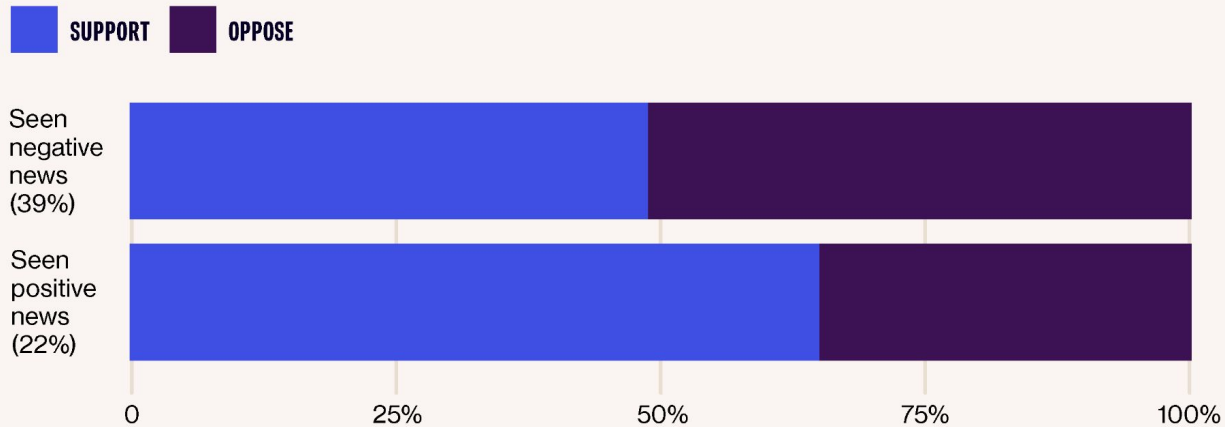


“Indeed, many psychological scientists now assume that **emotions are, for better or worse, the dominant driver** of most meaningful decisions in life.”

# STORIES CHANGE MINDS



## 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.

# BRIEFING AGENDA



- 12:00** Grounding
- 12:05** Storymaking  
Overview
- 12:20** Breakout  
Discussion
- 12:40** Debrief
- 12:50** Opportunities &  
Next Steps



# STORYTELLING ESSENTIALS CHECKLIST



# YOUR CHEAT SHEET: ESSENTIALS CHECKLIST



**01.** Call everyone in with our shared values

**02.** Emphasize people over policies

**03.** Uplift the voices of those most impacted by housing issues

**04.** Make solutions visible

**05.** Be optimistic and hopeful about the future (cut the doom and gloom)

**06.** Connect housing justice to other social justice movements, past and present

**07.** Evoke the diversity of the Bay Area and universal feelings of home

**08.** Focus on activating allies (instead of opposition voices)

# ESSENTIALS CHECKLIST



## 01. Call everyone in with our shared values

Lead and close with inclusive, values-based language.

Name how all of us are in this together, no matter our race, class, or housing status.



# ESSENTIALS CHECKLIST



## 02. Emphasize people over policies

Tell stories about people's aspirations and how their lives are impacted by housing solutions (not the process of passing or implementing new policy).



# ESSENTIALS CHECKLIST



## 03. Uplift the voices of those most impacted by housing issues

Center lived experience and the solutions coming from impacted communities.

Show how the status quo holds all of us back.



