



CLOSE TO HOME
MAKE HOMELESSNESS HISTORY IN COLORADO

TOOLKIT

WELCOME! This toolkit is provided by CLOSE TO HOME to partners, affiliates and aligned stakeholders of the campaign. It is designed to help you learn about the campaign and use a shared approach to broaden the understanding Coloradans have about homelessness and mobilize them to take actions that make a meaningful difference in addressing homelessness.

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Additional information may be found at www.closetohomeco.org

If you have questions or suggestions related to the CLOSE TO HOME campaign or this toolkit, please contact:

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CAMPAIGN OVERVIEW

CLOSE TO HOME is a campaign to raise awareness, increase understanding, and move Coloradans to speak up and take actions that make a meaningful difference in addressing homelessness.

The impetus for the CLOSE TO HOME campaign began in a listening tour conducted by The Denver Foundation in communities across the seven-county metro area. Residents said far too many people cannot meet their basic needs, especially housing, hunger, and a lack of safety or access to basic medical care. They said we need to increase understanding, compassion, and get more people engaged to solve these challenges.

The campaign was informed by data gathered through multiple community forums in the metro area, research on related efforts in other cities, and a public opinion poll and series of focus groups conducted in Metro Denver. The poll found that even as 43% of metro area residents have a family member or close friend who has experienced homelessness, narrow views of homelessness persist. Few residents (19%) were aware that more than half of those experiencing homelessness in our communities are children and families. This understanding touched hearts and opened minds in focus group discussions.

The poll also found that only 7% of residents believe they have a major responsibility to play in helping to address homelessness. Elected officials, and business and community leaders are significantly motivated to tackle homelessness in far-reaching ways when residents increasingly say that it matters, show they care, and demand and support changes.

To move Coloradans past narrow views of homelessness and the notion that individuals don't have a role in making a meaningful difference, the CLOSE TO HOME campaign works to:

- **Increase understanding** of who is experiencing homelessness in our neighborhoods and communities, and why, and
- **Mobilize residents to take action and support policies** that increase the opportunity for everyone to have a safe place to call home.

Through the work of diverse stakeholders in differing sectors (e.g., affordable/supportive housing providers/advocates, business, charitable/nonprofit organizations, domestic violence, education, faith community, government, health care, homeless service providers, judicial, law enforcement, neighborhood organizations, transportation, organizations that support or represent diverse populations, including communities of color and/or immigrant/refugee communities, and other related groups and organizations), CLOSE TO HOME is shining a light on the majority of homelessness that is hard to see – children in neighborhood schools, workers in local businesses, and families spending their nights couch surfing, sleeping in cars or out in the elements.

By increasing understanding and providing a platform for citizen involvement, CLOSE TO HOME seeks to simultaneously encourage more support for current needs and advance solutions that address root causes of homelessness, particularly affordable housing and permanent supportive housing. A stable home increases the ability of children, families and individuals to be healthy, stay focused in school and do well at work.



Section 1: Campaign Strategy

CLOSE TO HOME Theory of Change & Strategic Roadmap



Public will building differs from more traditional public awareness or public opinion campaigns in these ways:

Public Will-Building Campaigns	Public Awareness/Opinion Campaigns
Focus on long-term change built over time	Focus on short-term wins
Seek to change views by connecting to the <i>existing</i> values audiences hold	Concentrate on changing public opinion
Move people to take one or more actions and asks them to be a champion for the movement	Aim to move a target audience to share an opinion linked to a specific issue
Lead to deeper public understanding and ownership of social change	Address symptoms, rather than tackling root causes of problems or needs
Engage broad-based grassroots support to influence individual and institutional change	Place the vast majority of resources into mass media
Invest in greater audience engagement to achieve <i>sustainable</i> change	Are vulnerable to public opinion being swayed back and forth
Create new and lasting community expectations that shape the way people act, think and behave	Narrow the discourse and discourages personal exploration or engagement with an issue

The problem of tobacco offers a good example of building public will.

Thirty years ago, people viewed it as their individual right to smoke whenever and wherever they chose to. Even as there was indisputable research showing the dangers of smoking, people saw it as their right to do as they pleased in regard to their own health.

Over time, advocates and grassroots networks mobilized to consistently and effectively communicate that smokers were damaging the health of *others*, not just themselves. This approach connected to the existing values many Americans held of individuals' rights to protect their health from harm caused by others. The priority became personal health over personal choice. Ultimately the tide turned again tobacco companies and today smoke-free spaces are the norm.

- To change the worldview, we need to begin by working within it!
- Slot new info into existing belief systems
- Over time, one opinion builds more steam as individuals hear it expressed in more contexts
- People increasingly feel safe expressing this view in public without fear of being ostracized
- The new view becomes the norm

The Ripple Effects of Building Public Will

1. Shared Messages

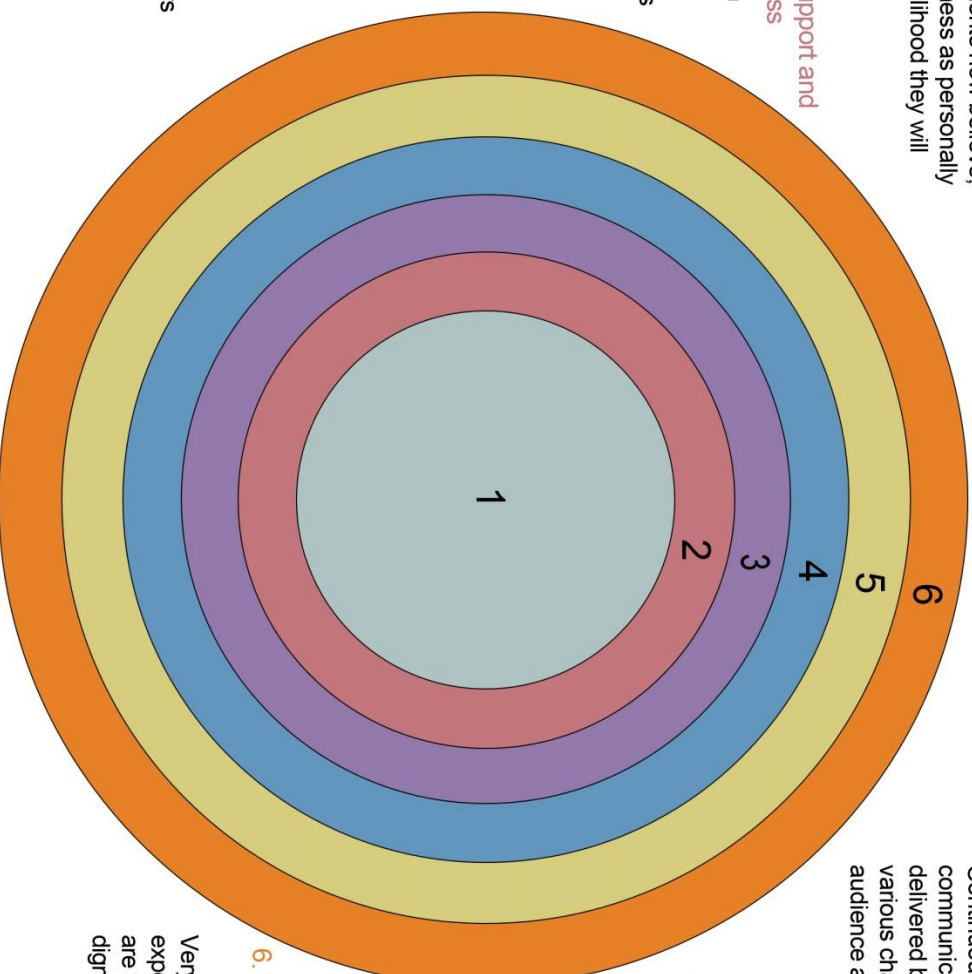
Messages align with what residents now believe, helping them to see homelessness as personally relevant and increasing the likelihood they will broaden their understanding.

2. Varied Approaches to Support and Address Homelessness

Messages are heard and taken to heart when delivered by individuals and organizations with diverse views, experiences and approaches that all have a shared goal of ending homelessness.

3. Strategic Partnerships

Engaging new and different partners broadens awareness that homelessness can happen to anyone in *any* community, and provides knowledge and solutions from a wide range of sectors from homeless providers to housing, education, health care, business and more.



4. More Residents Gain a Broader Understanding of Homelessness

Continuously, visually compelling communications conveying shared messages delivered by credible messengers through various channels to new networks grows the audience and broadens understanding.

5. Residents Take Actions that Make a Meaningful Difference in Addressing Homelessness

Help residents believe they have an important role to play in making a meaningful difference in addressing homelessness, provide them with a range of actions they can take and show them the impact of their actions.

6. Significant Reduction of People Experiencing Homelessness

Very few individuals in Metro Denver experience homelessness, even fewer are chronically homeless, and all live with dignity and hope.

PUBLIC WILL BUILDING CAMPAIGN FRAMEWORK

VIEWS & VALUES	PREDOMINANT SOCIAL VIEW →		EXISTING VALUES / CLOSE TO HOME FOCUS →		TARGETED SOCIAL VIEW
	<ul style="list-style-type: none">• Believe homeless are mostly men, Vets• Caused by bad choices, laziness• It's up to the homeless themselves/families, government and charities to fix; little/no role for other residents	<ul style="list-style-type: none">• Shock, sadness that so many children and families are affected by homelessness• Worrisome that systemic failures, hardship are leading causes• Need to know what to do and how individual actions will make a meaningful difference	<ul style="list-style-type: none">• Believe we all need a safe place to call home• Understand causes and view those affected as valuable residents• Take actions, support policy & systems changes to address root causes		
PWB PHASES	FRAME THE ISSUE →	BUILD AWARENESS →	INCREASE UNDERSTANDING →	CREATE CONVICTION →	GROW COMMITMENT
	<ul style="list-style-type: none">• Data, resident informed• Define/identify issues, audiences, and needs based on current views, values	<ul style="list-style-type: none">• Communicate, educate, advocate• Build interest by connecting issue to existing values of priority audiences	<ul style="list-style-type: none">• Provide information on how change can occur• Connect awareness communications to personal actions and community/policy actions that can be taken	<ul style="list-style-type: none">• Consistently communicate the difference actions taken are making• Continuously encourage additional actions and larger supports	<ul style="list-style-type: none">• Learn and improve efforts to move <u>target</u> audiences and expand reach• Continue to reinforce engaged individuals, actions and impact
TARGET AUDIENCES	MOVEABLE MIDDLE – Latinos, middle-income residents, urbanites, and Democratic men 32% of Metro Denver residents express “soft” concern about homelessness and support for policy solutions, yet their views are somewhat tentative. THIS is the group we want to focus a majority of our efforts on to move them into the strong Supporter category. SUPPORTERS – African Americans, women, and younger residents 24% of Metro Denver residents’ express feelings of concern about and personal responsibility for homelessness, and are more likely to support public policy solutions and take individual actions. We want to work to maintain their support and engage them in championing change.				
INTERDEPENDENT STRATEGIC APPROACH	STRATEGIC PARTNERSHIPS		STRATEGIC MESSAGES & MESSENGERS		CONTINUUM OF ACTION
	<ul style="list-style-type: none">> Individuals with personal experience of homelessness, together with a wide array of diverse organizations with expertise in homeless causes, prevention and solutions share a common long-term vision and work together to champion change> Partners engage additional partners to target and expand reach		<ul style="list-style-type: none">> Amplify efforts through frequent, effective use of shared messages by grassroots partners and mass media> Maintain focus on stories, speakers, visuals that align with values and reach target audiences> Identify, promote and support messengers with personal experience of homelessness		<ul style="list-style-type: none">> Campaign/partners continuously identify personal and policy solutions/actions> Communications convey messages to increase understanding together with a clear call-to-action> Calls-to-action move audiences along the PWB spectrum to create greater commitment to the issue



PUBLIC OPINION POLLING AND FOCUS GROUPS FINDINGS

The CLOSE TO HOME campaign was informed by a broad spectrum of community input, learnings from public awareness campaigns in other cities, and by a public opinion poll and a series of focus groups of Metro Denver residents. The poll was conducted in January 2015 by the bipartisan research team of Fairbank, Maslin, Maullin, Metz & Associates and Public Opinion Strategies. All data were statistically weighted to reflect the Metro Denver residents.

Metro Denver poll results are available online: <http://bit.ly/2dYwE1E>. [Click here](#), and scroll down to below “Personal Actions” to access findings for each of the seven metro counties.

KEY FINDINGS

Recognition of the Problem

- More than half of those polled say homelessness is a problem in Metro Denver – though a majority believe people largely experience homelessness in Denver, not in the community where they live.
- Most believe it is nearly impossible or very difficult for people who are homeless to find a home.

Personal Connection

- More than 1-in-10 of those polled have personally experienced homelessness.
- 44% have friends or family members who have experienced homelessness.

Who is Homeless

- Most residents have a narrow view of homelessness. Even as families with children make up about half of Metro Denver’s homeless population, only 19% of those polled believed there to be higher rates of homeless families.

Why People Become Homeless

- Not many of those polled appreciated how unanticipated changes in family circumstances (caused by such things as domestic violence, unemployment, illness, divorce, domestic violence, death of a family member) contribute to homelessness.

