

# HI THERE



Welcome to our October **Begins with Home** campaign briefing! Let us know in the chat:

1. Who you are
2. Where you're zooming in from
3. A housing solution you're working on this fall

We'll get started shortly!



# BEGINS WITH HOME CAMPAIGN BRIEFING:

Brand new  
research & content  
to build our  
movement this fall



✦ DATE

Tuesday, October 22, 2024

✦ TIME

12:00 - 1:00 PM PST

begins  
with  
**home**

shift   
the bay



# GROUNDING

# BRIEFING AGENDA



- 12:00** Grounding
- 12:05** Research
- 12:20** What can we do with this?
- 12:40** Q&A
- 12:55** Closing



# BEGINS WITH HOME MISSION

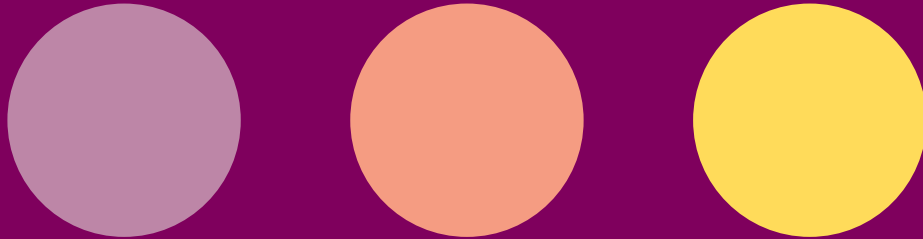


Show hundreds of thousands of people in the Bay Area that when it comes to building a **future of housing justice**, hope is possible and they have the power to make change happen by working together.





# 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.”



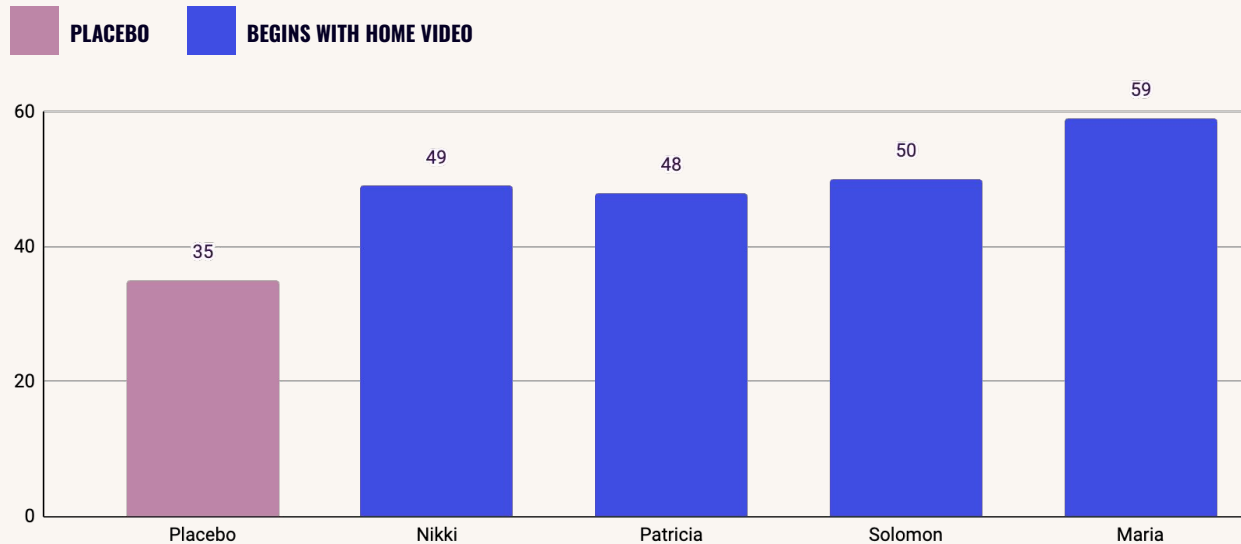
**(SOME OF)  
WHAT WE'RE  
LEARNING**



# STORIES CHANGE MINDS!



**Would you support raising the taxes that homeowners pay in order to build more housing that's affordable for low- and middle-income Californians?**



