



## Partnership Programs

# LEAD HOMELESSNESS 2-DAY INTENSIVE

The Lead Homelessness 2-Day Intensive could be your best “first step” in a new initiative to solve homelessness. Until key personnel inside and outside your organization fully understand the dynamics of homeless advocacy and until they are exposed to the collective engagement model that is proving most effective in reducing homelessness across the country, homelessness will not significantly change in your community. This service, therefore, is offered to help your Continuum of Care start the process of addressing homelessness in a more forceful and meaningful way.

During the Lead Homelessness 2-Day Intensive, our CEO, Andrae Bailey, will travel to your community and will spend 2 days and 1 night conducting a series of meetings with the key people within your organization and outside your organization who are best positioned to drive real solutions to homelessness. These meetings (as many as you can squeeze into a 2-day, 1-night timeframe) will be preplanned in consultation with your organization, will be conducted in the name of your organization, and may include sessions with:

- Upper management in your Continuum of Care
- Selected board members from your Continuum of Care
- Staff members in your organization who work directly on homeless advocacy and/or funding operations
- Key business leaders, faith leaders, elected officials, or philanthropists within your community who could be instrumental in funding your work or modifying public policy
- Media leaders and others who have the power to influence public discourse in your region

The goal of these sessions will be to help you bring people together around a shared understanding of the problem of homelessness and a shared belief that the problem of homelessness can be solved. This series of meetings is intended to inform, inspire, and motivate people to action, whether they work in your organization or simply live in your community.

Prior to Mr. Bailey's visit, we will work closely with you to determine the most ideal series of meetings for your organization and to help you plan and organize these meetings. And following Mr. Bailey's visit, we will produce a brief written summary of the results we were able to achieve.

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# HOMELESSNESS SOLUTIONS STRATEGIC ANALYSIS REPORT

The Homelessness Solutions Strategic Analysis Report is designed to provide you with hard data and a comprehensive view of homelessness in your community so you will know the advantages that you have at your disposal and the disadvantages you will have to overcome in order to make meaningful changes in homelessness within your area. The communities that are successfully engaging homelessness are those communities that have invested the necessary time and resources into studying the problem before attacking it. Continuum of Care leaders who are armed with facts, as opposed to assumptions, are leaders who will know the proper steps to take in order to solve homelessness.

In the course of conducting this Analysis, Lead Homelessness will provide you with the following:

### ***A situational analysis of the current state of homelessness in your community***

Your organization cannot accurately or effectively confront homelessness until you fully understand the nature and depth of the challenge you are facing. Data must be gathered and it must be analyzed so that you and your community can fully grasp the problem, the past actions that have been taken, and the results and consequences that have resulted from those actions.

Sometimes new data sets will have to be created. But most of the time, existing data will be sufficient when it is gathered and studied in an impartial manner. Hard data, when properly analyzed, will provide you with a snapshot of what homelessness really looks like at this point in your community's history.

### ***Recommendations for your community that are based on the findings of our study, the “best practices” of similar localities that have successfully engaged homelessness, and some observations by national experts that are specifically crafted to address your situation***

Not only will we gather the kind of data that can give your organization an accurate and comprehensive understanding of the state of homelessness in your area; we will also:

- Explain both the positive and negative dynamics within your community that may affect your ability to aggressively confront homelessness
  - Make specific recommendations regarding the most logical “next steps” for your organization
  - Recommend the “best practices” that have worked in similar localities, which you may want to utilize as you conduct your own work to end homelessness
  - Include observations by one or more nationally known experts on homelessness that are specifically devised for your situation
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## ***A comprehensive written report that cites and explains the data that supports our conclusions and the recommended pathway forward for your Continuum of Care***

The report that we issue will be exhaustive, comprehensive, and well-cited. It will also be presented in an attractive and easy-to-read format. You may want to distribute copies of this document to key decision-makers and stakeholders in your community, to various media outlets, or to cross-sector leaders who may be interested in working with you to solve homelessness. The report will be designed for your own internal use, but it will also provide you with valuable information you can utilize in other beneficial ways.

### ***Our Lead Homelessness 2-Day Intensive***

The Homelessness Solutions Strategic Analysis Report also includes our Lead Homelessness 2-Day Intensive. Please check the enclosed description for additional information about our intensive, which is included at no charge in the price of our analysis.

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# ENDING HOMELESSNESS CHAMPIONS' INITIAIVE

In the United States, where people are free to believe what they want to believe and free to act on their beliefs in the ways that they choose, persuasion is the most essential element of any effort to solve a big problem. Especially when it comes to homelessness, people must be persuaded that the problem is real before they will buy into a solution, and they must be persuaded that your remedy for that problem will be effective before they will invest in it.

To solve homelessness, therefore, you will have to persuade people that homelessness is a problem worthy of their time and interest and you will have to persuade people that you have the answer to this formidable problem, so a cutting-edge advocacy campaign will be vital to your efforts to end homelessness. Homelessness persists in our country because most people believe untrue things about the root causes of homelessness and about the best “fixes” for homelessness. But through powerful and carefully targeted communications, people can be taught the truth, and, armed with the truth, they will act in ways that will lead to meaningful change.