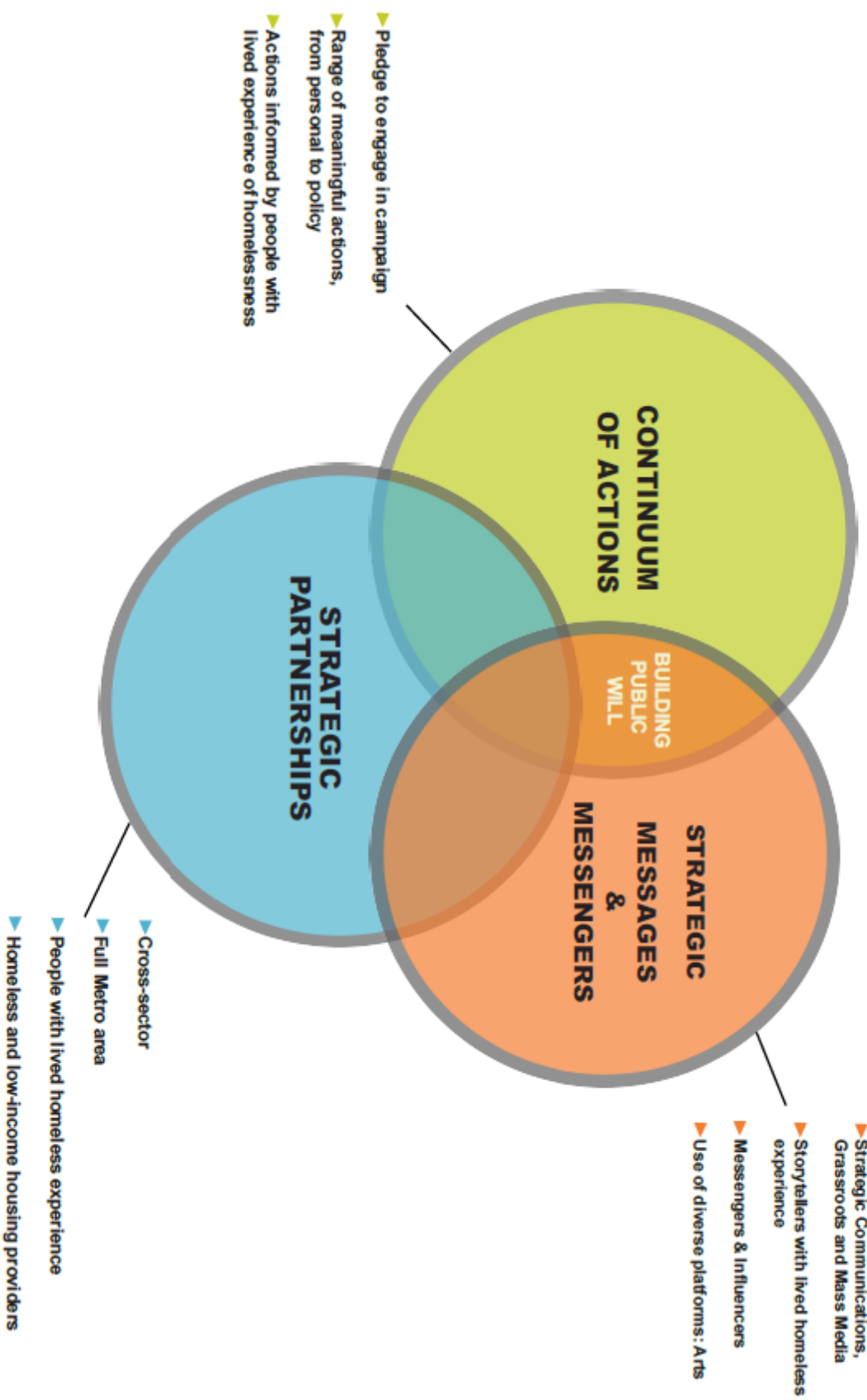
Belief in Solutions

- A majority believes the problem of homelessness in Metro Denver can be improved.
- Sizable majorities support increased taxes or fees to provide support services (e.g., mental health, substance abuse) and to develop more housing that is affordable to low-income people (types and amounts of taxes and fees were not specified in the poll).

Personal Actions

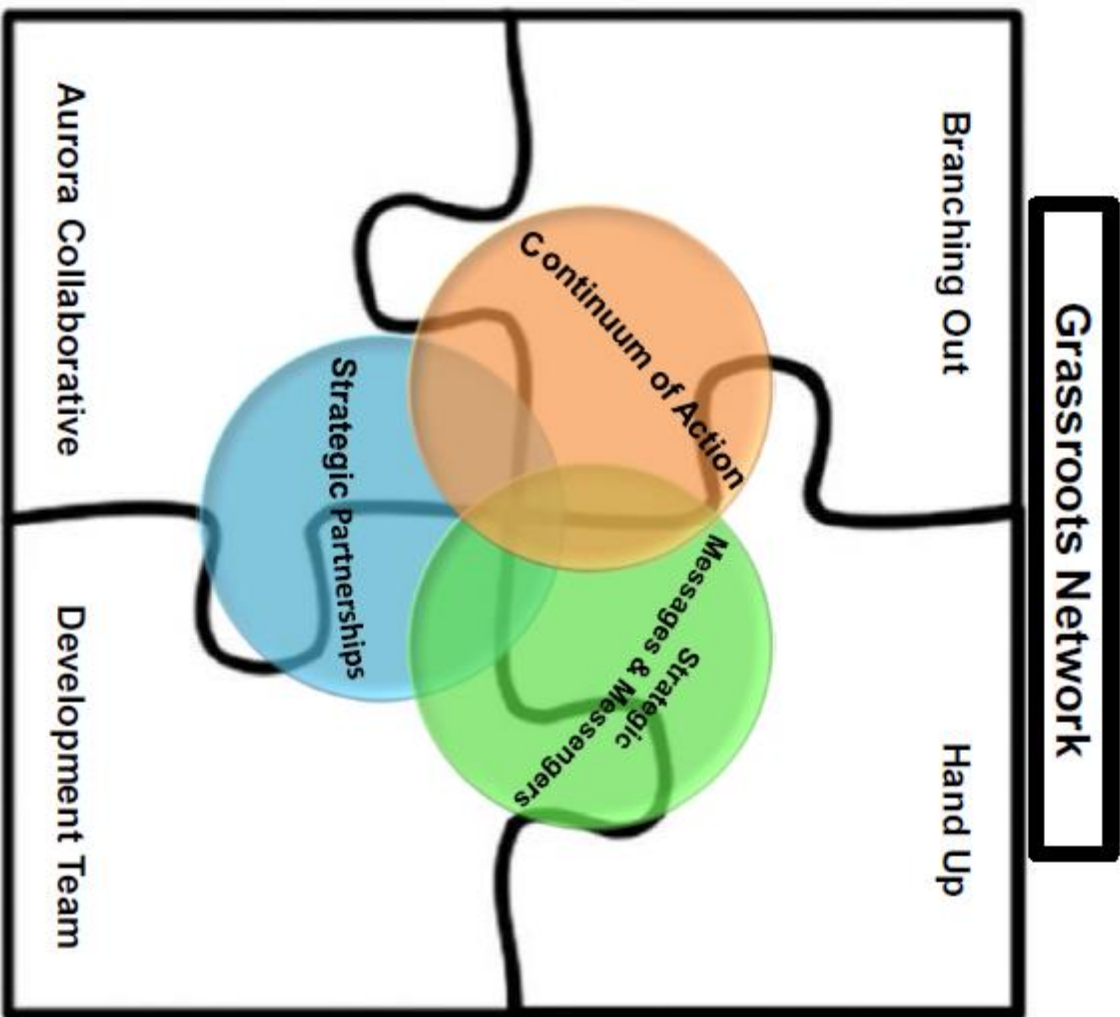
- Few residents believe they have a role to play in addressing homelessness, though there is a high willingness to take personal actions (e.g., giving money, volunteering time).

INTERDEPENDENT STRATEGIC APPROACH TO PUBLIC WILL BUILDING



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Section 2: Strategic Partnerships



PARTNERS & AFFILIATES

CLOSE TO HOME is a campaign to raise awareness, increase understanding, and move Coloradans to speak up and take actions that make a meaningful difference in addressing homelessness.

To make this happen, we actively seek – and welcome – stakeholders from diverse sectors to join us!

Campaign “Partners” may invite other stakeholders to learn more about CLOSE TO HOME and engage as “Affiliates.”

Partners:

- The Denver Foundation, which developed and supports the campaign
- A mix of organizations, agencies, community members and individuals with personal experience of homelessness who guided the development of the campaign and continue to participate, and
- Collaboratives that include individuals with personal experience of homelessness and a mix of sectors, supported by The Denver Foundation to actively implement the campaign

Affiliates:

- Individuals, organizations and agencies that represent personal experience, root causes, supports or solutions to homelessness, who are interested in, aligned with and/or supportive of the goals of CLOSE TO HOME.

Supports and requirements of Partners and Affiliates include:

AFFILIATES	PARTNERS	
SUPPORTS		
✓	✓	Access proprietary data, knowledge and professional materials
✓	✓	Invitation to participate in periodic trainings and information sharing sessions
✓	✓	Receive news and information about campaign learnings, progress and opportunities
✓	✓	Access to peer-support events and networking opportunities
✓	✓	Promote your organization's opportunities for action that align with the campaign
	✓	Receive grant support to implement, expand and meet Requirements of campaign
REQUIREMENTS		
✓	✓	Participate in foundational training to understand core elements of the campaign
✓	✓	Use CLOSE TO HOME messages in communications
✓	✓	Share news, stories and other information that supports the campaign
	✓	Communicate, educate and advocate CLOSE TO HOME messages and approaches through all available communications channels
	✓	Actively engage organizations and networks in the campaign
	✓	Actively work to broaden understanding of homelessness
	✓	Actively work to identify personal and policy actions citizens/target audiences can take or support to make a meaningful difference in addressing homelessness
	✓	Actively work to link core messages to actions (other than fundraising)
	✓	Actively work to communicate core messages to key audiences (beyond supporters)
	✓	Identify and engage individuals with personal experience of homeless in the

		Storytellers Network and campaign
	✓	Identify and engage strategic partners from diverse sectors and geographic regions
	✓	Take part in trainings to grow individual and organizational capacity to effect change
	✓	Participate in evaluation and strategic learning to improve the effectiveness of the campaign
	✓	Actively capture and report data to inform the long-term evaluation of the campaign



Section 3: Strategic Messages & Messengers



KEY AUDIENCES

Through public opinion polling and focus groups, specific audiences have been identified that are crucial to building the public's will to make a meaningful difference in addressing homelessness.

Top Priority: Moveable Middle

- Latinos
- Middle-income residents (\$40,000-\$75,000)
- Urbanites (particularly in Denver and Boulder)
- Democratic men

The “moveable middle” makes up about 1/3 of metro area residents. They are softly supportive, rather than enthusiastic, as their views tend to be more tentative and motivation is generally a challenge.

To increase the number of residents who understand homelessness and actively support change, it is important to be disciplined in directing as many of your communications as possible to residents who fit within the moveable middle mix.

Secondary Priority: Supporters

- African Americans
- Women, including single women and moms
- Younger residents, especially those in their 20s and 40s

Supporter audiences are most likely to express feelings of concern about and personal responsibility for homelessness, and are more likely to support public policy solutions and take individual action to address homelessness.

The public opinion poll indicated that the audiences *least likely* to be engaged on the issue of homelessness, and therefore not the initial focus of campaign messaging, include Republicans, men (other than Democrats), seniors, and suburban residents, particularly in Douglas, Jefferson and Broomfield counties. This does not imply that we won't connect with or persuade individuals in these categories, it simply means that the ways in which we frame our messaging are likely to more immediately connect with and move to action individuals in the Moveable Middle and Supporter audiences.

ABOUT THE CORE MESSAGES

Effective messages align with what our key audiences *now* believe. This connection allows us to build a bridge from their existing beliefs to our ideas, and helps the audiences to see the issue of homelessness as being personally relevant. Not surprisingly, people care more about an issue when it is presented in ways that align with their values and worldview.

Public will is built when a growing number of people consistently and effectively use the same or very similar messages, repeating them over and over, through various channels using credible messengers. These messages build on one another, and can help people to see that their individual actions make a meaningful difference in addressing homelessness.

The core message framework employs four main messages, with each component serving a distinct function, and the statements work together to connect with and motivate key audiences. The four main points of the core messaging focus on the following:

1. **Value:** Connect with key audiences' values (what matters to them), establishing common ground.

Our research shows these top-tier values on homelessness:

- Concern that significant numbers of women, children, and families experience homelessness
- A recognition that homelessness could happen to me or others who I love and care about
- The importance of putting ourselves in the shoes of others and showing compassion

2. **Barrier:** Move past misperceptions and overcome existing barriers to the action we want key audiences to take.

Our research shows these barriers to understanding homelessness:

- Misperceptions about who is homeless and why (stereotyping and stigma)
- Believe it is up to government, charitable organizations, and/or people who are homeless and their families and friends to address homelessness; don't see a personal role
- Don't know what actions to take, or which solutions might have an impact
- Don't believe that individual actions will make a difference

3. **Ask:** This message asks key audiences to take one or more specific, doable actions.

Our research shows key audiences are supportive of these potential solutions:

- Support for Policy Change: 1) Increasing the availability of affordable housing; 2) Providing more support services for mental health and addiction; and 3) Increasing jobs, workforce training and wages
- Personalized/Individual Actions: Give food, clothing or money to help people experiencing homelessness

4. **Benefit:** Explain the benefit of doing what we ask, connecting that benefit back to what matters to the key audiences (values).

MESSENGERS

The most powerful and persuasive messengers to deliver the CLOSE TO HOME messages are: 1) people who experienced homelessness and are now housed and on a better path, and 2) leaders of local charitable organizations that work with people experiencing homelessness.

CLOSE TO HOME CORE MESSAGE FRAMEWORK

Use one or more of these messages in your communications. Tailor them to your audience and bolster them with additional supporting points – carefully chosen facts or statistics, compelling stories or examples, or other information that strengthens the message.