*Video Message Test in Grow Progress (September 2024)*

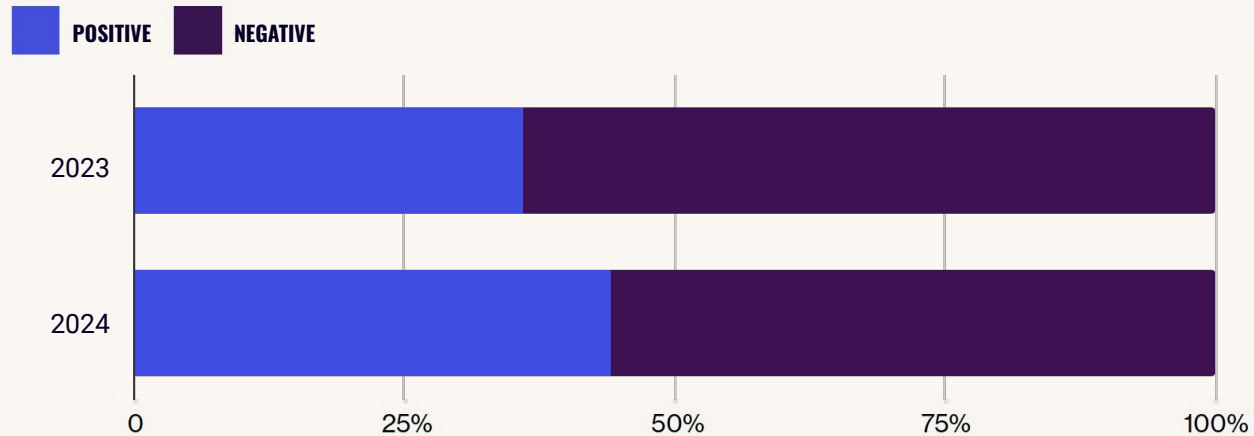


# PROBLEMS SOLUTIONS

# MORE OPTIMISTIC INFORMATION ENVIRONMENT



## WOULD YOU SAY WHAT YOU'VE SEEN IS...?

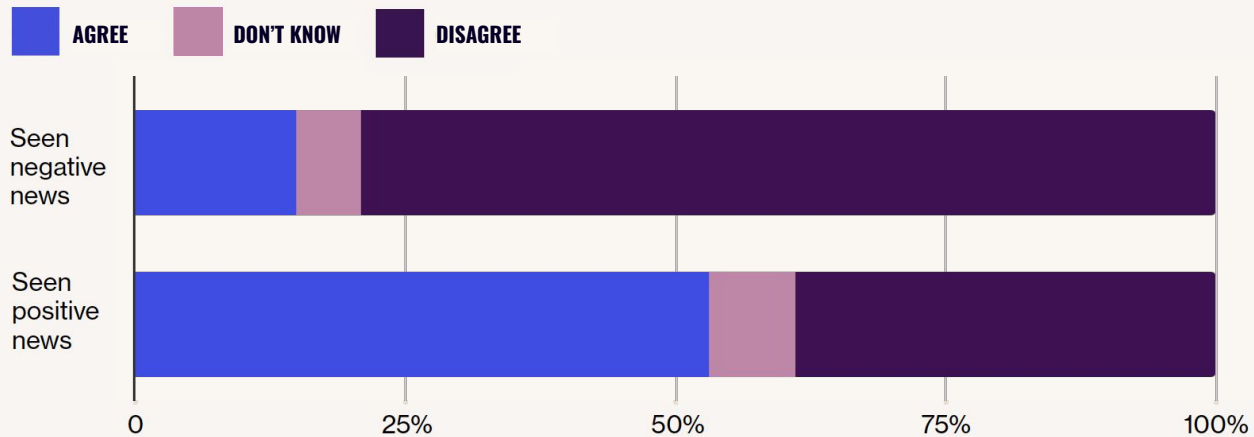


*2024 Shift the Narrative Annual Tracking Poll (September 2024)*

# POSITIVE NEWS IS KEY = HOPEFULNESS



## SEEING POSITIVE NEWS AND FEELING HOPEFUL



2024 Shift the Narrative Annual Tracking Poll (September 2024)



# PEOPLE WHO HAVE SEEN POSITIVE NEWS ARE ALSO MORE LIKELY TO...



agree that it's possible to address homelessness in the Bay Area



agree that it's possible to address housing affordability in the Bay Area



believe there are things they can do to support housing justice



believe other people hold similar views that they do



say they've taken action to support housing affordability

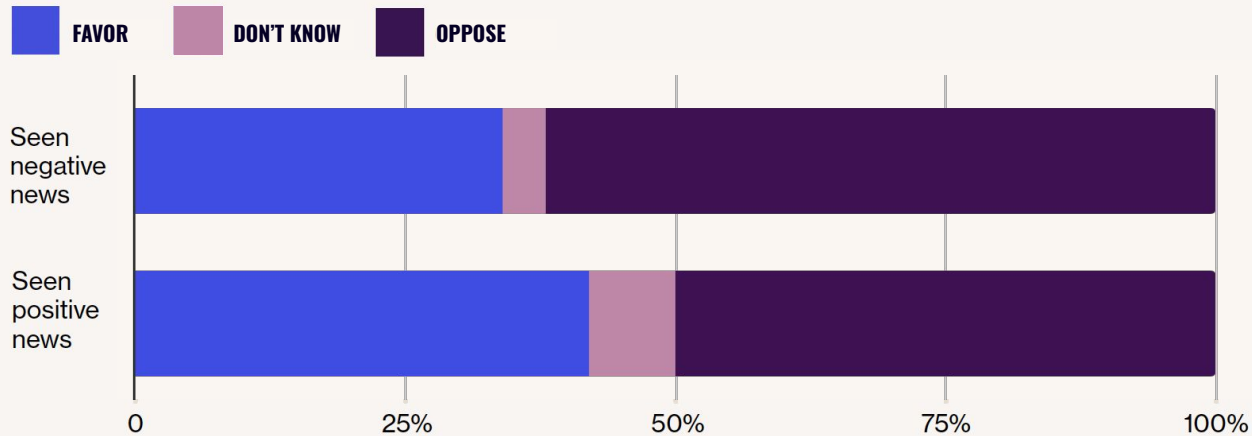


support affordable housing solutions

# POSITIVE NEWS = SUPPORT FOR SOLUTIONS

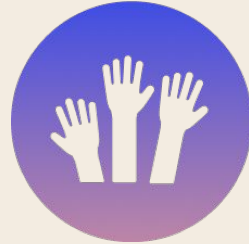


## SUPPORT FOR RAISING PROPERTY TAXES TO BUILD AFFORDABLE HOUSING



2024 Shift the Narrative Annual Tracking Poll (September 2024)

# WHO WE'RE REACHING



## MOBILIZE AUDIENCE

**Activate** people who hold strong values, but haven't taken action

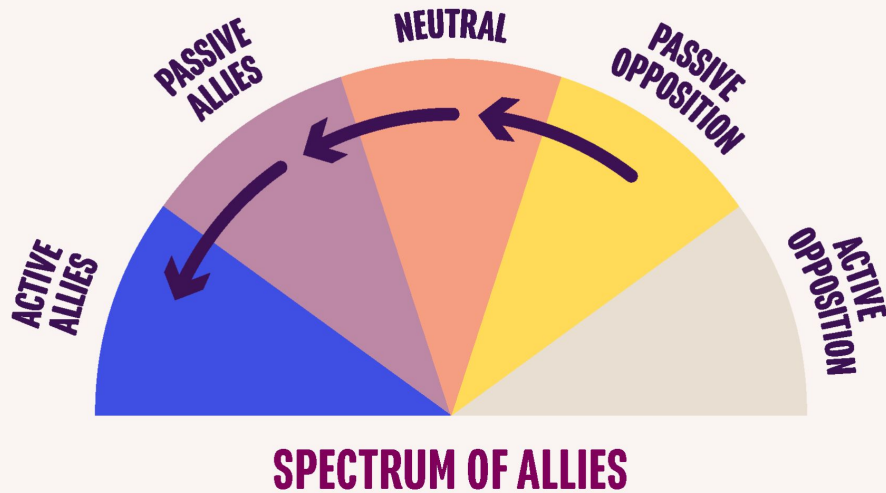


## PERSUADABLE AUDIENCE (2.0)

**Move** people who lean our way, but aren't sold on raising taxes



# WHO ARE OUR TARGET AUDIENCES?



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