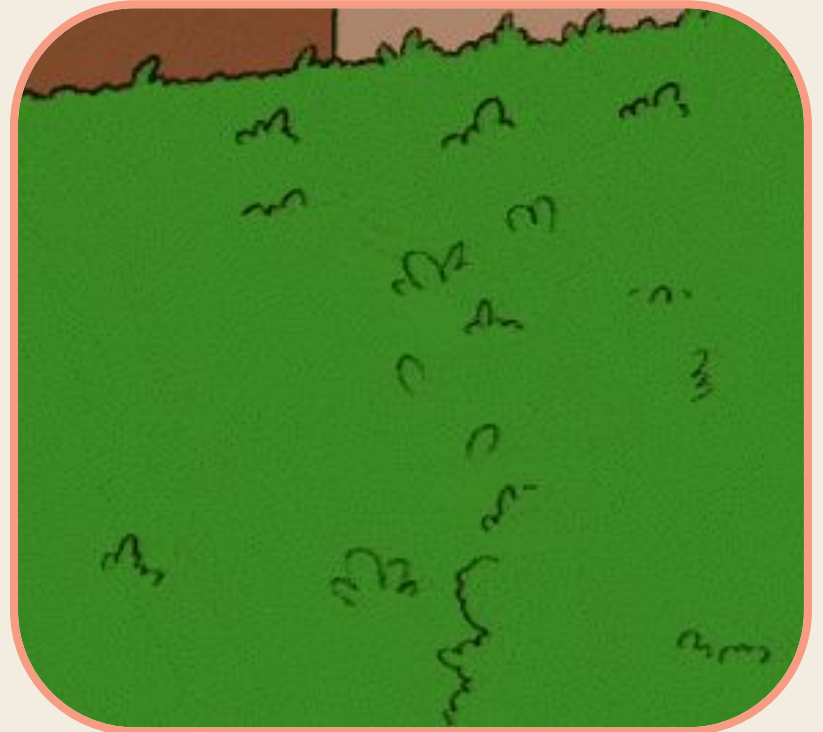
# ESSENTIALS CHECKLIST



## 04. Make solutions visible

Highlight specific ways people's lives have been made better, and specific actions people can take to increase their impact.

Keep the focus on systems and structural change. (And never pit solutions against each other.)



# ESSENTIALS CHECKLIST



## 05. Be optimistic and hopeful about the future (cut the doom and gloom)

Be real about the problem, and express outrage when necessary, but avoid crisis language and share reasons for hope.

Ground your stories in the future we make possible by taking action together.



# ESSENTIALS CHECKLIST



## 06. Connect housing justice to other social justice movements, past & present

Remind our audiences that we've won big, hard things by working together before, and call on the pride of the history of Bay Area activism.



# ESSENTIALS CHECKLIST



## 07. Evoke the diversity of the Bay Area and universal feelings of home

Avoid portraying the Bay as a monolith — celebrate the diversity of our communities.

Avoid portraying a singular version of what houses look like — but call on the powerful emotions of home.





# ESSENTIALS CHECKLIST



## 08. Focus on activating allies (instead of opposition voices)

Don't cater to NIMBY and opposition voices, who have a louder presence than they do in numbers.

Make the people we want to be part of our movement the hero of the story.





# STORYMAKING

# STORIES IN PRACTICE



We're making progress toward housing justice thanks to community leaders and advocates, but we won't see the change we need unless we join together. That's why we're calling on our neighbors to make the Bay a place where all of us can afford to live.

**VISIT [BEGINSWITHHOME.COM](https://beginswithhome.com) TO FIND OUT MORE ABOUT HOW YOU CAN JOIN US.**



beginswithhome · Follow



beginswithhome @keith\_lee125 is a popular food critic and influencer who has been a hot topic in both the Bay Area's social media circles and mainstream media for several weeks. 📸

We're happy to shed a light on Bay Area communities that are coming together to embrace housing solutions and making the Bay more livable and affordable for all of us. 💜 And @keith\_lee125, if and when you decide to come back, we'll show you how folks in the Bay Area are unlocking a new future where everyone has a safe place to call home.

9w



curlyburke love this



64 likes

January 22

Log in to like or comment.

# STORIES IN PRACTICE



The image shows a screenshot of social media content on a yellow background. On the left, three comments are highlighted with purple rounded rectangles:

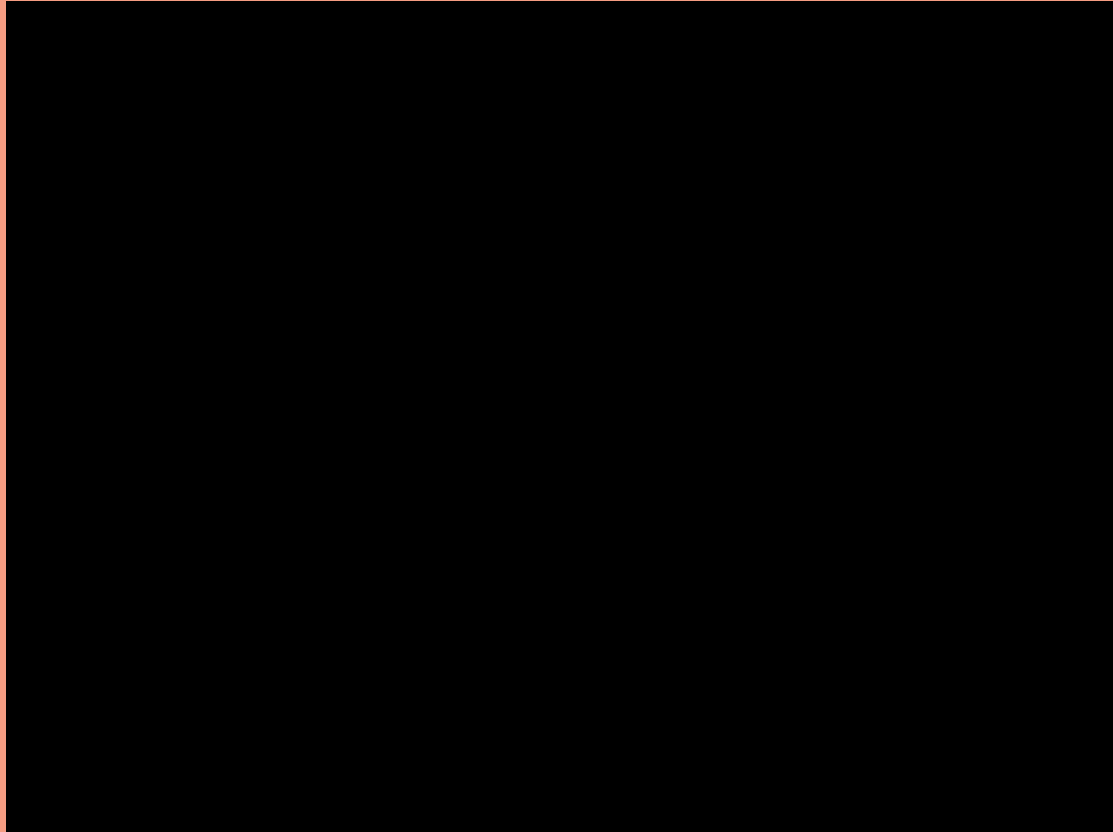
- Tamlyn S-Bright**: Shelter is a critical need. "A decent provision for the poor is the true test of a civilization." Samuel Johnson 1791. 2w Love Reply Hide 4 likes.
- Kaylabdatone**: ❤️❤️❤️ my community. 3-10 Reply 3 likes.
- JustPudge**: Things like this make me proud to be born and raised Bay Area. I may be a South Bay kid, but I have a ton of respect for the progress Oakland has been paving. 3d Reply 59 likes.

On the right, a social media post from **beginswithhome** is shown:

- Post by **beginswithhome**: "You love to see it! 🥰 Here's what our community is saying about housing in the Bay Area. Spoiler: they love it as much as we do. 🥰🥰 Join us by following the "Take Action" button in our #LinkinBio and signing our pledge to make homes for all a reality for all in the Bay Area. 💕" 23h
- Comment by **wearegen**: "Yes!! 🙌🔥" 20h 1 like Reply

At the bottom of the post, there are icons for likes, comments, shares, and a bookmark, along with the text "11 likes 23 hours ago" and a comment input field.