1. We all need a safe place to call home.

Support Statement:

- A stable home increases our ability to be healthy, stay focused in school, and do well at work.

2. Losing a home can happen to anyone. Job loss, high housing costs, family break-ups, and illnesses are among the most common causes of homelessness.

Support Statements:

- Did you know that more than half of the people experiencing homelessness in our community are families and children?
- Kids in our neighborhood schools, workers in local businesses, and even family members and friends are spending their nights couch surfing, sleeping in cars, or out in the elements.
- Nearly half of Metro Denver residents have a family member or friend who has experienced homelessness.

3. Learn more, speak up and take actions that make a meaningful difference in addressing homelessness.

Support Statements:

- Learn more about who is affected by homelessness, why, and potential solutions.
- Speaking up about homelessness and taking even small actions can make a difference. While most metro area residents say they believe we can improve or even solve homelessness, few voice this belief.
- Seemingly small actions add up – sign the CLOSE TO HOME Pledge, post on Facebook or Twitter, volunteer, or donate.

4. By speaking up and showing compassion, we can become a community where everyone has a safe place to call home.

Support Statements:

- Together, we can help today and drive policy changes that makes homelessness history in Colorado.
- You can make a difference!

Message Box Decision Rules for Close To Home Campaign		Credit is given if...	Credit not given if...
<p>We all need a safe place to call home.</p> <p><i>Support Statements:</i></p> <ul style="list-style-type: none">○ A stable home increases our ability to be healthy, stay focused in school, and do well at work.	A statement indicates that stable housing is a basic human need or provides the ability for individuals and/or families to thrive.	Having a safe, stable or regular home is stated as a "right" or something that is "deserved" or "owed" to people.	
<p>Losing a home can happen to anyone. Job loss, high housing costs, family break-ups, and illnesses are among the most common causes of homelessness.</p> <p><i>Support Statements:</i></p> <ul style="list-style-type: none">○ Did you know that more than half of the people experiencing homelessness in our community are families and children?○ Kids in our neighborhood schools, workers in local businesses, and even family members and friends are spending their night's couch surfing, sleeping in cars, or out in the elements.○ Nearly half of Metro Denver residents have a family member or friend who has experienced homelessness.	A statement reinforces that homelessness can: <ul style="list-style-type: none">○ Be a circumstance anyone finds themselves in;○ Reduces blame or makes the cause for homelessness widely relatable;○ Provides an authentic and personal face of people experiencing homelessness; and/or○ Emphasizes or addresses root causes	Any of the statements: <ul style="list-style-type: none">○ Reinforce stereotypes○ Make it seem that most people choose or deserve to be homeless○ Take a negative approach (i.e. "Losing a home doesn't just happen to drug users")	
<p>Learn more, speak up and take actions that make a meaningful difference in addressing homelessness.</p> <p><i>Support Statements:</i></p> <ul style="list-style-type: none">○ Learn more about who is affected by homelessness, why, and potential solutions.○ Speak up when you hear people say things about homelessness that are unkind, untrue, or simply not helpful to bringing about change.○ Talking about homelessness and taking even small actions can make a difference. While most Metro Denver residents say they believe we can improve or even solve homelessness, few voice this belief.○ Seemingly small actions add up – sign the CLOSE TO HOME Pledge, post on Facebook or Twitter, volunteer, or donate.	A statement offers a clear action that can be taken by the audience related to increasing awareness, changing perceptions of homelessness, or personally take action to address the needs of people experiencing homelessness.	A statement is action oriented but not tied to the CTH campaign framing and goals (i.e. "Post your thoughts about homelessness on Facebook today!")	
<p>By speaking up and showing compassion, we can become a community where everyone has a safe place to call home.</p> <p><i>Support Statements:</i></p> <ul style="list-style-type: none">○ Together, we can help today and drive policy changes that makes homelessness history in Colorado.○ You can make a difference!	A statement identifies that individual actions are needed.	A statement fails to reference that change is possible through taking action or that it is only on others (i.e., government, charities, churches, etc.) to address homelessness	

MESSAGES: Use one or more of these messages in your communications. Tailor them to your audience and bolster them with additional supporting points – carefully chosen facts or statistics, compelling stories or examples, or other information that strengthens the message.	SECTORS / ISSUES: Use these messages when you communicate about the wide array of areas that contribute to or are impacted by homelessness, not just when you are communicating specifically about homelessness.
<ol style="list-style-type: none"> 1. We all need a safe place to call home. 2. Losing a home can happen to anyone. Job loss, high housing costs, family break-ups, and illnesses are among the most common causes of homelessness. 3. Learn more, speak up and take actions that make a meaningful difference in addressing homelessness. 4. By speaking up and showing compassion, we can become a community where everyone has a safe place to call home. 	<ul style="list-style-type: none"> <input type="checkbox"/> Business / Economy / Jobs / Living Wage <input type="checkbox"/> Childcare <input type="checkbox"/> Criminalizing homelessness <input type="checkbox"/> Domestic violence <input type="checkbox"/> Education (at all levels) <input type="checkbox"/> Faith / Religion <input type="checkbox"/> Government <input type="checkbox"/> Health / Health Care / Behavioral Health <input type="checkbox"/> Housing / Rentals / Landlords <input type="checkbox"/> Immigrants <input type="checkbox"/> Law enforcement <input type="checkbox"/> Neighborhoods/communities <input type="checkbox"/> Poverty <input type="checkbox"/> Substance Abuse <input type="checkbox"/> Transportation

COMMUNICATION CHANNELS	AUDIENCES & MESSENGERS
<ul style="list-style-type: none"> ○ Advertising ○ Blogs ○ Co-branding ○ Email updates ○ Events ○ Materials (reports, flyers, brochures, etc.) ○ Earned media / news coverage ○ Newsletters ○ Personal communications / conversations ○ Presentations ○ Social media (Facebook, Twitter, Instagram, YouTube, etc.) ○ Video ○ Websites 	<p>Persuadables / Movable Middle Audiences</p> <ul style="list-style-type: none"> ○ Democratic men ○ Latinos ○ Middle-income residents, \$40,000-\$75,000 ○ Urbanites, particularly in Denver and Boulder <p>Supporter Audiences</p> <ul style="list-style-type: none"> ○ African Americans ○ Women, including single women and moms ○ Younger residents, especially those in their 20s and 40s <p>Best Messengers</p> <ul style="list-style-type: none"> ○ People who are working to improve homelessness ○ People who have experienced homelessness ○ Family, friends, employers of people who have experienced homelessness ○ Leaders of local charitable organizations that work with people experiencing homelessness



Stories of Homelessness

A key component of the CLOSE TO HOME campaign is storytelling. Stories take us on a journey, help us understand others' challenges and consider what we would do in similar circumstances, and they move us to think about how we can make a meaningful difference in addressing homelessness.

Here are the types of stories we are interested in capturing and sharing:

- ▶ **People:** To move beyond known, narrow views of homelessness, we want to share stories of individuals who are currently or have previously been homeless, particularly those we don't typically see or think of as being homeless: families, children, youth, seniors and women.
- ▶ **Circumstances:** We want to feature stories that shine a spotlight on the reality that losing a home can happen to anyone, particularly as a result of high housing costs, job loss, low wages, family break-ups, domestic violence and illnesses.
- ▶ **Places:** To help dispel the notion that homelessness mainly exists in Denver, we want to capture stories of people from across Metro Denver, particularly in suburban areas.
- ▶ **Solutions:** We also want to convey hope and move people to take action. Our stories should make clear links between actions that were taken – or changes that can be made – that can make a meaningful difference to one family, a neighborhood or our region as a whole. '
- ▶ **Impact.** Many residents are skeptical that any one action they take will make a difference. To dispel this notion, it is important to communicate frequently about how the actions of residents are making a difference, from improving life for one individual or family experiencing homelessness, to rallying for larger changes.

What is homelessness?

When seeking stories, keep in mind the CLOSE TO HOME definition of homelessness: Homelessness is when a family or person does not have a stable, safe place to live. This means they may spend nights in shelters, transitional housing, limited-stay hotels or motels, in a car, "couch surfing," or on the streets.

Why these types of stories?

Through public opinion polling, focus groups and community discussions, we learned that the image many Metro Denver residents have of homelessness is that of people who are "not like me" – even as 43% said they have a family member or friend who had been homeless! People were shocked to hear the number of women and families with children that comprise the region's homeless population, and it clearly affects their understanding of the problem, its causes, and willingness to help. Thinking about why families and children would become homeless begins to disrupt some of ingrained views on causes of homelessness.

By sharing stories of people "like me" who have faced homelessness, increasing numbers of Metro Denver residents will see that each story is not an anomaly, but the reality of homelessness in their

neighborhood and community. They will come to recognize that if it can happen to people like me and mine – through social conditions and not individual fault – *then* we need policy and systems change. As this recognition increases, stereotypical views will diminish, and people will be more willing to stand up for change.

How do we elicit the most compelling stories?

1. Identify someone who fits one or more of the criteria noted above.
2. Be sure they are comfortable in sharing their story publicly. We want people who are willing to share their real name (and potentially be willing to speak with reporters) and sign the **CLOSE TO HOME** release.
3. Determine the best way to share their story – video, audio, photos, quotes, or an artfully written story (300-500 words). CLOSE TO HOME can help!
4. Ask questions – and follow-up questions – that paint a clear, compelling story of the journey the person experienced, including:
 - Has there ever been a time when you feared you might lose your home, or were homeless?
 - Can you talk about the circumstances that led to your situation, and what that experience was like for you (and your family)?
 - If currently homeless, ask what actions they believe might help them to find a safe place to call home.
 - If now housed, ask what helped them to move out of homelessness? Ask about small kindnesses and actions provided by individuals that made a difference, as well as programs and bigger supports.
 - What kinds of sacrifices do you make to ensure you can stay housed?
 - What do you think others can do to make a meaningful difference in addressing homelessness? Prompt for small-to-larger solutions.
 - What are your hopes and plans for the future?
 - What do you think your city or Colorado needs to do improve the ability for all people to have a safe place to call home?
5. As appropriate, ask the person being interviewed whether they might also be interested in sharing their story in public forums, telling them more about the CLOSE TO HOME Speakers' Bureau.

Who are we telling our stories to?

We want to share our stories across Metro Denver and Colorado, with an emphasis on connecting with residents identified as being in the “moveable middle,” those who might be persuaded to help advance solutions to homelessness (Latinos, middle-income residents, urbanites, and Democratic men), and residents who are already supportive of efforts to address homelessness (African Americans, women, and younger residents).



IDENTIFYING STORYTELLERS

E-Mail Template

This template provides starter language for you to email to your contacts, asking for their help in identifying stories to share through CLOSE TO HOME. Please add to/edit this content to fit the specific circumstances of each person you reach out to.

Hi _____,

I'm reaching out to you about the [CLOSE TO HOME](#) campaign, which I am a member of.

You may know this campaign is working to raise awareness, increase understanding, and encourage more people in Colorado to speak up and take actions that make a meaningful difference in addressing homelessness.

A key part of our work is storytelling, and I'm hoping you can help us with this. Do you know of individuals or families that experienced homelessness (in the past or currently) who might be willing to share their experiences? We are particularly interested in families with children, youth, seniors and women whose stories can help to move our audiences beyond known, narrow views of homelessness.

We will share stories in different formats (print, photos, video) through the CLOSE TO HOME website and social media. We may also want to share some stories with reporters/media outlets for a broader reach. In all instances, we will work with each individual to make sure she or he is clear about how we would like to share their story, and comfortable with what we have in mind.

You can also:

- *Suggest a follow-up phone call in which you can provide more detail*
- *Send links to CTH stories on the website to provide an example of stories we have developed and shared*



STORYTELLERS NETWORK Invitation

STORIES ARE POWERFUL. They take us on a journey, help us understand others' challenges, consider what we would do in similar circumstances, and move us to think about how we can make a difference.

CLOSE TO HOME is a campaign to raise awareness, increase understanding, and encourage Coloradans to speak up and take actions that make a meaningful difference in addressing homelessness.

SHARE YOUR STORIES. Whether you prefer to record your story, write it down, or speak to a live audience, if you have personally experienced homelessness, we invite you to join the **CLOSE TO HOME** Storytellers Network.

SPEAKING UP "opens doors to new opportunities and provides healing and empowerment."
-Marsha Brown

Marsha Brown's life was going great until one fateful night when she received a phone call with news that her teenage son had been hit by a drunk driver and was severely injured.

Marsha is passionate about sharing the story of how this unexpected event ultimately led her family to experience homelessness.



"My upbringing led me to believe I just needed to keep plugging along and keep my mouth shut and everything would eventually work out. Now I think differently. Speaking up, naming the challenges, expressing our needs, and talking about homelessness is so important. I realize it can be difficult to share personal stories, but my experience has been that it opens doors to new opportunities and provides healing and empowerment. I'm convinced we need to stand on the highest mountain and get our stories about homelessness out!"

OUR GOAL is to increase understanding that losing a home can happen to anyone. Job loss, high housing costs, family break-ups, domestic violence, and illnesses are among the most common causes of homelessness. Sharing personal stories helps move people away from thinking of homelessness as an abstract problem that affects "someone else" to understanding these circumstances happen to "us and ours" in the towns and cities we live in. Ultimately, a shift in understanding will lead to better informed, more compassionate public discourse, paving the road to change public policies and sustain solutions.