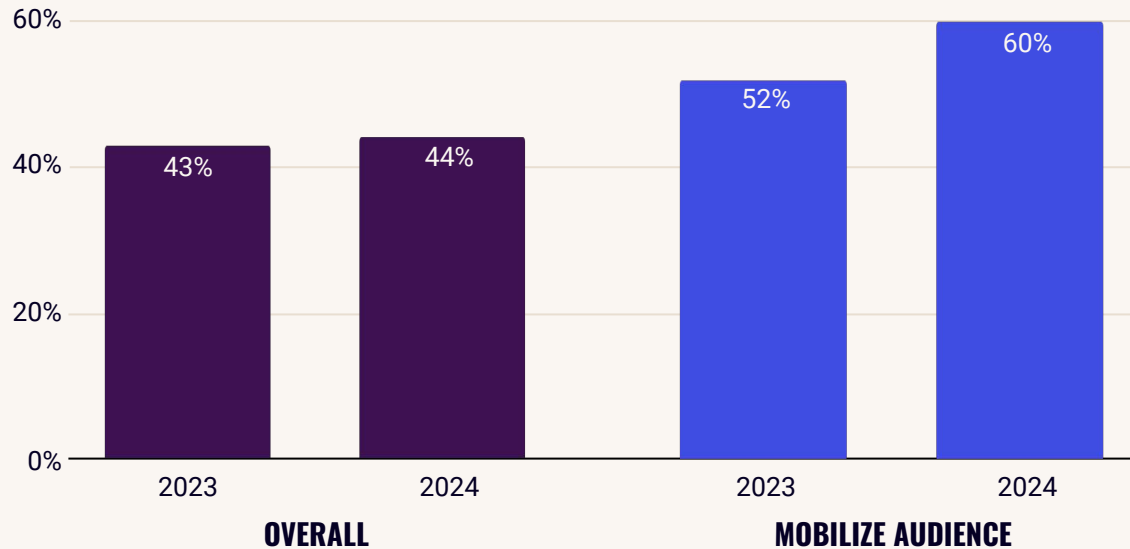
- **Most** voters in the Bay Area are supportive of affordable housing and preventing homelessness – but are not taking action right now.
- The majority stands with us - **it is our job to move them to action!**



# ATTITUDE CHANGE FOR THE MOBILIZE AUDIENCE



## AGREE: THERE ARE THINGS I CAN DO TO HELP SUPPORT HOUSING JUSTICE





# GAP IN SEEING HOW TO TAKE ACTION IS AN OPPORTUNITY FOR ORGANIZING

○ **42%**

strongly agree that "It is possible for us to make a meaningful difference to address homelessness in the Bay Area"

○ **14%**

strongly agree that "There are things I can do in my community to help support housing justice"

*2024 Shift the Narrative Annual Tracking Poll (September 2024)*



**WHAT CAN WE DO  
WITH THIS?**

# YOUR FALL ROADMAP IS HERE



## Fall 2024 Narrative Roadmap

Research-Backed Messaging & Content  
For Building Our Movement

**begins with home**

### About This Roadmap

Begins with Home has tested its hopeful, action-oriented narrative strategy with Bay Area residents and the results are in: our messaging and content are moving potential supporters in support of affordable housing and public investment.

Now, we're bringing you our top recommendations for this fall and beyond to you.

Join us in moving our winning messages and videos out into the world by using this roadmap. Feel free to pull from the copy here, and use the links below to share these messages and videos from both @BeginsWithHome and your own channels.

