

Community Engagement Working Group



Help Hope Home

Ending Homelessness In Southern Nevada

Working Group Members

- Nevada Homeless Alliance (Champion)
- Title One HOPE (Champion)
- Moonridge Group
- Clark County Public Communications
- City of Las Vegas Public Information
- North Las Vegas Public Information
- City of Henderson
- Boulder City
- Veteran's Administration
- NV Dept of Veteran Services
- Southern Nevada Adult Mental Health Services
- Mayor's Faith Initiative
- MGM Resorts International
- Wynn Resorts
- Caridad
- Bitfocus
- Regional Initiatives Office

Strategic Plan- Goals and Achievements

- **Align Community Engagement (CE) with strategic plan to determine goals, and set expectations**
 - GOAL: To raise awareness of and support for homeless efforts
 - Volunteerism
 - In-Kind
 - Financial
 - Advocacy

Strategic Plan- Goals and Achievements

Identify all relevant CE audiences; begin developing key relationships

1. Prospective donors, businesses

- Moonridge, MGM

2. Media

- Public Information Offices

3 Faith Based Groups

- CLV, Maria Castillo Couch

4. Government/Community Leaders

- RIO, COH/SNHCOC Board, VA, Law Enforcement, Public Information Offices

5. General Public

- Nevada Homeless Alliance, Title One HOPE, Caridad

Strategic Plan- Goals and Achievements

Identify and developing key messaging

- There are 3 primary focuses used for ThreeSquare marketing (Anna Johnson):
 - Brand Standards: colors, fonts, logos, contexts that logos can be used, etc.
 - Messaging: speaking points, perception, etc. Establish expertise, shift perception of who is hungry
 - Imagery: Never use negativity. Positive imagery will encourage people to get involved

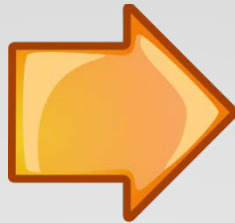
Strategic Plan- Goals and Achievements

- **Speaking Points**

- More than 36,000 Southern Nevadans including families with children, couples, and individuals of all ages will be homeless at some point this year.
- This is devastating for those families and individuals, and significantly impacts all taxpayers as local government budgets pay for the medical care, police and social services that serve the homeless
- Government entities, nonprofit organizations, faith-based groups and corporate partners work together to provide homeless prevention and assistance programs that have helped reduce the number of homeless in Southern Nevada. But we still have a long way to go.
- Call to Action

Strategic Plan- Goals and Achievements

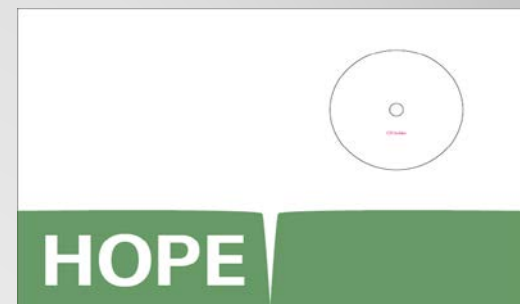
- Updated logo:



Strategic Plan- Goals and Achievements

Develop a Community Engagement Tool Kit

- General Overview
- One Sheets
 - Chronic
 - Veteran
 - Youth
 - Family
- Videos
- Folder



Strategic Plan- Goals and Achievements

Update the Economic Case for ending homelessness in S. Nevada

- Max 6-8 pages
- Outline the complexity of the costs of homelessness
- What are general costs that are incurred by the homeless? medical, housing, case management, job training, childcare, clean ups of encampments, extra law enforcement, etc.
- What are leveraged costs of treatment? For example, healthcare, SNAP, etc.
- How is housing first more effective than living on the streets?
- How much does homelessness cost? case studies- chronically homeless, family homeless, youth homelessness, veteran homelessness, RRH, chronic

Strategic Plan- Goals and Achievements

Build an integrated, collaborative development organization (if needed and/or different than UFA)

- Not at this time

Strategic Plan- Goals and Achievements

Produce a comprehensive CEP that reflects all efforts to date

This presentation, plus updated strategic plan directives

Strategic Plan- Goals and Achievements

Align local initiatives to the plan

- 25 cities
- Mayors Faith Initiative
- Gaps Analysis
- Local and Federal Plans to End Homelessness

Additional Work

- **Census**
- **Video blog**
- **Newsletter/mailing lists**
 - Help
 - Hope
 - Home
- **The Low Down**
- **June Speed Dating**

Next Steps

- **Business case**
- **Campaign- Responsible donating**
- **Speakers Bureau**
- **Website**
 - Tool kit
 - Speakers
 - Video linkages
 - Calendar of events
 - Donations
 - Email list sign up

Getting Involved

- **4th Tuesday Monthly 1:00p- 2:30p**
 - Location: Clark County Social Service
 - 1600 Pinto Lane, 3rd Floor
- **Next Meeting: March 24th at 1:00p**

Contact:

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