SPEAKER SUPPORTS. All members of the **CLOSE TO HOME** Storytellers Network are provided with:

- **Trainings:** Group trainings help speakers feel comfortable and ready to share their story. Professional speakers share tips and techniques on how to deliver effective presentations. Members of the **CLOSE TO HOME** network provide information to help speakers confidently link their personal experience to the goals of the campaign.
- **Bookings:** The **CLOSE TO HOME** network actively looks for speaking opportunities in educational, community, faith, and business forums, and in media interviews. Each opportunity is offered to speakers whose profile best matches the forum, and speakers can choose whether or not to accept each opportunity.
- **Supports:** Members of the campaign team are also available to provide support to you in other ways, such as helping you to prepare for a presentation, providing materials or visual supports, providing transportation to the engagement, and debriefing with you after your presentation. *Each accepted applicant is eligible to receive a stipend of when he or she participates in a **CLOSE TO HOME** Speakers Bureau training. Members of the **CLOSE TO HOME** Storytellers Network are eligible to receive a stipend of for each presentation made on behalf of the campaign.*
- **Respect:** The **CLOSE TO HOME** team respects the differing situations and comfort levels of our speakers in sharing personal stories. Some speakers may only want to speak personally to a group. Others will want to – and be able to – share their stories more broadly, such as on the campaign website, through our social media, or even through news outlets. We will support your wishes as to how you want to share your story. However, please keep in mind that many audience members have cell phones and other means to record and share your story on their own.
- **Safety:** If you are a survivor of violence, you may have concerns about current or future safety risks of sharing your story. Campaign members can connect you with an advocate with whom you can explore your concerns and also to provide support in processing the range of feelings that might arise for you in sharing your story.

PLEASE NOTE:

- **Non-Partisan:** **CLOSE TO HOME** is a nonpartisan campaign committed to the shared belief that everyone needs a safe place to call home. By changing the conversation about individuals and families experiencing homelessness and supporting solutions that address the root causes of homelessness, we can break through the divisive arguments that have come to dominate our political discourse. All speakers are asked to provide information in a non-partisan manner, encouraging audiences to thoughtfully consider how challenges and potential solutions may affect housing and homelessness.
- **Release:** All **CLOSE TO HOME** speakers are required to sign a release indicating their agreement to share their personal story on behalf of the campaign. This form is attached to the participant interest packet.

Thank you for your interest in **CLOSE TO HOME**! If this opportunity is a fit for you, we encourage you to fill out this brief participant interest form and plan to join us for a training session, which we will discuss with you after reviewing the participant interest form and potentially join our Storytellers Network. Please also visit www.close-to-home.co.org to learn more.



CLOSE TO HOME
MAKE HOMELESSNESS HISTORY IN COLORADO

STORYTELLERS NETWORK 'I'm Interested'

THANK YOU for your interest in sharing the story of your personal experience with homelessness. We believe stories will help to increase understanding and move more people to support efforts to make a meaningful difference in addressing homelessness.

If you need emotional support when filling out this form or after completing it, please consider calling 24-hour Metro Crisis Services at 1.844.493.8255. If you have questions about filling out this form you can contact Stevi Gray at 303.962.3321

Your Name: _____

Date of Birth: *(Applicants must be 18 years of age or older.)* _____ / _____ / _____

How may we contact you? (please check all that apply and are safe)

- ☐ Cell phone or other phone: _____
- ☐ Email: _____
- ☐ Other: _____

Homelessness is when a family or person does not have a stable, safe place to live. This means they may spend nights in shelters, transitional housing, limited-stay hotels or motels, in a car, "couch surfing," or on the streets.

Briefly describe your experience with the loss of a safe place to call home:

What interests you about joining the **CLOSE TO HOME** Storytellers Network?

Have you shared your personal story of homelessness with others? If yes, please give an example of where or how you have shared your story.

Do you have any questions or concerns about sharing your story or public speaking? If yes, please take this space to share them:

How can **CLOSE TO HOME** best support you in helping you to prepare for and make presentations about your personal experience related to homelessness? *(For example: One-on-one preparation/support, listening sessions, professional speaker training, group training session, etc)*

Are there audiences you are most interested in speaking to? If yes, please tell us who you would like to talk – and who you don't want to talk to – and why.

Are you willing and able to make presentations in communities across Metro Denver? If not, please let us know which specific communities you are able to reach:

Will you need support in getting to or at speaking events? (for example: a translator, ADA accessibility, etc.)

What days and time are you typically available to make presentations? Please check all that WORK BEST for you.

- ☐ Monday
- ☐ Tuesday
- ☐ Wednesday
- ☐ Thursday
- ☐ Friday
- ☐ Saturday
- ☐ Sunday
- ☐ Early morning, before 8:00 a.m.
- ☐ Mornings, before Noon
- ☐ Lunchtime
- ☐ Afternoons
- ☐ Evenings, after 5:00 p.m.
- ☐ Anytime
- ☐ Other: _____

What other questions do you have, or what else would you like for us to know about you?

NEXT STEPS. Please return the completed form to:

Colorado Coalition Against Domestic Violence OR
Attn: Stevi Gray
PO Box 40328
Denver, CO 80204

Email: sgray@ccadv.org
Fax: 303-832-7067

We will review your participant interest form and contact you to discuss next steps and upcoming training opportunities. If you have questions, please feel free to contact Stevi Gray at sgray@ccadv.org or 303-962-3321.



Section 4: Continuum of Action

Through polling, focus groups, community and campaign conversations, a wide variety of ideas have been offered as to actions people might take to increase awareness and understanding, and to make a meaningful difference in addressing homelessness.

Different people are able and willing to take differing types of actions at different times. For example, someone who is just beginning to gain an understanding about causes and impacts of homelessness may only be willing to share a Facebook post. Another person with a stronger understanding may be willing to share the Facebook post and take the CLOSE TO HOME pledge. Someone moving past the moveable middle toward becoming a supporter may be willing to attend a neighborhood meeting and even speak up in a supportive way.

More important than identifying the “perfect” action or set of actions is making it a priority to help residents believe they have an important role to play in making a meaningful difference in addressing homelessness, disabusing them of the notion that it is up to “someone else” to take care of it. It’s also useful to help key audiences understand that they can (and should) take more than one action; a lot of people think that when they’ve taken one action they can “check this off” their list. Instead, we want to help move people toward a continuing set of new, different, and timely actions. A critical aspect of this is communicating about and holding up examples of impacts made when fellow residents took action.

Think through, and discuss with others in your group, actions that fit with your audiences and timely opportunities. In addition to the “Take Action” section of the CLOSE TO HOME website, here are a few additional suggestions to consider. Keep in mind that most of these suggestions are fairly general and it’s most effective when you tailor these to specific opportunities that are likely to appeal to key audiences and your community.

Advocacy/Policy

- Host or attend an advocacy day
- Bring up concerns and ways to support solutions that address homelessness in community meetings, including those focused on other issues, such as transportation
- Reach out to your representatives to tell them you care about addressing homeless and will support them in taking action

Affordable Housing

- Urge elected officials to do more to address the shortage of affordable housing. Tell them you support:

- Housing that is available for low-income people to be built in or near your neighborhood
- Increased fees or taxes to develop more affordable housing
- Changes to zoning regulations that make it legal to house people experiencing homelessness in more places
- Encourage landlords to set aside a portion of their housing units to provide homes for people experiencing homelessness – participate in the Landlord Opening Doors campaign or accept federal vouchers to fully cover rents
- Encourage businesses and government to identify buildings and land that can be used for affordable housing

Donate & Volunteer

- Give clothing, food or money to an individual or family experiencing homelessness
- Donate money to a charitable organization that provides supports for people experiencing homelessness
- Encourage local churches, schools and businesses to donate their time and resources to help people experiencing homelessness
- Have your staff volunteer together for a day of service to provide support to families and individuals experiencing homelessness. Talk together afterwards to share what you learned.

Jobs

- Increase the minimum wage in Metro Denver
- Increase the minimum wage for workers in your company
- Volunteer to provide job training services for people experiencing homelessness
- Hire someone who is experiencing homelessness

Personal Actions

- Stop to talk with people who are experiencing homelessness
- Volunteer to:
 - Work with a neighborhood school to “adopt a family,” providing daily backpacks with food and basics
 - Feed people in your community who are experiencing homelessness
 - Help build affordable housing
 - Help out in a shelter for people experiencing homelessness
- Invite people who have experienced homelessness to talk to others in your community
- Have house parties to talk with friends and neighbors about this issue
- Organize/participate in fundraising drives for local service agencies

Public Facilities

- Provide more safe havens for abused women/spouses
- Provide more public restrooms, showers and laundry facilities in urban centers
- Provide more places for people to sleep and leave their stuff so they don’t have to carry everything with them all day

Social Media / Media

- Join the conversation through social media, using #closetohomeco and #makehomelessnesshistory
- Send letters to the editor of your local or favorite newspaper to help dispel misperceptions about homelessness



CLOSE TO HOME PLEDGE CARD



CLOSE TO HOME is a campaign to increase understanding and move Coloradans to speak up and take action to help make homelessness history.

TAKE THE PLEDGE to say you believe we can become a community where everyone has a safe place to call home.

- Go to www.closetohomeco.org, Take Action, Pledge, or
- Scan the QR code on your cell phone, or
- Fill out this card & return it to a CLOSE TO HOME partner

Name: _____ Zip Code: _____

Email: _____

WWW.CLOSETOHOMECO.ORG





Section 5: Frequently Asked Questions



Frequently Asked Questions

These are questions we have been asked about CLOSE TO HOME. Please let us know if you need more clarity or if you have additional questions. Contact us at Info@closetohomeco.org.

Thank you for your commitment to help make homelessness history.

QUESTIONS

► Campaign Focus & Approach:

- Why is CLOSE TO HOME focused on selected aspects of homelessness?
- Why does CLOSE TO HOME require that people who have personally experienced homelessness be an integral part of each aspect of the campaign?
- Why does CLOSE TO HOME emphasize the importance of people and organizations from differing sectors working together?

► Messaging:

- A core part of the campaign is to repeat the shared messages over and over. What is the value of that approach?
- The core messages seem pretty general. How can I tailor them to fit my needs?
- How do I know if I'm delivering the messages effectively?
- Do I need to reference CLOSE TO HOME each time I use the campaign messaging?

► Target Audiences:

- How do I find the "moveable middle" and focus my communications on them?

► Actions:

- How do I identify the "right" actions to recommend?

CAMPAIGN FOCUS & APPROACH

Q: Why is CLOSE TO HOME focused on selected aspects of homelessness?

Answer: The *goal* of the campaign is to benefit everyone who is experiencing homelessness. Our *approach* is to increase understanding and grow support by sharing information that key audiences can relate to based on their existing understandings and values.

Through our research, we identified residents who have mixed, somewhat tentative views about homelessness – they are neither strongly positive or negative about causes of homelessness or differing solutions. Connecting with this "moveable middle" (e.g., Latinos, middle-income residents, urbanites, Democratic men), which make up about 1/3 of metro area residents, is critical to growing the pool of citizens willing to take personal

actions, and encourage and support political leaders in making larger policy changes to alleviate the underlying causes of homelessness.

To a significant extent, these residents are surprised and moved by information about less well-known, less visible aspects of homelessness, particularly the high numbers of children and families who are affected. They are also concerned when they learn that homelessness can happen to anyone as a result of systemic, rather than personal, failings (e.g., a lack of affordable housing, job loss, high health care costs, etc.). As more people gain an increased understanding about the circumstances that can lead to homelessness, they are increasingly open to hearing about and addressing broader aspects of homelessness.

Q: Why does CLOSE TO HOME require that people who have personally experienced homelessness be an integral part of each aspect of the campaign?

Answer: A movement to sway the collective will requires significant involvement of those with direct experience. This helps to ensure the values that guide the campaign are based on input and guidance from those who genuinely understand the problem and are not derived from distant intermediaries.

Additionally, the campaign seeks to shift the frame so that people in the metro area who experienced homelessness are viewed by others, and regard themselves, as valuable members of their communities. We are committed to modeling the importance of proactively reaching out to and engaging people who have experienced homelessness and providing them with meaningful opportunities to contribute and lead change.

Q: Why does CLOSE TO HOME emphasize the importance of people and organizations from differing sectors working together?

Answer: There are multiple circumstances that lead to individuals and families experiencing homelessness, and multiple aspects of their lives that are affected as a result of not having a safe place to call home. As such, a teacher, a business person, a shelter manager, a nurse, a police officer, a faith leader and others may experience people experiencing homelessness in different ways. They also are likely to have some shared and other unique ideas of actions needed and solutions they would like to see advanced. Bringing people from different sectors together broadens overall thinking about causes, impacts and approaches to prevent and end homelessness.

MESSAGING

Q: A core part of the campaign is to repeat the shared messages over and over. What is the value of that approach?

Answer: Building public will requires the development and delivery of messages that align with what our audiences *now* believe. This connection allows us to build a bridge from their existing beliefs to our ideas, and helps our audiences to see the issue of homelessness as being personally relevant. Not surprisingly, people care more about an issue when it is presented in ways that align with their values and worldview.

The messages don't need to be delivered verbatim, nor does every message need to be used in each communication, but the intent of the messages must be consistent. It's best to pair the core messages with a personal story or example that *shows* the impact of homelessness on the lives of fellow residents. The shared messages are particularly effective when delivered by someone who has personally experience homelessness, those closely connected to them, or organizations that provide a hand up to people experiencing homelessness. When diverse and growing numbers of people consistently and effectively use the shared messages, repeating them over and over, a surround sound affect is achieved and the messages become known and accepted as the new norm.

Q: The core messages seem pretty general. How can I tailor them to fit my needs?

Answer: Know your audience, draw upon the *intent* of the CLOSE TO HOME messages, and tailor your content to match their likely level of understanding and existing beliefs and values. For example, a single mom addressing an audience of urban business leaders effectively delivered the message that "losing a home can happen to anyone" and what it took for her to secure "a safe place to call home" by weaving in tales of how she learned about and improved her credit score, continued her education and maintained a job.