Together, we can spread hope for housing solutions and change the story of what's possible. If you have any questions, please reach out to [madison@nonprofithousing.org](mailto:madison@nonprofithousing.org)

Jump to...

### 1. Messaging

- A. Winning Message: Everyone Benefits
- B. Tip 1: Frames for Homeowners and Renters
- C. Tip 2: Claim the Majority
- D. Recommended Resources

### 2. Content you can use right now!

- A. First-person stories
  - Maria's Story
  - Nikki's Story
  - Solomon's Story
  - James' Story
- B. Movement-Building
  - Faces of Support TikTok/Reel
- C. Education
  - There's a Hold-Up TikTok/Reel
  - Meet the Villains of Affordable Housing TikTok/Reel

### 3. Before you go...


## B. Content you can use right now!

### A. First-Person Stories

- **Maria's Story**
  - **Why it Works**
    - Connects personal experience to structural solutions. Resonant message about end homelessness works across audiences.
  - **Who it Moves (on taxes)**
    - Broad and deep effects across different subgroups:
      - Men (+21) and Women (+27)
      - Renters (+17) and Homeowners (+25)
      - All Ages, especially Ages 35+ (+35)
    - Moves people overall to feel that affordable housing benefits their community (+8)
    - Especially homeowners (+13)
  - Moves people overall to feel hopeful about the future of housing (+10)
    - Especially Ages 18-34 (+20)
- **Sample Post**

"Affordable housing is not just a place to stay—it's a chance to reclaim your life and hope beyond with a phone call to @@@@. Now, she has her own affordable home."

