

EMPOWERING NARRATIVES

CRAFTING IMPACTFUL STORIES
IN STRATEGIC COMMUNICATION

The background of the image is a close-up photograph of numerous ice cubes. The cubes are translucent and have irregular, jagged edges, suggesting they were broken from a larger block. They are scattered across the frame, with some in sharp focus and others blurred in the background. A semi-transparent teal color is overlaid on the entire image, creating a monochromatic effect. In the center of the image, the word "ICEBREAKER" is written in a bold, white, sans-serif font. To the right of the text, there is a thin, vertical white line that extends from the top of the text area down towards the bottom of the image.

ICEBREAKER

slido

**WHAT IS THE COMMUNICATIONS
CAPACITY AT YOUR ORGANIZATION?**

**DESCRIBE IN ONE WORD YOUR
ORGANIZATION'S COMMUNICATIONS
EFFORTS.**

SPEAKER INTROS

Chris Davis
Communications and
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Homelessness Coalition
(ECHO), Austin, TX
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AGENDA

☐ GAMEE Framework

☐ Survey

☐ G & A Breakout Session

☐ M Exercise

☐ E & E Breakout Session

☐ Wrap-Up & Final Takeaways

GAMEE FRAMEWORK

□ GOAL

What are we trying to achieve?

□ AUDIENCE

Who are we trying to reach?

□ MESSAGES

What is it that we want them to know?

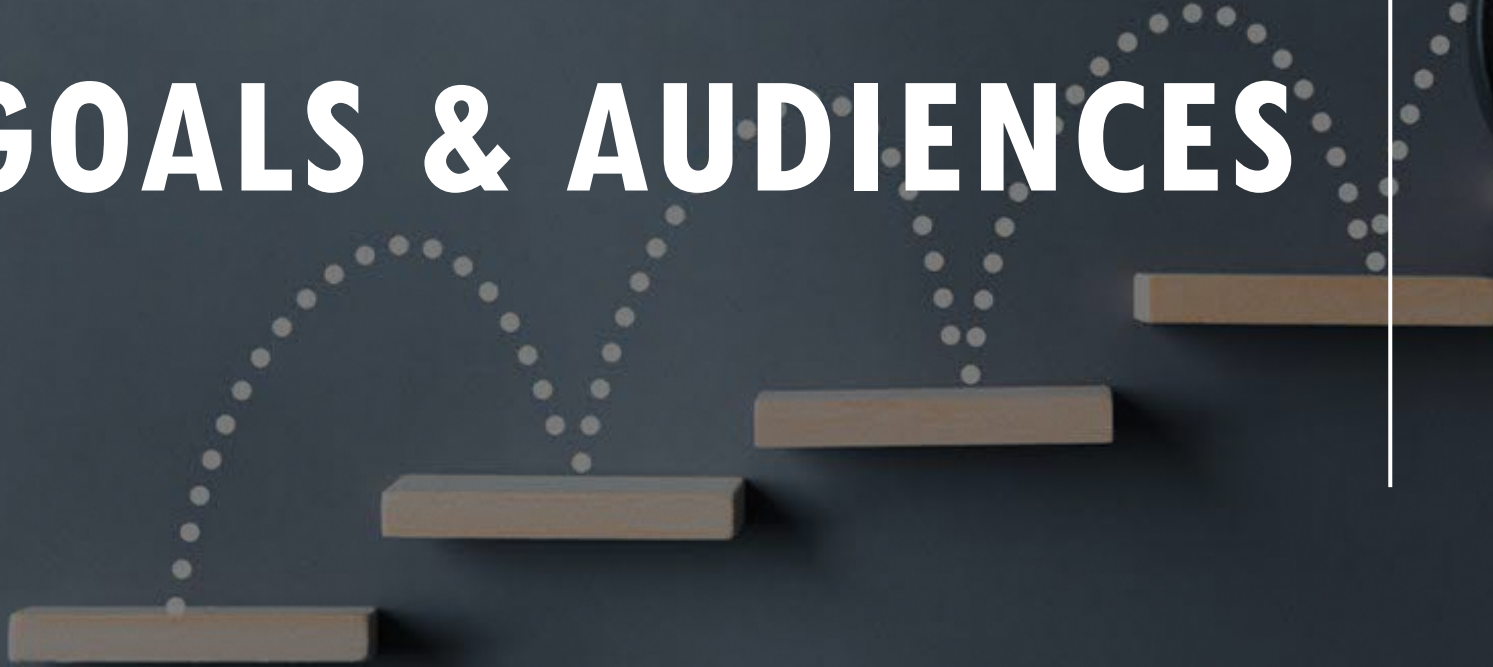
□ EXECUTION

Tactics. What specific actions are we going to take to get the word out?

