

## **SNH CoC Community Engagement Working Group (CEWG)**

### **Policies and Procedures**

#### **I. Purpose**

The Community Engagement Working Group (CEWG) is charged with leading efforts as it relates to coordinated messaging, media, outreach, inventory of community partners, public service announcements, educational materials and Website content for the Southern NV Homelessness Continuum of Care. The CEWG will coordinate with other working groups to share information for effective implementation of CEWG strategies.

#### **II. Meetings**

Meetings of the CEWG will be held once monthly. Information about the location and/or call-information for the meeting will be listed publicly online at [HelpHopeHome.org](http://HelpHopeHome.org). The current Chair of the CEWG is Emily Paulsen, [Emily@nevadahomelessalliance.org](mailto:Emily@nevadahomelessalliance.org). The current Champion of the CEWG is Mae Worthey-Thomas, [mwortheythomas@housing.nv.gov](mailto:mwortheythomas@housing.nv.gov)

#### **III. Working Group Membership and Meeting Attendance Requirements**

The CEWG is an open committee with no requirements for membership, including minimum attendance.

#### **IV. Decision-Making**

- a. Decisions will be made in the CEWG using the consensus model in most cases. If consensus can't be reached, the Chair of the CEWG may call for a simple majority vote, among those who are present. If meeting attendance is unusually low, at the discretion of the Chair, an electronic vote via email response may be requested in order to reach a decision.
- b. The CEWG will seek approval by the SNHCoC Board on the following business matters:
  - i. Revision of the Policies and Procedures, including media guidelines.
- c. The CEWG will determine or oversee the following business matters directly:
  - i. Selection of Speaker Bureau Members.
  - ii. Development of Website content.
  - iii. Development of Newsletter content (in accordance with approved media guidelines).
  - iv. Development of publications and educational materials.
  - v. Development of the Help Hope Home Partner Awards.

#### **V. Guidelines for Media Platforms**

- a. Goals of Help Hope Home Media Platforms:
  - i. Provide relevant news on CoC activities, initiatives, and resources.
  - ii. Raise public awareness and education about homelessness in Southern Nevada.
  - iii. Mobilize action through the form of volunteerism, non-partisan advocacy, and donations.
  - iv. Mobilize engagement in CoC Board Meetings and Working Groups.
- b. Help Hope Home Media Platforms include:
  - i. Facebook @HelpHopeHome
  - ii. Twitter @HelpHopeHome
  - iii. Constant Contact Newsletter
  - iv. HelpHopeHome.org
  - v. YouTube Channel @HelpHopeHome
- c. Ideal posts include:
  - i. Text and a Graphic.
  - ii. Click-through option for further engagement to Help Hope Home website, partner agency website/social media page, community event page, news article, etc.
  - iii. Social media content should include no more than 180 characters.
  - iv. Written newsletter content should be no more than 3 paragraphs.
- d. Policy Related Information
  - i. Policy related content should be educational in nature, related to the issues of homelessness, and clearly nonpartisan.
  - ii. Does not include posts related to candidates for office
  - iii. Does not support nor oppose legislation.
  - iv. Posts can include highlights from Elected Officials site visits to CoC Member Agencies.
  - v. If you're not sure, it is always safer to share content, for example, from a 501(c)(3) nonprofit, educational source or public media outlet not affiliated with a partisan political campaign.
- e. Volunteer Engagement
  - i. Posts can advertise volunteer opportunities for CoC community events, and non-fundraising events for CoC Member agencies.
- f. Community Events
  - i. Posts can advertise community events whose primary objectives are to provide coordinated outreach to the homeless (through responsible

donating/giving), increase public awareness or education, and/or develop non-partisan policy related to ending homelessness.

- g. Donor Engagement:
  - i. Posts related to soliciting cash donations will be restricted to the Homeless Trust Fund.
  - ii. Posts can be made on all media platforms that advertise fundraising events and drives for in-kind goods for CoC member agencies that receive local and federal public funding, and/or participate in the Housing Inventory Count (HIC).

## **VI. Help Hope Home Branding**

The Help Hope Home logo may be used in print or media materials that are clearly related to a CoC Working Group, initiative, or SNHCoC endorsed activity or response. The SNHCoC reserves rights to the HelpHopeHome logo and associated branding and may withdrawal consent of the logo or associated branding for any reason.