Her story shows us the affordable future that is within reach. When we invest in these solutions, we create opportunities for more people to find not just shelter but
- **Amplify @BeginsWithHome**
  - [Share on Instagram](#)
  - [Share on Facebook](#)
  - [Retweet or RT on Twitter](#)
  - [Watch this story on our website](#)
  - [Watch this story on YouTube](#)
- **Download Video File**
  - [Download Maria's Story HERE](#)



### C. Education

#### • There's a Hold-Up TikTok/Reel

- **Why it Works**
  - Uses loss aversion to hold attention through education about failed affordable housing bonds. Offers social proof about support for affordable housing and an example of changing the rules.
- **Sample Post**

The majority of the Bay Area wants to see more affordable housing being built, so what's the hold up? @ Let us show you... #BayArea #Affordablehousing #housing
- **Amplify @BeginsWithHome**
  - [Share on Instagram](#)
  - [Share on Facebook](#)
  - [Share on TikTok](#)



#### • Meet the Villains of Affordable Housing TikTok/Reel

- **Why it Works**
  - Entertainment value, translating our message into the language of social video. Includes the viewer (likely) as a villain (inaction or cynicism) to emphasize the power we have to change the rules.
- **Sample Post**

Why isn't housing affordable in the Bay Area? Meet the villains stopping us:

  - Mr. Inaction – "Affordable housing? Too complicated!"
  - Mr. Exclusion – "Not in my neighborhood"
  - The Profiteer – "Why build affordable housing when I can cash in?"
  - Cynicism – "Nothing will change, so why try?"

But here's the plot twist—when we join forces, we're stronger than the villains. The housing justice movement is growing, and most people in the Bay Area do want change.



# WHO ARE WE REACHING?



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**Activate** people who hold strong values, but haven't taken action



## PERSUADABLE AUDIENCE (2.0)

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# MESSAGING FRAMES



# WINNING MESSAGE: EVERYONE BENEFITS

No matter our race, income, or where we lay our heads down to sleep, we all need a safe place to call home. But right now, there just isn't enough housing in California that working people can afford, and that's hurting all of us.

In order for our communities to work, all kinds of people need to be able to afford to live in the communities where they work, from farmworkers to teachers, store clerks, and home care workers. More affordable housing means young adults can stay in the communities in which they were raised, elderly neighbors can age in place, and nobody has to choose between paying rent and buying food. More affordable housing means stronger, thriving communities for all of us.

It's time for us to take action and win a new future where everyone has a safe, stable place to call home.



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It's time for us to take action and win a new future where everyone has a safe, stable place to call home. [INSERT YOUR ACTIONS HERE!]

## **Value**

Own the majority

## **Problem**

Connect everyone to the problem.

## **Solution**

Make the outcomes tangible. Call in everyone to see themselves in the story.

## **Action**

Add the action you offer here!





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**+11 | Overall**

**+10 | Renters**

**+13 | Homeowners**

**+10 | Ages 18-34**

**+18 | Ages 35-54**

**+17 | Women**

**+13 | Latino**



# TIP 1: FRAMES FOR RENTERS & HOMEOWNERS

## HOUSING FOCUS

No matter our race, income, or where we lay our heads down to sleep, we all need a safe place to call home.

But right now, there just isn't enough housing in California that working people can afford, and that won't change unless we take action.

+15 | Renters

+14 | Ages 35-54

## BROADER FOCUS

No matter our race, income, or where we lay our heads down to sleep, we all deserve to live in safe and thriving communities.

But outdated rules are blocking us from making basic decisions about our own communities, from funding functional public transit to fire fighting, and housing we can afford.

+13 | Homeowners

+12 | Ages 18-34



# TIP 2: CLAIM THE MAJORITY

## FRAME THE VILLAIN

For decades, a small and vocal minority – anti-government activists, corporate landlords, and billionaires – have been able to distract and divide us while blocking the progress that a majority of voters support.

### WHO THIS MOVES (ON TAXES):

- Ages 18-34
- Ages 35-54

## OFFER SOCIAL PROOF

Strong majorities of California voters support building more affordable homes and strengthening the public infrastructure we all rely on like roads and transit, water and fire stations.