Keep in mind that you do not need to use all messages in each communication. For example, if you tweet, you may use one message. In a keynote address, you may use some or all of the messages.

Q: How do I know if I'm delivering the messages effectively?

Answer: Use the Message Box Decision Rules to help you determine the best ways to deliver the messages. In virtually every instance you should link one or more of the core messages with actions. This helps to underscore that change is only going to happen when "we" take action.

Some of the common challenges encountered and lessons we have learned include:

- The Vision statement: “We all need a safe place to call home” – be sure to use “needs” and not “deserves” to align with current values.
- The Barrier statement: “Losing a home can happen to anyone” – be sure to link statistics to root causes. For example: 40% of Colorado renters spend more than a third of their income on housing (*statistic*), putting them at risk to become homeless. (*high cost of housing is a root cause of homelessness*)
- The Ask statement: “Learn more, speak up and take action” – Give your audience specific ways they can do this. This Facebook post provides an example: You can help the one-in-50 children in Colorado who are homeless get off to a better start to the school year. Search “[Colorado school supply drives](#)” and find a near-by location. And [speak up](#) to say this many homeless children in our communities is unacceptable. #closetohomeco
- The Value statement: “Your engagement can help us to become a community where everyone has a safe place to call home” – show that one person’s involvement makes a difference. This Facebook post provides an example: Watch the inspiring story of Tim, a Good Samaritan experiencing #homelessness. His kind actions led to a job with Denver Parks and Recreation. Two weeks later he got a housing voucher and moved into a new home. Thanks Scott Gilmore for making a meaningful difference in addressing homelessness! #closetohomeco (Note: In the story linked to, Scott Gilmore, with the City played a role in helping Tim land the job.)

Q: Do I need to reference CLOSE TO HOME each time I use the campaign messaging?

Answer: The important thing is to integrate the CLOSE TO HOME messages as often and effectively as you can into your communications. It is helpful if you use the CLOSE TO HOME hashtag, #closetohomeco, with your social media posts. We also encourage you to share information the campaign in your communications, add a link to the campaign website from your website, and consider co-branding materials that increase understanding about homelessness. The more people who know about and engage in the campaign are likely to become supporters and make a meaningful difference in addressing homelessness. At the same time, our top priority is expanding the reach of the campaign goals, not the campaign brand itself.

TARGET AUDIENCES

Q: How do I find the “moveable middle” and focus my communications on them?

Answer: The “moveable middle” makes up about 1/3 of metro area residents and tends to include people who are Latino, middle-income, live in urban areas, and men who are Democrats. To increase the number of citizens who understand homelessness and actively

support change, it is important to be disciplined in directing as many of your communications as possible to residents who fit within this mix.

Review your existing network and identify individuals and organizations that fit within the moveable middle. Also consider organizations and groups beyond those you already know that may offer a connection to key audiences. With this list, look into ways you can connect, such as through personal meetings, speaking at their events, connecting on social media and the like.

In situations where you are communicating with a mixed group that includes people from across the spectrum – supporters, undecided, opponents – consider how to stay on message and tailor examples and asks, and not be pulled in a negative or unproductive direction. The best way to do this is to prepare and practice. Explore who you will be talking to and whenever possible, take time to role play.

ACTIONS

Q: How do I identify the “right” actions to recommend?

Answer: Similar to paying attention to who you are communicating with and tailoring the core messages, examples and stories you use, it is also important to identify actions that fit with your audiences and timely opportunities.

Recognize that different people are able and willing to take differing types of actions at different times. For example, someone who is just beginning to gain an understanding about causes and impacts of homelessness may only be willing to share a compelling Facebook post. Another person with a stronger understanding may be willing to share the Facebook post and take the CLOSE TO HOME pledge. Someone moving past the moveable middle toward becoming a supporter may be willing to attend a neighborhood meeting and even speak up in a supportive way.

More important than identifying the “perfect” action or set of actions to get behind, make it a priority to help residents believe that they have an important role to play in making a meaningful difference in addressing homelessness, disabusing them of the notion that it is up to “someone else” to take care of. A critical aspect of this is communicating about and holding up examples of impacts made when fellow residents took action.



Section 6: Materials and Visuals



SOCIAL MEDIA Post Examples

Social media channels are an effective, easy and inexpensive means to help increase understanding and prompt engagement. CLOSE TO HOME currently engages on four platforms: Facebook, Twitter, Instagram and YouTube, with the largest following and engagement occurring through Facebook. Engagement is tracked through the hashtag #closetohomeco. The hashtag #makehomelessnesshistory is also frequently used.

Our strategy is to utilize social media to communicate CLOSE TO HOME storytelling, convey statistics, data and examples; recommend ways that residents can take action; and show how taking action can make a meaningful difference.

Also consider boosting selected Facebook posts. CLOSE TO HOME typically boosts 1-4 posts per month, which typically triples engagement numbers. Boosting posts is the most basic advertising you can do on Facebook. They are created by allocating advertising budget (\$5 to \$10) to a post already on the businesses' page. The post on its own would only reach a very small portion of your current audience which could be as little as 6%. Boosting the post allows you to ensure a much larger audience of your choice sees the post in their news feed. Boosted posts are typically used when the goal is to achieve audience engagement such as post likes, shares and comments. Be sure to select posts for boosting that seem the most compelling and timely to you, and that clearly convey CLOSE TO HOME priorities linked to actions and/or impacts

Examples the types of stories, data and actions we want to convey:

- **People:** To move beyond known, narrow views of homelessness, we want to share stories of individuals who are currently or have previously been homeless, particularly those we don't typically see or think of as being homeless: families, children, youth, seniors and women.

→ **Example Facebook Post:** One problem with youth #homelessness is its invisibility. A recent study found two-thirds of #homeless students were not comfortable self-reporting or talking with others in school about the fact that they were homeless. Let's shine a supportive spotlight on this to help #makehomelessnesshistory . You can share your story or learn more at #closetohomeco

April shares her story of how fleeing from an abusive husband left her and her infant son homeless. "I truly believe in putting in hard work and sacrifice. I have turned my life around and my son and I are safe, happy and healthy." Domestic violence is a primary cause of homelessness for women and children. Learn more

and say you support solutions that make it possible to have a safe place to call home.

- **Circumstances:** We want to feature stories that shine a spotlight on the reality that losing a home can happen to anyone, particularly as a result of high housing costs, job loss, low wages, family break-ups, domestic violence and illnesses.

→ **Example Facebook Post:** Nearly ¼ of the 18-34 year-olds in Colorado are living with their parents. Recent national studies show that despite increasing incomes and decreases in the poverty rate, more young adults are living with their parents than at any time in the past 130 years. With Colorado's record population growth since 2010, metro-area homes and apartments have become more expensive and harder to find across the board, meaning that losing a home can happen to anyone – and not everyone has the safety net of a family to fall back on. Learn more and take the Close to Home pledge to add your voice in support of finding solutions to help make Colorado a place where everyone has a safe place to call home. #closetohomeco

Domestic violence is the cause of #homelessness for many women and families. Join us for a screening of the film "Private Violence" and a panel discussion on 10/6 at 6:00 pm on the Auraria Campus to learn how you can help to ensure everyone has a safe place to call home. #closetohomeco

- **Places:** To help dispel the notion that homelessness mainly exists in Denver, we want to capture stories of people from across the metro area – and beyond, particularly focusing on suburban areas.

→ **Example Facebook Posts:** "I see people all of the time who turn up their noses to people who are #homeless. I used to be one of those people," said Arvada resident, Jack. "You really don't understand where they're coming from until you're in their shoes. And if you don't think it could happen to you, you're wrong." Learn more and take the pledge. #closetohomeco

"I see a lot of young kids on the streets, younger than me, under 18, and the majority of them do have goals," Emily Thoreson tells the [Daily Camera](#). "A lot of people in that age range want to go to college, want to start school or work, and they don't have a chance to do that, because they're starting from nothing." While there are no easy answers, it helps to learn more and speak up in support of community efforts to make it possible for everyone to have a safe place to call home. #closetohomeco

- **Solutions:** We also want to convey hope and move people to take action. Our stories should make clear links between actions that were taken that can make a meaningful difference to one family, a neighborhood or our region as a whole.

→ **Example Facebook Posts:** See one local business owner's model for taking action: a laundry vouchers program dedicated to those experiencing homelessness in our community. Everyone is invited to join the free [Laundry at the Fax](#) discussion on May 4th from 3:00-5:00 p.m. #closetohomeco

Want to take active steps to #makehomelessnesshistory? Become a volunteer for Project Homeless Connect with [Mile High United Way](#)! The annual resource fair is looking for hundreds of volunteers to help people experiencing #homelessness navigate available services. #closetohomeco

- **Impact.** Many residents are skeptical that any one action they take will make a difference. To dispel this notion, it is important to communicate frequently about how the actions of residents are making a difference, from improving life for one individual or family experiencing homelessness, to rallying for larger changes.

→ **Example Facebook Post:** Watch the inspiring story of Tim, a good Samaritan experiencing #homelessness. His kind actions led to a job with [Denver Parks and Recreation](#). Two weeks later he got a housing voucher and moved into a new home. Thanks Scott Gilmore for making a meaningful difference in addressing homelessness! #closetohomeco #makehomelessnesshistory

Aurora takes action to make a meaningful difference in addressing #homelessness by hiring the city's first ever homeless program director to serve Aurora's #homeless and at-risk populations. Says the new director, Shelley McKittrick, "Ending homelessness is absolutely possible..." #closetohomeco



We all need
a safe place
to call home.

Visit closetohomeco.org to learn
more about Coloradans like Dana
and his daughter Rene who have
experienced homelessness.

Homelessness is Close to Home.

322%

Increase over the past decade of
school-aged children known to be
homeless in Metro Denver.¹

45%

Families and children make up
nearly half of homelessness
in Metro Denver.²

43%

Metro Denver residents with family
members or close friends who
have experienced homelessness.³

\$43,240 vs \$11,694

Cost of homelessness Cost of housing

It costs Colorado taxpayers \$43,240 per year for each individual
experiencing chronic homelessness to cover costs ranging from
emergency health care to legal issues. Providing affordable,
supportive housing to these individuals costs \$11,694 per person.⁴

102

Hours a week

The amount of time a minimum
wage worker needs to work
per week to afford a 2-bedroom
rental unit in Colorado.⁵

CLOSE TO HOME is a campaign to raise awareness,
increase understanding, and move Coloradans to
speak up and take actions that make a meaningful
difference in addressing homelessness. To learn
more, visit our website at closetohomeco.org.



CLOSE TO HOME
MAKE HOMELESSNESS HISTORY IN COLORADO

Even as these facts and figures are based on reliable sources of data, they are acknowledged as undercounts because there is no comprehensive way to count all individuals and families experiencing homelessness.

1 McKinney-Vento Homeless Education Programs; Colorado Department of Education; 2014-2015

2 2016 Point-In-Time Report: Seven County Metro Denver Region; Metro Denver Homeless Initiative; 2016

3 Perspectives on Homelessness in Metro Denver: Public Opinion Poll Findings; The Denver Foundation; 2015

4 Denver Housing First Collaborative: Cost-Benefit Analysis; Colorado Coalition for the Homeless; 2012

5. National Low Income Housing Coalition: Low Wages & High Rents Lock Renters Out; 2016.

5 things you can do to make a meaningful difference in addressing homelessness.

1. PLEDGE

Take the CLOSE TO HOME Pledge. Show your interest in learning more, and help to elevate the issue. We'll share your commitment with decision makers to help drive change.

2. LEARN

Toss the stereotypes. Homelessness is closer than you think. Kids in our neighborhood schools, workers in local businesses, and even family members and friends are spending their nights couch surfing, sleeping in cars, or out in the elements. Learn more about who is affected, why, and potential solutions.

3. SPEAK UP

Your words matter. Speak up when you hear people say things about homelessness that are unkind, untrue, or simply not helpful to bringing about change. Change begins when we change the conversation about homelessness.

4. SHARE

Make it viral. Share the stories of those who went from housed to homeless at #CloseToHomeCO through your social channels, in conversations with neighbors and in community forums. Consider what you would do in similar circumstances.

5. ACT

Your actions matter. Seemingly small actions add up – sign the Pledge, post on Facebook or Twitter, volunteer, or donate. Together, we can help today and drive policy changes that make Homelessness History in Colorado.



CLOSE TO HOME
MAKE HOMELESSNESS HISTORY IN COLORADO



closetohomeco.org

Losing a home can happen to anyone



Actions Change Lives



Hello,

Tammy Calabrese's decision to share her story of homelessness changed her life, as well as her children's lives. Viewers were moved when the story of Tammy and her six sons aired on the CBS4 evening newscast.

Learning that Tammy had not been able to find a landlord willing to accept their housing voucher, a landlord recruiter offered her assistance. She found a compassionate landlord who welcomed the family, and a number of people donated basic household goods to help fill the rooms.

Each of these actions added up, making it possible for Tammy and her children to once again have a safe, stable place to call home.

[Click to see pt. 1 of Tammy's story](#)

[Click to see pt. 2 of Tammy's story](#)

Take Action

DONATE to the [CLOSE TO HOME Summer Move-in Kit Drive](#). When families and individuals that have experienced homelessness secure a safe place to call home, they are often met with an empty space. Move-in kits help to provide basic goods and items to fill the rooms. More than 700 kits are currently needed. Each will be delivered directly to families in need by more than two dozen Metro Denver agencies that serve residents who have experienced homelessness.

TAKE the [CLOSE TO HOME pledge](#) to say you believe we can become a community where everyone has a safe place to call home - and encourage others you know to also add their name. This simple act sends a strong message to our communities and leaders that a growing number of residents believe homelessness is a challenge we need to address. *CLOSE TO HOME will not use your information to solicit donations or share your contact information.*

Thanks for your support in helping to #makehomelessnesshistory!