□ EVALUATION

How do we know it's working?

GOALS & AUDIENCES



DEFINING YOUR COMMS GOALS

StanfordSOCIAL
INNOVATIONReview
Informing and inspiring leaders of social change

SIGN IN

SOCIAL ISSUES

SECTORS

SOLUTIONS

MAGAZINE

GLOBAL EDITIO

Essentials of Social Innovation

Stop Raising Awareness Already

It's time for activists and organizations to adopt a more strategic approach to public interest communications.

CITE

SHARE

COMMENT

DOWNLOAD

PRINT

ORDER REPRINTS

By Ann Christiano & Annie Neimand | Spring 2017

DEFINING YOUR COMMS GOALS



DEFINING YOUR AUDIENCES

In 2022, the population of the Houston-The Woodlands-Sugar Land metropolitan area was about 7.34 million people.

A close-up photograph of a red dart with a gold-colored barrel hitting the bullseye of a target. The target has a green and white pattern. The background is a blurred green and yellow gradient.

DEFINING YOUR AUDIENCES

CRAFTING COMPELLING MESSAGING

EXERCISE

- ☐ We will now ask you to describe your organization to a partner.



CRAFTING COMPELLING MESSAGING

- ☐ **Know Your Audience**
- ☐ **Clear Narratives & Mission-Driven Storytelling**
- ☐ **Emotional Appeal**
- ☐ **Be Authentic & Transparent**
- ☐ **Include a Strong Call to Action**

CRAFTING COMPELLING MESSAGING

EXERCISE

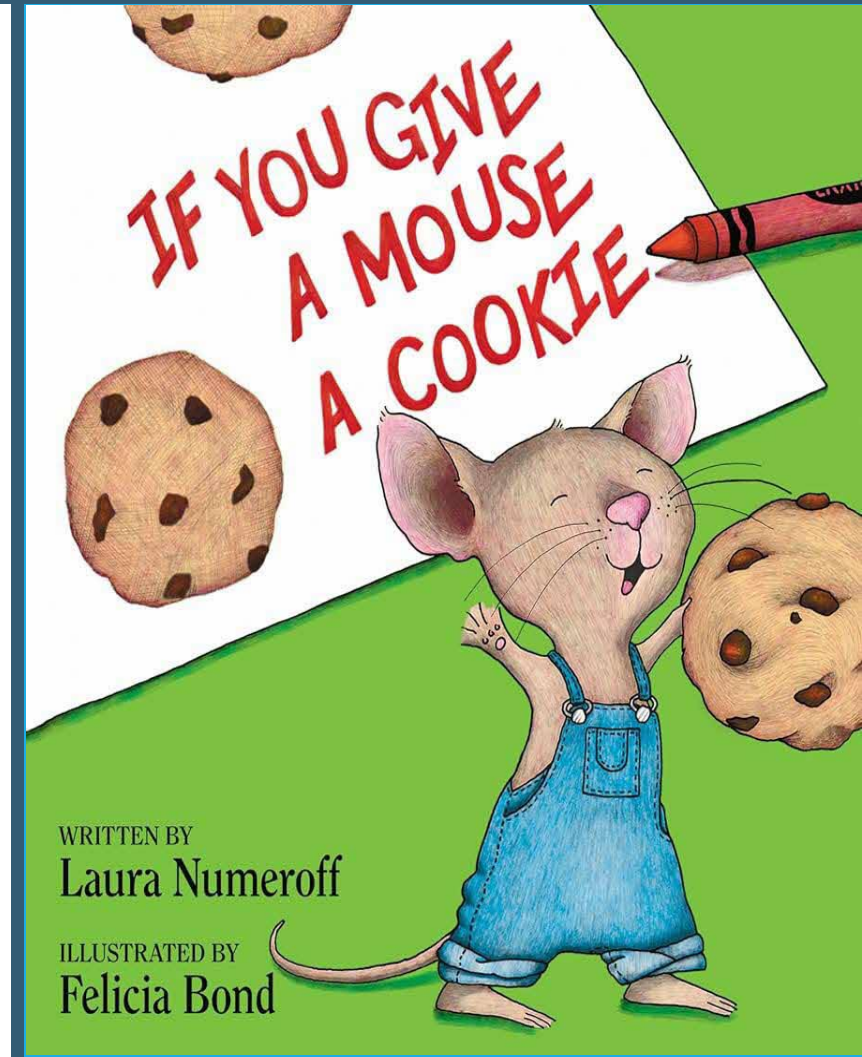
- ☐ How did your organizations story change from start to finish?