### WHO THIS MOVES (ON TAXES):

- Renters
- Conservatives



# RECOMMENDED CONTENT

# MARIA'S STORY



## WHY IT WORKS

- Personal >> structural
- Resonant call to action
- Solution-oriented

## WHO IT MOVES (ON TAXES)

**+24 | Overall**

**+21 | Men**

**+27 | Women**

**+17 | Renters**

**+26 | Homeowners**

# SOLOMON'S STORY



## WHY IT WORKS

- Permanent supportive housing IRL
- Shows transformation, impact

## WHO IT MOVES (ON TAXES)

+15 | Overall

+28 | Ages 55+

+16 | Homeowners

+27 | White voters

+22 | Moderates

# NIKKI'S STORY



## WHY IT WORKS

- Counters bootstraps narrative
- Positive impact on children.
- Tells economic story

## WHO IT MOVES (ON TAXES)

+14 | Overall

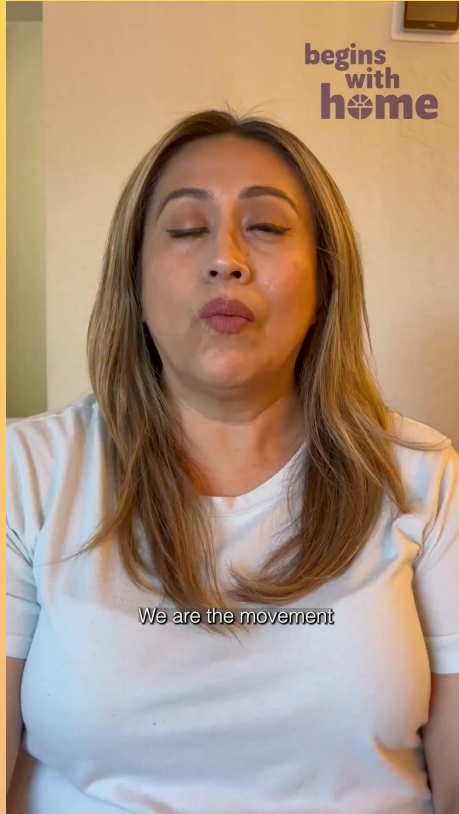
+17 | Women

+24 | Ages 35-54

+15 | Renters

+13 | Homeowners

# FACES OF SUPPORT



## WHY IT WORKS

- Show breadth of movement
- Inclusive
- Social proof



# VILLAINS OF AFFORDABLE HOUSING (TIKTOK)



## WHY IT WORKS

- Entertainment value,
- Uses language of social video.
- Imply the viewer may be a villain

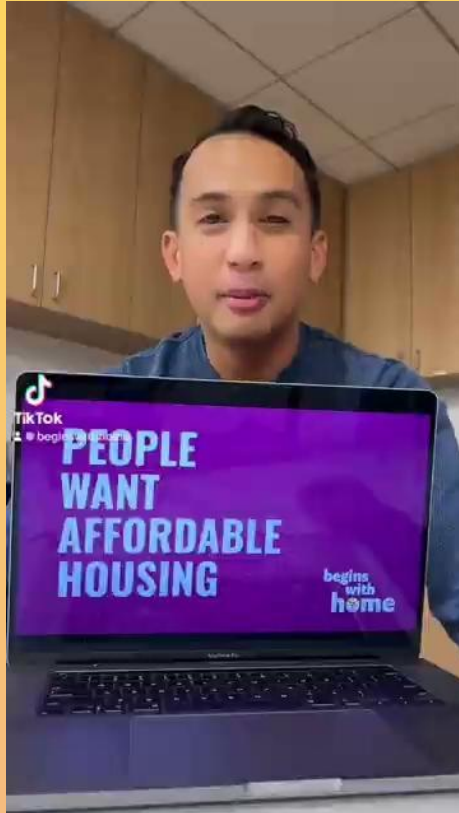
# JAMES' STORY



## WHY IT WORKS

- Asset-framing
- permanent supportive housing IRL.
- Direct call to action from James

# THERE'S A HOLD-UP (TIKTOK)



## WHY IT WORKS

- Loss aversion
- Social proof

# Q&A



## ASK THE PANEL:

- Alina Harway, NPH Communications Director
- Cory Fischer, NPH Lead Narrative Strategist
- Edie Irons, All Home Communications Director

...OR share your own learnings and ideas!





**WHAT'S NEXT?**



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



# HELP US BUILD MOMENTUM

## YOUR ACTION ITEMS

- Use our [Fall 2024 Narrative Roadmap](#) and use it now!
- Stay tuned for upcoming announcements about **additional research and meaning-making offerings** later this fall. More soon!
- Connect with us on [Instagram](#), [TikTok](#), [Twitter](#), and [Facebook](#)



# THANK YOU

*BeginswithHome.org*

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