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| **STRATEGIC GOAL 4**  ***Increase knowledge and community response around the issue of homelessness.*** | | |
| **Addresses: Communications, education and public engagement** | | |
| **Strategies/Action Items** | **Leadership** | **Resources** |
| 1. Civic Leader Engagement: Increase the capacity of partners and stakeholders to influence the conversation around homelessness. 2. Leadership Report- Provide elected officials and civic leaders with quarterly updates on homelessness to increase awareness and educate them on homelessness. 3. Deskside Briefings- Conduct deskside briefings with key elected officials to encourage policy to support efforts to end homelessness 4. Grassroots Outreach: Strengthen engagement to increase the community’s understanding of the issue. 5. Speakers Bureau - Create speakers bureau to get advocates in front of key business and civic audiences to educate them on homelessness and current actions to combat the issue 6. Community Workshops- Hold workshops at faith-based organizations, neighborhood associations etc. 7. Community Engagement: Mobilize the community to support efforts to combat homelessness. 8. Membership- Establish a tiered membership campaign 9. Education campaign/Media- Create an education campaign including tradition and social media to increase awareness and motive individual giving and volunteerism. | 1a. TCHC  1b. TCHC/Governance committee  2a. TCHC/CoC Board  2b. TCHC/CFW  3a. TCHC/Mosaic  3b. TCHC/Mosaic/CFW/Arlington/TC | * Foundations with an emphasis on collaboration * Systems Change funding through UWTC * Recurring placement in municipal/county newsletters * Media sponsorship by radio/TV or other entertainment venues * Pro-bono services of local PR firms |
| **Reporting, Documentation and Performance Measurements** | | |
| TCHC Staff will coordinate reporting and documentation of the following performance measurements:  1) Four leadership reports to elected officials and community leaders annually  2) Have 12 people committed to participate in speakers bureau by Dec. 2020  3) Have hosted 2 workshops educating leaders by Dec. 2020  4) Have similar information about effectively donating on websites for cities of Arlington, Fort Worth and Tarrant and Parker counties as well as TCHC and agencies.  5) Get a baseline of current “good” donation levels are - welcome baskets/furniture bank/DCSF in October 2019  6) Evaluate to see if there is increase in donations in those specific areas by June 2020 | | |
| **Outcomes** | | |
| * Establish awareness in community leaders of all sectors to inspire robust action. * Educate the community as a whole on the cross-sector impact of homelessness and ways to turn the tide. * Create a robust communication infrastructure for the free flow of information and inspiration toward the eradication of homelessness. * Drive a community-wide culture of ownership around bringing an end to homelessness. * Increase awareness through traditional media relations and social media engagement. | | |
| **CoC Committee Jurisdiction: Governance** | | |