The [CLOSE TO HOME](#) Team

[SHARE THIS EMAIL](#)



[SIGN UP FOR EMAILS](#)

Losing a home can happen to anyone



Actions Change Lives



Students from Blue Heron Elementary in Littleton coordinated a schoolwide hygiene drive last year to support Jeffco students and families experiencing homelessness. Over 8,000 items - toothbrushes, toothpaste, soap, shampoo, and more - were collected and delivered to students across the county.

Homelessness in Our Schools: A Look at Jeffco

Hello,

As Jeffco students head back to school this week, the school district is gearing up to help students in the school district navigate the extraordinary challenges of gaining an education while they are homeless. Last year more than 2,700 students were identified as being homeless.

"I'm constantly met with shock about the high number of students experiencing homelessness across the district," said Jennifer Hope Wilson, the Community and Family Connections Coordinator for Jeffco Public Schools. "I often hear 'not in Jeffco', but I have yet to do a report on a school where there isn't at least one student identified as homeless."

As the [Atlantic](#) reported earlier this summer, students without a safe place to call home are more likely to do poorly in class and more likely to drop out of school altogether, which means they are less likely to go to college, to find good employment, and to lead productive adult lives. The graduation rate for Jeffco students experiencing homelessness is about 20% lower than for the district as a whole.

Over the past decade, the number of homeless students in Metro Denver has increased an unfathomable 322%.

The newly passed federal education law Every Student Succeeds Act focuses on increasing awareness of homeless students, though it likely won't result in much change here. Colorado is one of five states that was already tracking and compiling data on the number of students affected by homelessness.

To be sure, there are challenges in identifying students and their families who don't have a stable home, says Wilson. "Families can be leery about sharing their housing information with anyone, given stigmas and stereotypes associated with homelessness, as well as the fear that they could be reported to Child Protective Services. However, we often find that the children and/or adults will identify someone they trust at the schools who they feel safe enough to share their situation with. We typically have referrals from the first to the last day of school."

The bigger challenge, she says, is how to make a meaningful difference once students have been identified.

"We provide several supportive services," said Wilson, "from school supplies to enrollment advocacy, tutoring, transportation, free lunch and emergency food supplies, waiving or covering fees, health care coverage enrollment and troubleshooting assistance, social and emotional supports, and even making sure they have a cap and gown for graduation."

While these efforts provide a helpful hand up she says, "The reality is that after we identify students and provide them with support around their academics and basic needs, there may be little we can do to get them into shelter or housing given limited shelter beds, long waitlists, and a lack of affordable housing options. If a student doesn't have fixed, regular, and adequate shelter it's difficult to imagine them being able to focus their full attention and energy on their education, though to be fair, many of our students still do!"

When asked what can be done, Wilson doesn't mince words. "After a family has exhausted every single resource and relationship for assistance, they might find themselves going at it alone. Without any supports or community to lean on, it'd be hard for anyone to get back on their feet. We all need to feel a sense of belonging, place, and purpose in life. I can only imagine that a real and lasting solution to homelessness would involve shifting from a mindset of giving money/gifts/time to something much more active and intentional - living in close community with one another to ensure that everyone has a network of people who care about them, authentic supporters who they can ride out life's many storms with."

SEND US YOUR INTEL & IDEAS
How to Increase Understanding,
Reduce the Homeless Stigma in
Schools

The stigma of being homeless begins early. Jennifer Hope Wilson says, for example, that while weekend food supplement programs do well in elementary schools, by middle school kids "offload" the food so that their peers don't know their circumstances and look down on them.

To our knowledge, a platform like CLOSE TO HOME doesn't exist in many - if any - schools. Do you know of programs or pathways that intentionally lift up young people who are homeless or have experienced homelessness? Do these efforts provide students experiencing homelessness with a seat at the table and an ability to share their personal stories as a way to increase understanding and acceptance within their school community?

Please share what you know about existing efforts that are similar, as well as your ideas on new pathways that might be good avenues through which to expand Close to Home into schools. Please send your information and suggestions to us at: info@closetohomeco.org. Thanks for your efforts to help #makehomelessnesshistory!

Each school district in Colorado has one or more [liaisons](#) to help identify, advocate for and support students experiencing homelessness. [Learn more.](#)

Get Out the Vote



"Homeless, Not Voiceless" encourages residents without a permanent address to register to vote and speak up by voting.

The voter registration drive will kick-off in Aurora on Tuesday, August 23, 2016, 8:00 a.m. - 2:00 p.m. at the Martin Luther King, Jr. Aurora Public Library (outdoors), 9898 Colfax Avenue, Aurora, Colorado.

[Directions](#)

Colorado Secretary of State Wayne W. Williams will speak at 10:00 a.m. Please share the news!

[Learn more about the event](#)

Take Action

TAKE the [CLOSE TO HOME pledge](#) to say you believe we can become a community where everyone has a safe place to call home - and encourage others you know to also add their name. This simple act sends a strong message to our communities and leaders that a growing number of residents believe homelessness is a challenge we need to address. *CLOSE TO HOME will not use your information to solicit donations or share your contact information.*

Thanks for your support in helping to #makehomelessnesshistory!

The [CLOSE TO HOME](#) Team

SHARE THIS EMAIL



SIGN UP FOR EMAILS



CLOSE TO HOME
MAKE HOMELESSNESS HISTORY IN COLORADO

Actions Change Lives



**“It’s been a struggle,
but me and my boys
make the best of any
situation we’re in.”**

Homelessness can happen to anyone. Family break ups are a leading cause of homelessness for families.

Hello,

Almost three years ago, LaTanya was a stay-at-home mom of three school-aged boys living in her own home. **She'd never been without a secure home and was fully committed to making the best life for her sons**, whom she calls "her world."

When she and her husband of 9 years went through a divorce she calls "a bad one," she thought she would be able to at least keep their house in order to provide a stable environment for her sons. LaTanya's ex-husband, however, pressured her into selling the house and then took the majority of the money.

Unable to afford rent on her own, LaTanya stayed with her mom for about a year. While this support system kept her and her sons housed, the situation was not ideal.

[READ THE REST OF LATANYA'S STORY](#)

Take Action



► Passionate about Homeless Issues? Volunteer at Project Homeless Connect 15 - November 2nd

Mile High United Way and Denver's Road Home are hosting Project Homeless Connect 15 on November 2nd, 9:00 a.m. - 3:00 p.m. This is a one-day event at the Colorado Convention Center that provides individuals and families experiencing homelessness or at-risk of becoming homeless with access to vital services like housing information, basic health care, legal services, clothing, and more.

Register to volunteer for this event and email Haley.Shelly@unitedwaydenver.org for more information.

TAKE the CLOSE TO HOME pledge to say you believe we can become a community where everyone has a safe place to call home - and encourage others you know to also add their name. This simple act sends a strong message to our communities and leaders that a growing number of residents believe homelessness is a challenge we need to address. *CLOSE TO HOME will not use your information to solicit donations or share your contact information.*

Thanks for your support in helping to #makehomelessnesshistory!

The **CLOSE TO HOME** Team

SHARE THIS EMAIL



SIGN UP FOR EMAILS

Making Homelessness History In Colorado: Close To Home CO

[CLOSE TO HOME CO](#) is a campaign to raise awareness, increase understanding, and move Coloradans to speak up and take actions that make a meaningful difference in addressing homelessness.

Developed by a broad range of community stakeholders including Denver Metro Chamber of Commerce, Metro Denver Homeless Initiative, Metro Mayors' Caucus, Governor Hickenlooper's Homeless Initiatives Team, Denver Homeless Out Loud, The Denver Foundation, and leaders with personal experience being homeless, CLOSE TO HOME is a [public will building campaign](#) that aims to mobilize Metro Denver residents to regard homelessness as a priority issue.

A [public perception poll](#) of Metro Denver residents conducted by the Denver Foundation found that while 13 percent of respondents had experienced homeless themselves and 20 percent had come close, only seven percent believed that they had a personal role to play in addressing homelessness.

Combining research-based shared messages, mass media communications, and grassroots community coalitions, CLOSE TO HOME CO shares stories from individuals with lived homeless experience and identifies [specific actions](#) that lead to systems and policy changes addressing the underlying causes of homelessness.

CLOSE TO HOME CO is also raising awareness that today homelessness is a circumstance that is close to home for all of us. More than half of those experiencing homelessness are families. The most common causes of homelessness are unanticipated medical diagnosis, a family break-up, or the loss of a job.

On November 5th, 2015 more than 300 civic leaders gathered at History Colorado to launch the campaign.

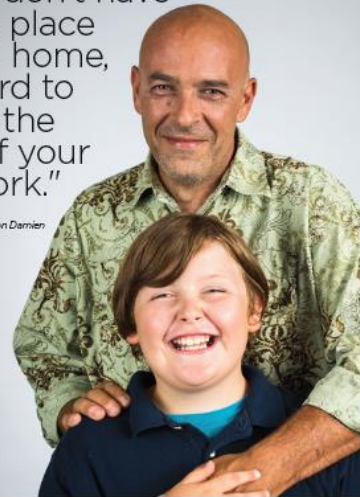


11/5/15 - History Colorado campaign launch.

"Do not leave this room feeling like you don't matter. That your little action couldn't make a difference because it does," said Blair Griffith, who was among the speakers at the launch. "It shows that you value every member of our community, that everyone matters as a person, and shows our policy leaders and decision makers that we all want to see change together." Griffith served as Miss Colorado USA in 2011. Weeks after receiving the title, she and her family faced an eviction. Her story illustrates two of the central themes of CLOSE TO HOME CO: Homelessness can happen to anyone and most often happens to families and children.

"If you don't have a safe place to call home, it's hard to make the rest of your life work."

Jack and his grandson Damien



Raising his grandson Damien in a suburb like Arvada, Jack couldn't imagine being homeless, until it happened to them. To share Jack's story and others like it with people in your network of family, friends and co-workers, visit [close-to-homeco.org](#). Or join the conversation on Twitter at [#close-to-homeco](#).



"Once we had a safe place to call home, everything fell into place."

April and her son Kamron



April and her son Kamron experienced homelessness when she separated from her husband because of domestic violence. Learn how you can share April's story and others like it with people in your network of family, friends and co-workers. Visit [close-to-homeco.org](#), or join the conversation on Twitter at [#close-to-homeco](#).



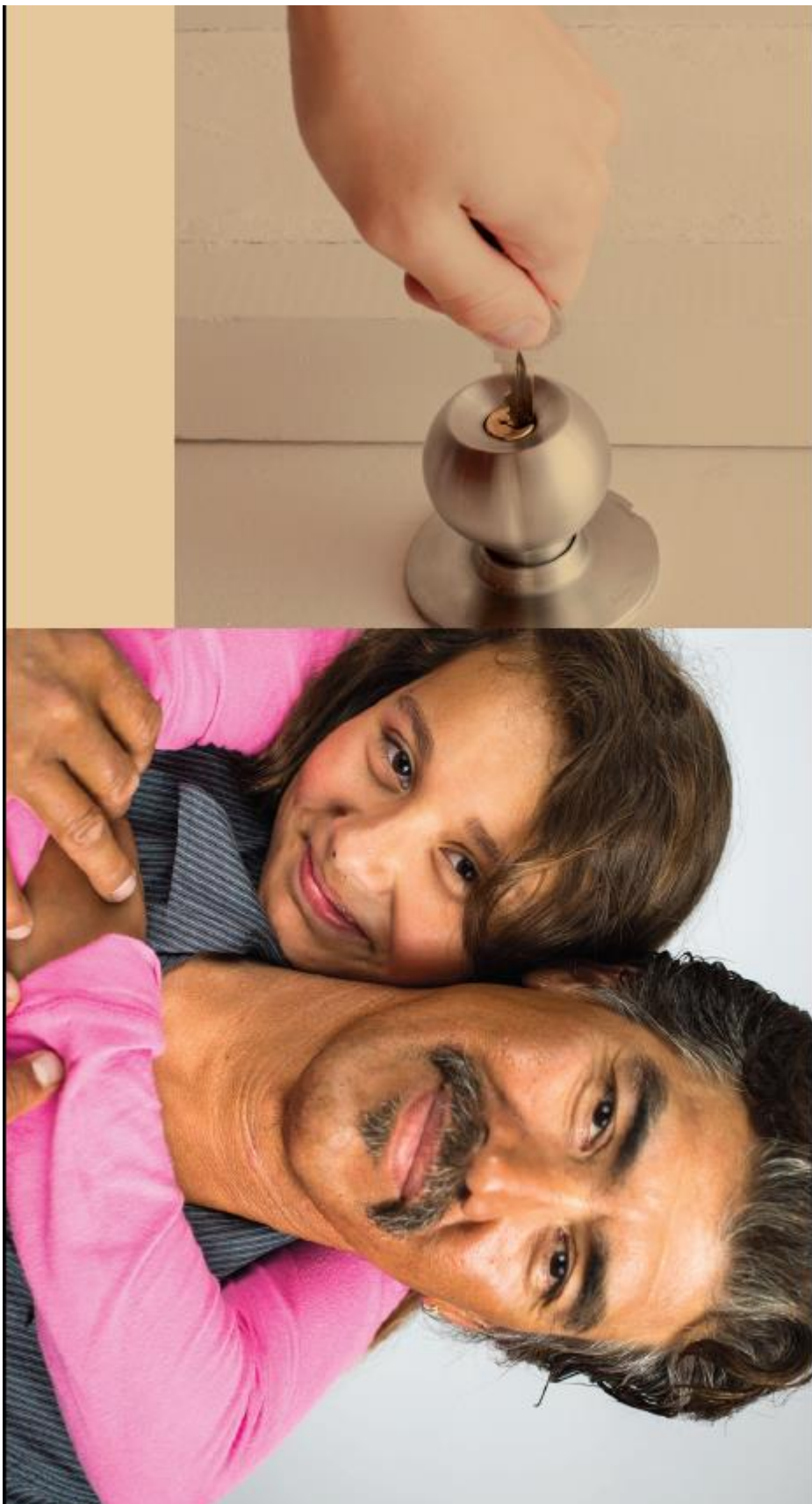


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HOW TO USE THIS MANUAL



This guide is designed to help you understand the Close to Home brand, and how to use our logo, and other brand elements to help maintain a consistent brand voice in all communications. Refer to the Table of Contents to the left to find the appropriate usage guidelines.