Over the 6-month duration of this program, the approach we will take in helping you devise an effective awareness campaign is a three-pronged approach:

### ***First, we will focus on traditional media.***

Although communication strategies are evolving and becoming increasingly complex, traditional media is still the dominant force in America for changing hearts and changing minds. For this reason, we will help you develop a balanced and effective advocacy campaign that utilizes newspapers, magazines, television, radio, and billboard advertising. If you want to change homelessness in your region, you will need the most prestigious reporters and broadcasters in your corner. You will need to excite media leaders about your work and about the prospects of solving homelessness in your community. We will guide you through this process by helping you develop a message that is powerful and consistent and by helping you nurture relationships with people who can help you convincingly tell your story.

### ***Second, we will focus on social media.***

Our social media campaigns have impacted millions and have become some of the most effective and recognizable campaigns in the country. We know how to utilize platforms like Facebook, Twitter, Instagram, and YouTube to achieve remarkable results in homeless advocacy. Because of social media, modern Americans are connected almost continually to what is happening around them. To know how to effectively harness the power and the reach of this powerful media is to know how to change hearts and minds and thereby change the priorities of decision-makers and average citizens alike.

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### ***Third, we will focus on the top influencers in your community.***

Let's face it! In today's world, a celebrity can impact more people with one Tweet than most of us will impact in a lifetime. A politician, an athlete, or an entertainer can quickly gather an audience that the rest of us could never gather. In today's world, where celebrity status is an asset with the potential for creating great change, homeless advocates must learn how to harness this tremendous resource and to utilize it to create change in their communities. We will show you how to do this in your region so you can utilize the voices of your community's most prominent and most powerful people to draw attention to the problem you are trying to solve and to change policies and gather resources around lasting solutions to that problem.

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**Here are the three ways we can work with you to help you solve homelessness in your community.**

### ***LEAD HOMELESSNESS 2-DAY INTENSIVE***

Our CEO, Andrae Bailey, will spend 2 days and 1 night in your community as your guest, conducting a series of meetings with the key people who can drive regional changes in homelessness. These meetings may include sessions with:

- Upper management in your Continuum of Care
- Selected board members from your Continuum of Care
- Staff members in your organization who work directly on homeless advocacy and/or funding operations
- Key business leaders, faith leaders, elected officials, or philanthropists within your community who could be instrumental in funding your work or modifying public policy
- Media leaders and others who have the power to influence public discourse in your region

This program could be your best “first step” for a new community-wide initiative to confront homelessness. This program will also help you and your organization establish a framework for engaging the broader community in a collective journey toward bigger solutions to homelessness.

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## **HOMELESSNESS SOLUTIONS STRATEGIC ANALYSIS REPORT**

If your community needs to review its current approaches to homelessness, we can help you start that process by conducting a comprehensive analysis of homelessness in your region. We can help you develop a clear strategy on homelessness that can serve as the basis for a successful campaign to transform this vital issue. This assessment, and the leadership meetings we will conduct while producing it, will help you grasp regional homelessness from all perspectives and help you understand the best practices you will need to implement in order to make lasting changes.

Lead Homelessness offers an in-depth community assessment that will help you fully grasp:

- The scope of your homelessness problem
- Your best strategy for confronting the challenges created by homelessness
- The collaborative efforts and systems alignments you will need to manage in order to transform this issue and...
- The advantages and disadvantages that your current community landscape offers you in your efforts to make meaningful changes.

Our Homelessness Solutions Strategic Analysis Report includes our Lead Homelessness 2-Day Community Intensive and requires approximately 3-5 months to complete.

## **ENDING HOMELESSNESS CHAMPIONS' INITIATIVE**

In a free society, people act upon their beliefs. In a free society, people establish their priorities based on their beliefs. If your community is not actively working to end homelessness, it's because the leaders and the people in your community believe things about homelessness that are not true. You must teach them the truth about homelessness, and you must teach them the truth about the most effective way to attack this terrible problem. But how can you do that?

To change the landscape of homelessness in your community, you must first change the way that people think about homelessness. You must move the subject of homelessness from a place of obscurity to a place of prominence in people's thinking and their conversation. You must develop a comprehensive and cutting-edge advocacy campaign that will help people know the facts about the causes of homelessness and its most effective "cures."

The Lead Homelessness Aware Campaign for Ending Homelessness is a three-pronged campaign that utilizes:

- Traditional media (like newspapers, television, and billboard advertising)
- Social media (like Facebook, Twitter, Instagram, and YouTube)
- The influence of celebrities (your region's most powerful and influential people)

Let us teach you how to change the landscape of homelessness in your region by changing the policies that govern homelessness and the availability of resources that can reverse its trends. And let us help you change present realities by developing a powerful advocacy campaign that can change the hearts and minds of your community's leaders and citizens.

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