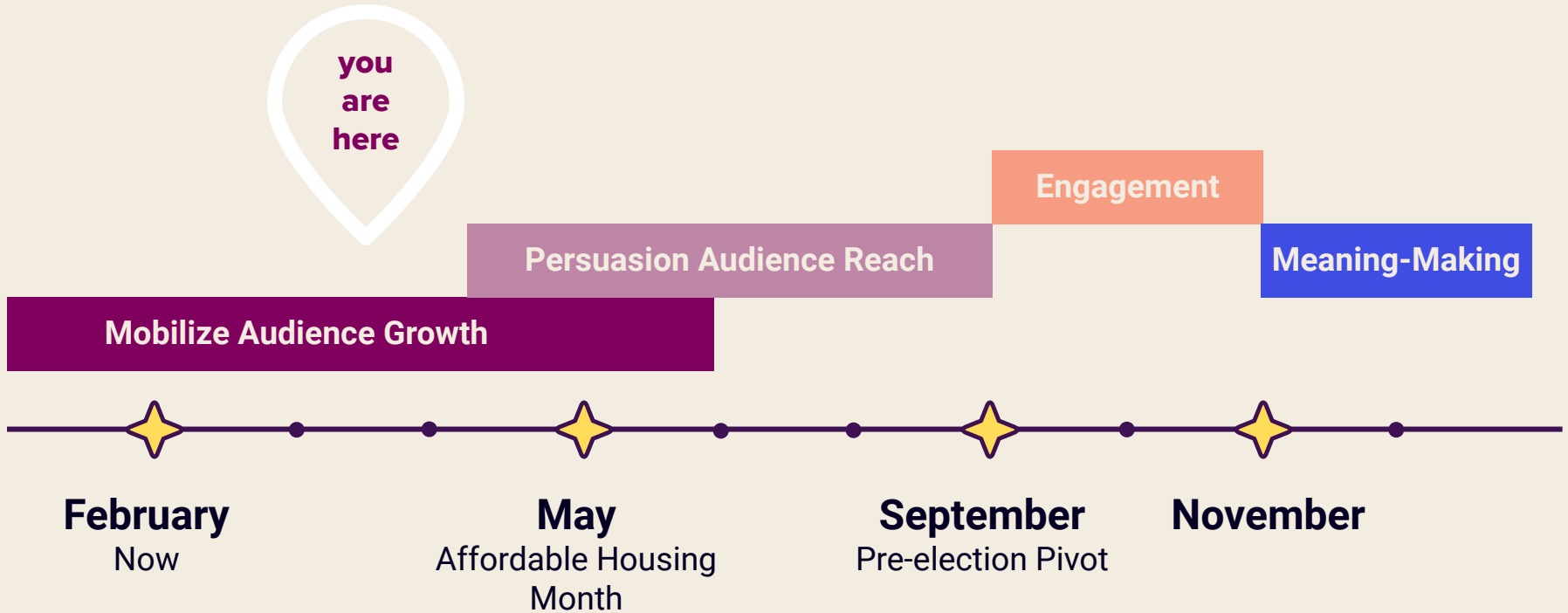
# STORIES IN PRACTICE





# BEGINS WITH HOME CALENDAR

you  
are  
here



# EDITORIAL CALENDAR: APRIL



## THEME

### **Solidarity for Housing Justice**

*Solidarity and unexpected messengers.  
Ramp up to Affordable Housing Month.*



## STORIES

- Faces of support for housing justice
- Faith leaders for housing justice



# EDITORIAL CALENDAR: MAY

 AFFORDABLE HOUSING MONTH



THEME

## Our Future Begins with Home

*People using their collective power.  
Making solutions visible.*



STORIES

- Movement-building video
- Affordable housing residents
- Permanent Supportive Housing residents