WHO WE ARE Close to Home is the name of a Colorado-based public will-building campaign. Our vision is to make homelessness history in Colorado. Our campaign has three goals: 1. To help Metro Denver residents view homelessness as a priority issue. 2. To help residents view people experiencing homelessness as valuable members of our communities. 3. To encourage local residents to work to alleviate the underlying causes of homelessness.



THE CLOSE TO HOME BRAND The Close to Home brand has three dimensions: The Close to Home Brand Essence (the essence of what the brand is trying to accomplish) is to re-ignite Coloradans' hearts, hands and voices to dramatically reduce homelessness in our state. Our Brand Traits (the principles that guide our campaign, its character and unique strengths) are: Collaborative, Respectful, Action Oriented, and Solutions Focused.



Our Brand Exchange (the functional benefits of engaging with the brand) are: 1. A resource for information on homelessness – its causes and impacts, and actions to prevent or end homelessness. 2. An engaging platform to give voice to new ideas and opinions. 3. A gateway to get engaged and track the meaningful difference our actions make.

BRAND STANDARDS

**01: COLOR AND
BLACK AND WHITE
LOGO SIGNATURES**

There are several ways the Close to Home logo and tagline signature can be applied. These color and black and white options are designed to fit in a wide variety of sizes and spaces.



COLOR SIGNATURES

**RECOMMENDED VERSION:
FLUSH LEFT, SINGLE LINE**

Whenever possible, use this recommended version of the logo. It is ideal when you are designing for a horizontal space like a banner ad, or almost any size print ad.



BLACK AND WHITE SIGNATURES

FLUSH LEFT TWO LINES

If you have a tight space and can't put Close to Home in a single line, use this two-line version of the logo.



CENTERED SINGLE LINE

This option works well for vertical formats.



BRAND STANDARDS

02: REVERSED OUT LOGO

03: MINIMUM CLEARANCE SURROUNDING LOGO



02: REVERSED / WHITE LOGO

If you are applying the logo on a dark background, consider using one of these three versions of the logo.

RECOMMENDED VERSION: FLUSH LEFT SINGLE LINE



FLUSH LEFT TWO LINES



CENTERED SINGLE LINE



03: MINIMUM CLEARANCE SURROUNDING LOGO

Maintaining a minimum clearance equal to the height of the E in "HOME" around the logo allows the logo to be seen readily and without interference. The dotted line indicates the minimum amount of clearance space that should be left around the logo. When layout space allows, use more clearance to enhance visibility and to create a clean, uncluttered appearance.



BRAND STANDARDS

04: AFFILIATE LOGO SIGNATURES



PARTNER LOGO USAGE

If you are a partner or want to advance the goals of Close to Home, please follow the usage guidelines on the right. Your logo should appear above the Close to Home logo, using the same spacing as spelled out in the examples illustrated on the Logo Clearance page.



THE DENVER FOUNDATION

PROUD TO SUPPORT



CLOSE TO HOME

MAKE HOMELESSNESS HISTORY IN COLORADO

Same Cap Height using Gotham Bold

Flush Left Alignment

PROUD TO SUPPORT



CLOSE TO HOME

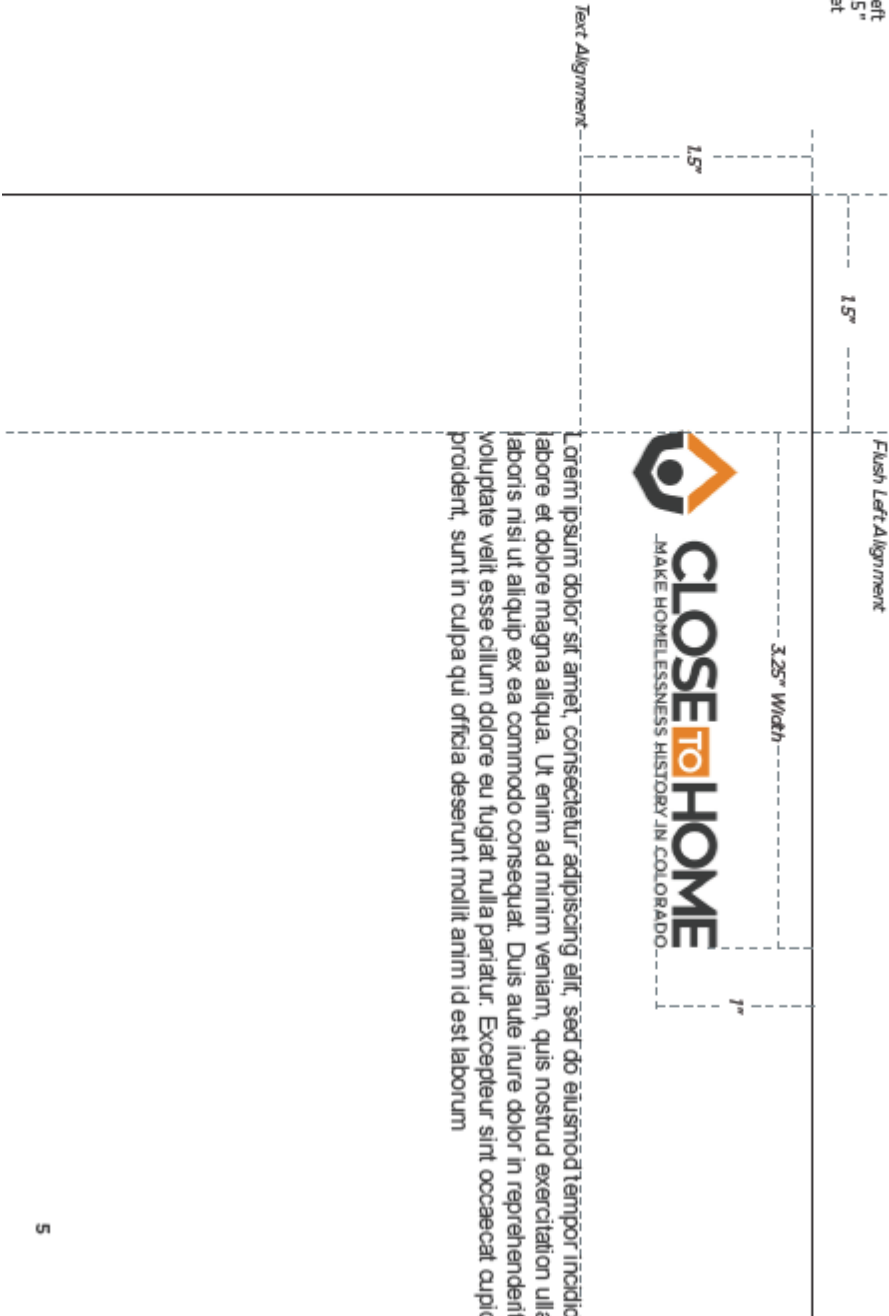
MAKE HOMELESSNESS HISTORY IN COLORADO

Use the Minimum Space Surrounding



When creating an agenda or memo, Flush left the recommended Close to Home logo at 1.5" from top and left edges of an 8.5" x 11" sheet of paper and size the logo to the following dimensions:

Use the Recommended Version Flush Left Single Line Signature at 3.25" wide.



BRAND STANDARDS

06: PRIMARY COLORS

07: SECONDARY COLORS



06: PRIMARY COLORS

Our logo uses two primary colors: Dark gray and to complement the gray, the lighter, sunnier color orange. When designing layouts using the color palette, we recommend using the two primary colors together, or one primary color with one or more of the secondary colors.



C2H: DARK GRAY

RGB: R45 G45 B45
CMYK: C70 M64 Y63 K64



C2H: ORANGE

RGB: R230 G129 B39
CMYK: C7 M59 Y99

07: SECONDARY COLORS

The colors in this palette are muted to reflect the cautious hopes of people who have experienced homelessness. This also helps ensure they don't compete with the primary brand colors of orange and dark gray that are in your logo. The palette offers a range of warm and cool colors, which gives your design team the ability to reflect a range of emotions.



SEA FOAM GREEN

RGB: R175 G195 B194
CMYK: C32 M14 Y21



TAN

RGB: R229 G200 B158
CMYK: C10 M20 Y40



ROSE

RGB: R195 G118 B124
CMYK: M52 Y26 K24



LAVENDER

RGB: R147 G121 B171
CMYK: C37 M50 K12



MORNING BLUE

RGB: R99 G150 B190
CMYK: C52 M18 K19



MELON GREEN

RGB: R214 G205 B125
CMYK: Y52 K20

BRAND STANDARDS

To the left are six uses of the logo that violate our brand standards. From left to right, top to bottom, please do not reverse out the brand colors in the logo; add a glow behind the letters; build the logo out of a secondary, rather than a primary color; add a drop shadow to the logo; shift the logo mark to any position other than the three approved locations outlined on p. 3; or only partially reverse out the logo.

08: IMPROPER USAGE OF LOGO SIGNATURES



BRAND STANDARDS

09: BRAND TYPOGRAPHY



BRAND TYPOGRAPHY

Gotham celebrates the attractive and unassuming lettering that appears in office doorways, the markings on cornerstones and the neon signs that emblazon pharmacies and delivery trucks in great cities like New York. We chose Gotham because it is straightforward, yet possess great personality. It has an honest tone that's assertive, but not imposing, friendly but not folksy, confident but not aloof. It also is similar to our logo type of Zora Pro, but has a greater variety of weights. For body copy, we suggest Gotham Light and Gotham Book. For headlines and subheads, try Gotham Medium and Gotham Bold.

Suggested typelaces for Gotham Family:

Gotham Light and *Light Italics*
Gotham Book and *Book Italics*
Gotham Medium and *Medium Italics*
Gotham Bold and *Bold Italics*

ALTERNATIVE FONT

When Gotham isn't available, please use Arial. This contemporary sans serif typeface has some of the same characteristics of Gotham and is a standard typeface on most computers.

Suggested typelaces for Arial Family:

Arial Regular and *Regular Italics*
Arial Bold and *Bold Italics*

GOTHAM TYPOGRAPHY FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?

ARIAL FONT FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?

BRAND STANDARDS

10: BRAND PHOTOGRAPHY

Visually, the Close to Home brand seeks to demonstrate that people who have experienced homelessness are more like us than different from us. Please use photography of individuals and families who look like they could live in any neighborhood across Metro Denver – urban, suburban or more rural. To a significant extent we want visuals to portray hope and optimism, while recognizing the very real challenges of experiencing homelessness. We want to show a range of individuals and families affected by this circumstance, focusing particularly on single-parent families, and including all age groups and diverse races and ethnicities.



BRAND STANDARDS

10: BRAND PHOTOGRAPHY: INNAPPROPRIATE PHOTO STYLES

When choosing photography, avoid images which show stereotypical scenes of homelessness, like people sitting near cardboard boxes, people holding cardboard signs or panhandling, people sleeping on the streets, people who are wearing tattered clothing and whose hair is unkempt, children with dirty faces, people with looks of profound desolation on their faces, or people who look like they are living in a third-world country.



"Losing a home can happen to anyone. I just didn't think it could happen to us."

Dana and his daughter Rene



Rene is one of more than 14,000 children in Metro Denver without a home to go to after school. Learn more about who is experiencing homelessness in our neighborhoods and why. Visit closetohomeco.org, and sign the pledge to speak up and take action. Or join the conversation on Twitter at [#closetohomeco](https://twitter.com/closetohomeco).