EXECUTION

Circular storytelling

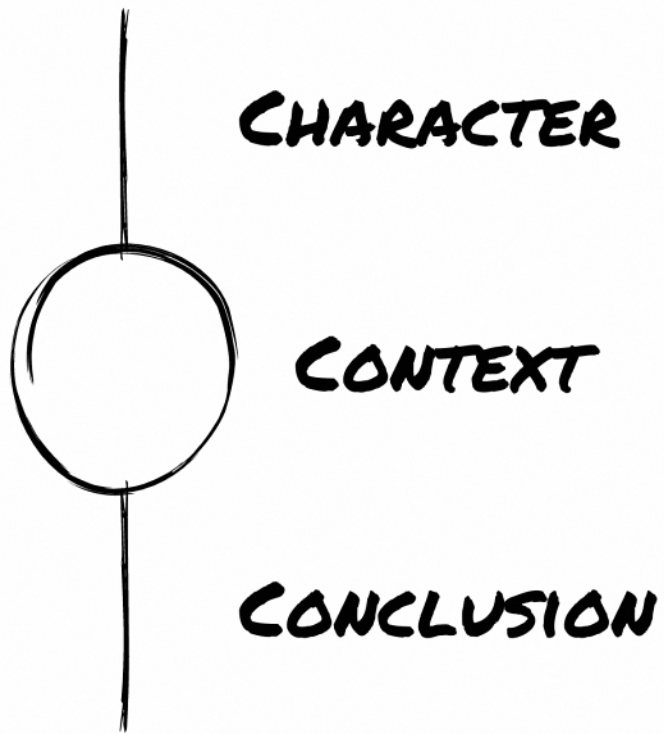
- ☐ Movies, sitcoms, literature
- ☐ Subject/character starts and ends in the same place they started
- ☐ New understanding/perspective gained



EXECUTION

The "Pregnant I"

- ☐ Leverages personal story to connect audience with message
- ☐ Provides important context and explains scope
- ☐ Leaves reader/listener/viewer with something to remember



OP-ED EXAMPLE - ORIGINAL

Consider the story of DJ who grew up in Austin and became homeless after losing his job in 2019. DJ used drugs to keep himself awake in the streets to protect his belongings, and most importantly, his life. Without stable housing his situation seemed hopeless. However, once he learned of the resources Travis County offered, he took a Coordinated Assessment at Agency 3 and scored at a Rapid Rehousing level. DJ was housed in February through a local housing program. In March, DJ gained employment with Agency 1, and he also now advocates with Agency 4 for others facing similar struggles. His story is a testament to the power of comprehensive support systems.

OP-ED EXAMPLE - CIRCULAR

DJ needed a comprehensive support system. The north Austin native became homeless after losing his job in 2019. DJ used drugs to keep himself awake in the streets to protect his belongings and, most importantly, his life. Without a safe place to rest, finding and holding a job seemed impossible. He felt hopeless.

He took a [Coordinated Assessment](#) at Agency 3 and qualified for Rapid Rehousing, a type of housing program that offers short-term rental assistance and some case management. Eventually, a program had space to enroll DJ; he found a place to live and moved in this February.

EVALUATION

Inputs

Outputs

Outcomes

Impact

Newsletter	Staff time, Constant Contact subscription costs, weekly meetings	Newsletter	People involved in the HRS in some way have a steady source of correct information about what's happening in the HRS; Service providers and others connected to the HRS are collaborative myth-busters with ECHO.	The public supports (via voting, engagement, and activism) homelessness and related initiatives.
PIT Count	Volunteer management software, volunteer incentives, compensation for LE consultants	Blog posts, social media posts, newsletter blurbs, emails to elected officials, videos, op-eds, radio ads, etc.	Recruit 1,000 volunteers , collect 200 emails for future outreach, communicate the most accurate picture possible of homelessness in our community	Our community gains a better understanding of the scope and nature of the issue we're working to solve, which will allow us to scale data-driven solutions .

OUR RECOMMENDED COMMUNICATION TOOLS

- ☐ Canva
- ☐ Constant Contact/Mailchimp
- ☐ Google alerts
- ☐ Meta Business Suite/Instagram
- ☐ A good editor
- ☐ Professional affiliation group and conference: Communications Network/ComNet

Q&A



THANK YOU!

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