## **VII. Community Engagement Activities/Projects**

### **a. Speakers Bureau**

- i. Purpose: The Speakers Bureau on Homelessness is a program designed to spread vital information regarding homelessness, the experiences of those who have been homeless, and, most importantly, what can be done to end homelessness. The Speakers Bureau is comprised of experts, clinicians, and advocates who work to prevent and mitigate homelessness, as well as people who can attest to the experience of homelessness with their own personal stories.

#### **1. Speaker Criteria and Selection Process:**

- a. Members of the Speakers' Bureau will be determined by consensus of the CoC (Continuum of Care) Community Engagement Working Group.
- b. Speakers must meet the following criteria;
  - i. Be a member of the CoC
  - ii. Be actively involved (70% attendance rate) in one or more CoC Working Groups
  - iii. Be nominated by a CoC Board Member. Board Members may nominate themselves
  - iv. The ideal candidate will have experience speaking about homelessness and will have worked in an organization that serves people who are homeless in Southern Nevada; or have experienced homelessness themselves.

- c. Candidates may be asked to demonstrate capacity to serve as a Speaker's Bureau members through a practice audition and reference letters.

**2. Speakers Bureau Guidelines:**

- a. Accept and speak at, at least one speaking engagement offered through the Speakers Bureau each calendar year.
- b. Download and present the most recently edited Homelessness in Southern Nevada 101 PowerPoint presentation found in the Speaker's Bureau Google Drive Folder.
- c. Present the full CoC presentation, Homelessness in Southern Nevada 101, prior to presenting additional or agency specific information.
- d. Speakers are representatives of the Southern Nevada Homelessness Continuum of Care and should not slander nor criticize the CoC or its members.
- e. Once an event is accepted by a Speaker, the Speaker assumes all responsibility for coordinating directly with the Point of Contact from the engagement, regarding details of the speaking engagement. This includes ensuring arrangements are made for the availability of computer equipment, parking, directions to the venue, and the amount of time the speaker will be expected to stay based on the timeline of activities at the event.
- f. Speakers must not speak on behalf of other agencies. Inquiries specific to other agencies and their programming or operations must always be directed to that respective agency. Contact information for other agencies is available on the Help Hope Resource Guide and the Menu of Opportunity.
- g. Speakers agree to bring with them the following items from the Speaker's Toolbox (maintained in Google Drive Speaker's Bureau Folder);
  - a. Homelessness in Southern Nevada 101 PowerPoint presentation
  - b. Menu of Opportunity
  - c. Fact Sheets
  - d. Help Hope Home Resource Guide
  - e. Sign-In Sheet/CoC Newsletter sign-up
- h. Speakers agree to bring enough materials from the Toolbox for the number of anticipated attendees at the event.

- i. Speakers agree to have attendees sign-in (unless attendees are minors) on the provided sign-in sheet (Located in Google Drive Speakers Bureau Folder) to track the number of audience members and to add their email to the subscriber list for the Help Hope Home Newsletter, if they elect to subscribe.

**b. Newsletter Publications**

- i. The Help Hope Home Newsletter is produced with support and oversight from the CEWG and is a tool to share information about community data, success stories, CoC initiatives, events, opportunities to volunteer, and more. Generally, each edition of the newsletter follows this suggested format:
  1. In my Shoes (Story of someone who's experienced homelessness)
  2. Training and Funding Opportunities
  3. Did you know? (A fact about homelessness)
  4. Community Calendar
  5. Special Events
  6. Philanthropy Spotlight
  7. Agency Spotlight

**c. Other publications/educational materials**

- i. The CEWG may create fact sheets or other educational materials to increase awareness about the SNHCoC and data related to homelessness.

**d. Help Hope Home Partner Awards**

- i. A subcommittee (Awards Subcommittee) of the CEWG may form to host the Help Hope Home Partner Awards Ceremony, annually, dependent on available resources. This ceremony recognizes CoC partners for their efforts and partnership in the CoC. Guidelines for the awards, including eligibility for voting and receiving awards will be determined annually at the discretion of the Awards Sub-Committee.

**e. Inventory of Community Partners**

- i. The Chair and Champion of the CEWG will maintain an active list of the members of the CoC. This list is a google spreadsheet that is auto populated once someone has signed up to become a member of the SNHCoC though a google form on the HelpHopeHome website. The Chair/Champion will supply this list as needed to other Working Groups and the Collaborative Applicant to carry out business of the SNHCoC.