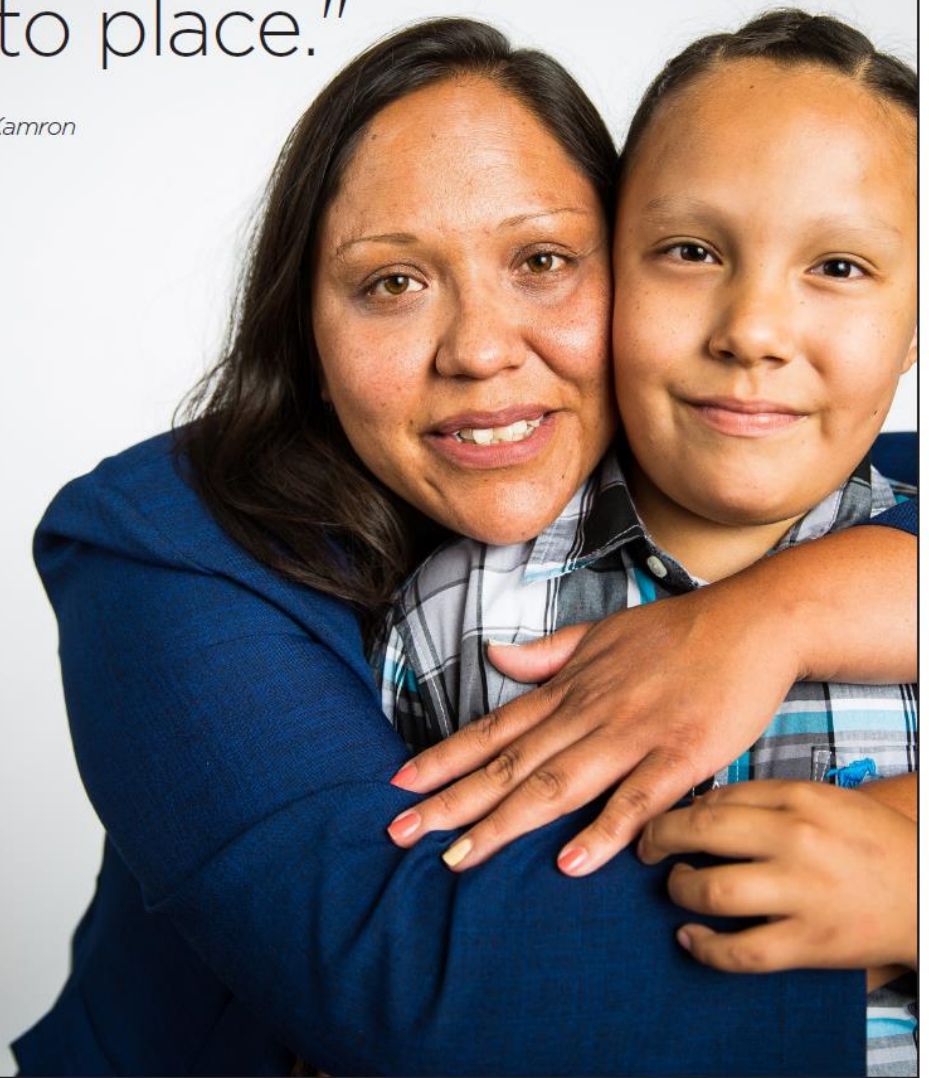


CLOSE TO HOME
MAKE HOMELESSNESS HISTORY IN COLORADO



"Once we had a safe place
to call home, everything
fell into place."

April and her son Kamron



April and her son Kamron experienced homelessness when she separated from her husband because of domestic violence. Learn how you can share April's story and others like it with people in your network of family, friends and co-workers. Visit closetohomeco.org, or join the conversation on Twitter at [#closetohomeco](https://twitter.com/closetohomeco).

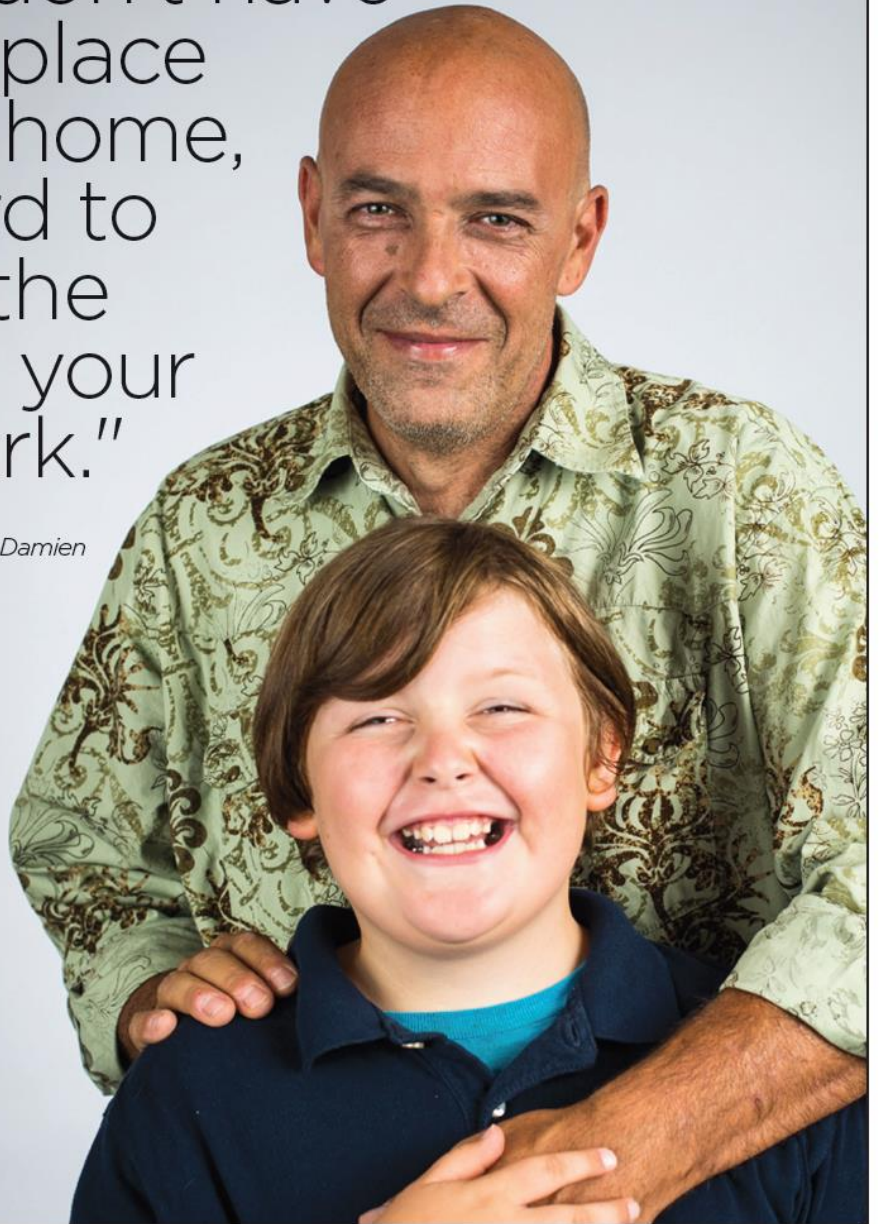


CLOSE TO HOME
MAKE HOMELESSNESS HISTORY IN COLORADO



"If you don't have
a safe place
to call home,
it's hard to
make the
rest of your
life work."

Jack and his grandson Damien



Raising his grandson Damien in a suburb like Arvada, Jack couldn't imagine being homeless, until it happened to them. To share Jack's story and others like it with people in your network of family, friends and co-workers, visit closetohomeco.org. Or join the conversation on Twitter at [#closetohomeco](https://twitter.com/closetohomeco).



CLOSE to HOME
MAKE HOMELESSNESS HISTORY IN COLORADO





APPROVED CAMPAIGN IMAGES

Here is a list of approved images which may be used in any Close to Home campaign materials. Images 1-9 are original photos shot specifically for this campaign. These and more than a dozen additional photos of each person listed here are available free of charge to any organization that wishes to create or modify the Close to Home campaign materials. Just email us at info@closetohomeco.org and let us know the person you would like an images of in the pose you are looking for.

Images 10-55 are part of the Shutterstock royalty free collection and can be purchased for a nominal fee at [shutterstock.com](https://www.shutterstock.com). Depending on your organization's affiliation with The Close to Home campaign, you may also be eligible to use some of these images free of charge. To determine your eligibility, or if you have any problems or questions, email us at: info@closetohomeco.org.

ORIGINAL IMAGES

1. Whitney

Whitney is featured in one of the stories posted on the CLOSE TO HOME website, and in an ad posted in the online toolkit. There are 15 images of Whitney in our library of varying focal lengths, including head and shoulders and tight shots of her face with smiles, half smiles and no smiles.



2. Marsha

Marsha is the subject of one of the videos posted on the CLOSE TO HOME website, and is featured in a poster and ad in the toolkit. There are 17 images of Marsha in our photo library of varying focal lengths, including head and shoulders shots as well as tight close ups of Marsha's face, with smiles, half smiles and no smiles.



3. Jan

Jan is the subject of one of the videos posted on the CLOSE TO HOME website, and is featured in one of the ads in the toolkit. There are 16 images of Jan in our photo library of varying focal lengths, including head and shoulders shots as well as tight close ups of Marsha's face, with smiles, half smiles and no smiles.



4. Jack and Damien

Jack and his grandson Damien are the subjects of one of the videos posted on the CLOSE TO HOME website, and are featured in one of the ads in the toolkit. There are 16 images of Jack and Damien in our photo library of varying focal lengths, including head and shoulders shots and tight close ups of Jack's face, with smiles, half smiles and no smiles. There are also several shots of Damien and Jack side by side, and with Damien standing in front of Jack.



5. Eugene

Eugene is the subject of one of the stories posted on the CLOSE TO HOME website. There are 14 images of Eugene in our photo library of varying focal lengths, including head and shoulders shots, shots of Eugene from the waist up, and close ups of Eugene's face, with smiles, half smiles and no smiles.



6. DeAnnrea and Elektra

DeAnnrea and her daughter Elektra are the subjects of one of the videos posted on the CLOSE TO HOME website, and DeAnnrea is featured in one of the ads in the toolkit. There are 15 images of DeAnnrea and Elektra in our photo library of varying focal lengths, including portraits, side by sides and head and shoulders shots. There are also head and shoulder shots, portraits and tight close ups of DeAnnrea's face, with smiles, half smiles and no smiles.



7. DeAndres

DeAndres is the subject of one of the videos posted on the CLOSE TO HOME website, and appears in one of the ads in the toolkit. There are 15 images of DeAndres in our photo library of varying focal lengths, including portraits, head and shoulders shots, and close ups of DeAndres' face, with smiles, half smiles and no smiles.



8. Dana and Rene

Dana and his daughter Rene are the subjects of one of the videos posted on the CLOSE TO HOME website, and are featured in two of the ads in the toolkit. There are 16 images of Dana and Rene in our photo library of varying focal lengths, including head and shoulder shots of Dana and Rene with Rene standing behind Dana, as well as shots of Dana by himself from the waist up, portraits, as well as head and shoulders shots with smiles, half smiles and no smiles.



9. April and Kamron

April and her son Kamron are featured in one of the posters and one of the ads in the toolkit, and April is the subject of one of the videos posted on the CLOSE TO HOME website. There are 15 images of April and Kamron in our photo library of varying focal lengths, including head and shoulder shots of April and Kamron with Kamron standing in front of April, as well as head and shoulders shots and close ups of April by herself with smiles, half smiles and no smiles.



SHUTTERSTOCK IMAGES

10. Women lying on beds in homeless shelter Image ID: 184900955



10. Old senior man close-up serious expression portrait Image ID: 163703003



11. Older gray-haired woman. Series

Image ID: 71207476



12. Mother and her two young daughters packed moving boxes

Image ID: 269419862



13. Two boys in the car looking out the window. Little boy sitting in the child safety seat

Image ID: 203296852



14. Kitchen Serving Food In homeless shelter

Image ID: 184908320



15. Portrait of a happy senior couple embracing each other

Image ID: 69610723



16. CloseUp portrait of a mother holding her son

Image ID: 252748351



17. Family moving in their new home. The son is sitting inside a moving box. In the background the father X or a mover (only legs to be seen) is carrying boxes inside the building

Image ID: 48810499



18. Loving family relaxing

Image ID: 54528211



19. Homeless man

Image ID: 82157455



20. Teenage boy with proud father

Image ID: 35197654



21. A Hispanic man kisses his mother on the forehead

Image ID: 57598945



22. Young sad woman sitting in a railroad

Image ID: 75943918



23. Sad girl in cafe

Image ID: 41889121



25. Alone man

Image ID: 82164346



26. Older man with black eye, beard and white hair, serious expression
Image ID: 70134733



27. Father and son time
Image ID: 692993



28. A mixed race mother and daughter holding hands
Image ID: 8344504



29. Profile of father and son together
Image ID: 12568801



30. Mature man portrait. Shallow DOF.
Image ID: 10654027



31. Photo of a lonely boy is sitting on a bench in an autumn park. Back view.
Image ID: 48022894



32. Outdoor portrait of a sad teenage girl looking thoughtful about troubles
Image ID: 81693892



33. Woman depressed. Series
Image ID: 83576002



34. Young happy Afro American family isolated over white background.
Image ID: 97779587



35. Mixed-race family
Image ID: 47975773



36. Child holding paper house in hands against spring green background
Image ID: 177489803



37. Mother and her two young daughters packed moving boxes
Image ID: 269419862



38. Cute daughter sitting in moving box in new home
Image ID: 207785458



39. Baby being held by his father
Image ID: 113510893



40. Little girl pretending to be asleep but looking at the camera with a mischievous eye as her mother gives her a goodnight kiss

Image ID: 13090588



41. Portrait of a smiling African American man outdoors

Image ID: 45359473



42. Father and his son playing inside their home

Image ID: 133093346



43. Closeup of an African American man looking up against gray background

Image ID: 148421975



44. Young man sad and suffering emotional crisis

Image ID: 214858549



45. Sad man

Image ID: 82004167



46. Sad man

Image ID: 82004164



47. Old sad woman Image ID: 70657825



48. Daddy talking to his son about serious things Image ID: 167843543



49. Father comforts a sad child. Problems in the family Image

ID:93795940



50. Portrait of sad girl holding father's hand
Image ID: 227449891



51. Dramatic portrait of a homeless boy
Image ID: 171384587



52. Young hands holding a cardboard cut-out house Image ID:
270470528



53. Sad child
Image ID: 66640291



54. Sad boy
Image ID: 16109031



55. Lonely teddy bear Image
ID: 67932624



56. Sleepy little child with mom
Image ID: 41505250



57. Dad hugging his son Image ID:
73486048



58. Teenage boy with proud parents Image
ID: 35197645



59. Young woman looks out the window as the rain falls
Image ID: 301113341



60. Hand opening door by key Image
ID: 107034689



61. Happy couple moving in together Image
ID: 35897134



62. Close up of a little Hispanic boy kissing their mother Image
ID: 93228673



63. Alone man.

Image ID: 206047078



64. Older couple hugging

Image ID: 74214658