# EDITORIAL CALENDAR: JUNE



## THEME

### **Belonging Begins with Home**

*Solidarity and unexpected messengers.  
Making solutions visible.*



## STORIES

- Preservation story
- Small landlords housing homeless families



# BEGINS WITH HOME STORYTELLING THEMES



**Structural problems need structural change:** lived experience and history show the status quo hurts all of us



**Make solutions visible:** concrete benefits and successful programs and policies



**People using their collective power:** everyday folks getting involved, empowerment, unity



**Feelings of home:** connect housing to universal values and core issues



**The impossible is possible:** show another path is possible and how we take it

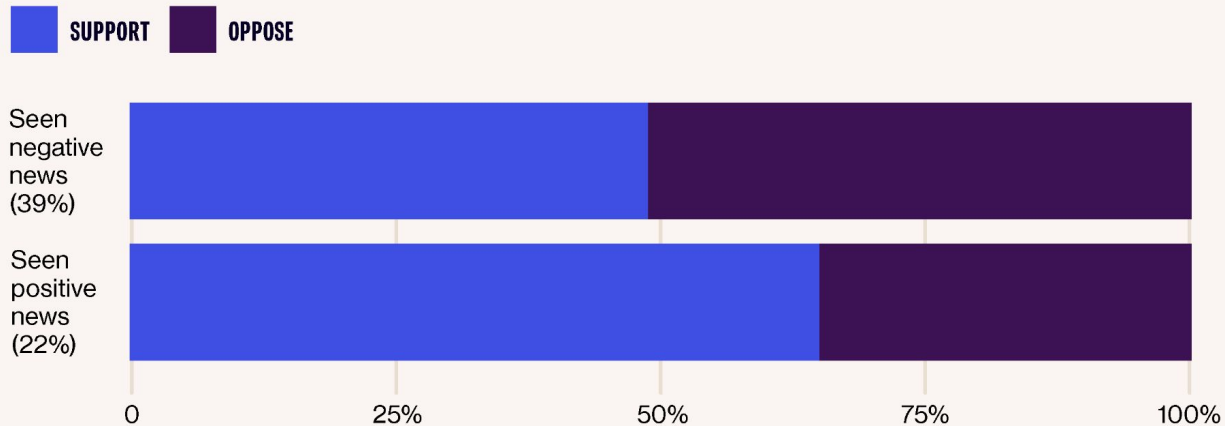


**Solidarity & unexpected messengers:** landlords, business owners, faith leaders, youth, seniors

# STORIES CHANGE MINDS



## 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.



# DISCUSSION

# LET'S TALK STORYMAKING FOR HOPE



## Breakout Discussion Guiding Questions

1. First: Introduce yourselves! name/pronouns, org/role, and what's giving you hope for housing justice?
2. What examples of stories that seed hope for housing justice have you recently shared, seen or heard?
3. What stories of hope, progress, solutions, success, and action do you want to see out in the world?
4. What messages and stories do **you** want to amplify and support? Where and how?
5. What role can **Begins with Home** play in telling those stories and reaching potential supporters?





# DEBRIEF

# REPORT OUT



What stories is your group excited to tell, amplify, or see out in the world?





**WHAT'S NEXT?**





# FIRST LOOK: STORYTELLING INITIATIVE

All Home and Begins with Home are thrilled to announce our **Housing Justice Storytelling Initiative**, to develop and share stories of courageous hope and collective action, centering people who have experienced housing insecurity.

## ABOUT THIS OFFERING

- ✦ Take your storytelling idea from from start to finish
- ✦ Learn alongside peers & produce professional video
- ✦ Apply April 8 through April 22



**LEARN MORE:**

[allhomeca.org/storytelling-initiative/](https://allhomeca.org/storytelling-initiative/)



# OVERVIEW: STORYTELLING INITIATIVE

- ✦ **Goal:** Build capacity for video storytelling among Bay Area organizations doing housing justice work
- ✦ **Process:** Listening tour about storytelling needs with organizations and people with lived experience
- ✦ **Outcome:** Intensive workshop to develop and share video stories

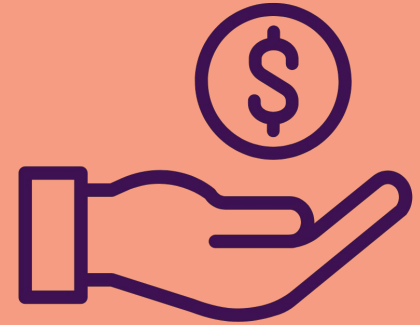
# STORYTELLING INITIATIVE: STRUCTURE



**Training and coaching** during a series of virtual workshops for org staff and storyteller(s)



Matched with **local videographers** who will shoot, edit, and produce the videos



**Free** for organizations and **storytellers will be compensated** by us



# STORYTELLING INITIATIVE: KEY DETAILS

- ✦ Applications **open April 8 - April 22.**  
Four to six organizations will be selected to participate
- ✦ The program will run from **May -July 2024**
- ✦ Open to **Bay Area nonprofit organizations** engaged in housing justice work

**LEARN MORE:**

[allhomeca.org/storytelling-initiative/](https://allhomeca.org/storytelling-initiative/)



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



# HELP US BUILD MOMENTUM

## YOUR ACTION ITEMS

- [Get in touch](#) about your storymaking ideas and briefing requests
- Try out the Storytelling Cheat Sheet and [Playbook](#) in your own work
- Amplify stories and digital actions as they go live on [BeginsWithHome.org](https://beginswithhome.org)
- Follow us on [Instagram](#), [TikTok](#), [Twitter](#), and [Facebook](#)
- Apply to join our [Storytelling Capacity-Building Cohort](#) by 4/22



# AFFORDABLE HOUSING MONTH IS COMING!



## GET READY TO ENGAGE & AMPLIFY

- This May's Affordable Housing Month is **Our Future Begins with Home** ✨
- We'll be bringing our movement to new spaces and audiences by activating **arts & culture partnerships**
- Keep an eye out a **comprehensive toolkit** you can use amplify our theme, vision & solutions coming soon!



**OUR FUTURE**  
*begins with home*

**AFFORDABLE HOUSING MONTH**  
[www.beginswithhome.org](http://www.beginswithhome.org)



HOPE WILL  
NEVER BE SILENT

**HARVEY MILK**



# THANK YOU

*BeginswithHome.org*

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