

Talking about Community Development

ActionMedia

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Framingham, MA





How much of your work
is communication?



What will you be communicating in the next week?

Community meeting, event, presentation, website, proposal, testimony, phone call, on-line post, email, brochure, advertising, site visit, staff, funder or client meeting?

COMMUNITY DEVELOPMENT



GQMMIINLTX DFVFIQBMFNT

COMMUNITY DEVELOPMENT





Facts Are Meaningless



Meaning always
comes from the story.

Facts illustrate the story



People compare
new information
with what they
already know and
believe.



What story do people
already know and
believe?



AFFORDABLE HOUSING



Fannie Mae Foundation – Hart Research

- *We need to change the public's perception of affordable housing by using different language and painting a different picture.*
- ...convey fresh notions of homes that are desirable for working families, desirable for our communities, **desirable for all of us.**





Issue

Affordable Housing



Social
Issue



Issue

Affordable Housing

Context

Government
Housing Policy



Social
Issue



Issue

Affordable Housing

Context

Government
Housing Policy

Values

Opportunity, Fairness,
Human Rights, Justice



Social
Issue



Issue

Affordable Housing

Context

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Social
Issue

WE =

Faith Community
People in need
Advocates





Consumer Issue



Values



Choice, Free Market,
Family & Children,
Balance



Consumer
Issue



Values

Choice, Free Market,
Family & Children,
Balance

Context

The Housing
Market



Consumer
Issue



Values

Choice, Free Market,
Family & Children,
Balance

Context

The Housing
Market

Issue

Increasing variety
and supply



Consumer
Issue



Values

Choice, Free Market,
Family & Children,
Balance

Context

The Housing
Market

Issue

Increasing variety
and supply



Consumer
Issue

WE =



Values

Choice, Free Market,
Family & Children,
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Context

The Housing
Market

Issue

Increasing variety
and supply



Consumer
Issue

WE = Everyone affected
by housing situation





Community Development



How CDCs tend to describe their work:

- Develop *affordable housing*
- Create economic opportunity for *distressed* communities
- Empower *low-income* people to create positive change in their lives
- Provide *social services*

Community Development Is...



Development

Values



Opportunity & Prosperity
Connection
Participation
Fairness

Opportunity & Prosperity



“We all do better when we all do better.”

- U.S. Senator Paul Wellstone



Community Development

Opportunity

Not Need

Opportunity

Shaping and carrying out a common vision of a diverse and stable community... [to] build assets and greater economic stability.



Connection



Connecting

people to opportunity and jobs

residents to each other

communities to each other



Connection



Together, neighbors and community institutions can get things done.



A person's connections to neighbors and to community organizations are important social assets.



Participation



Helping neighbors
build communities

Participation



Neighborhood residents, business owners, and organizations working together to ensure that what gets built meets the needs and desires of the community.



Fairness



Fairness



Who is included?



Who is left out?

Fairness



Promoting the economic self-sufficiency and social well-being of residents and advocating for an equitable share of private and public resources.

Community Development



Focuses on projects that will increase community wide opportunity and prosperity.

Community Development



Fosters strong public participation that connects residents and investors in deciding what, where, and how to build.

Community Development

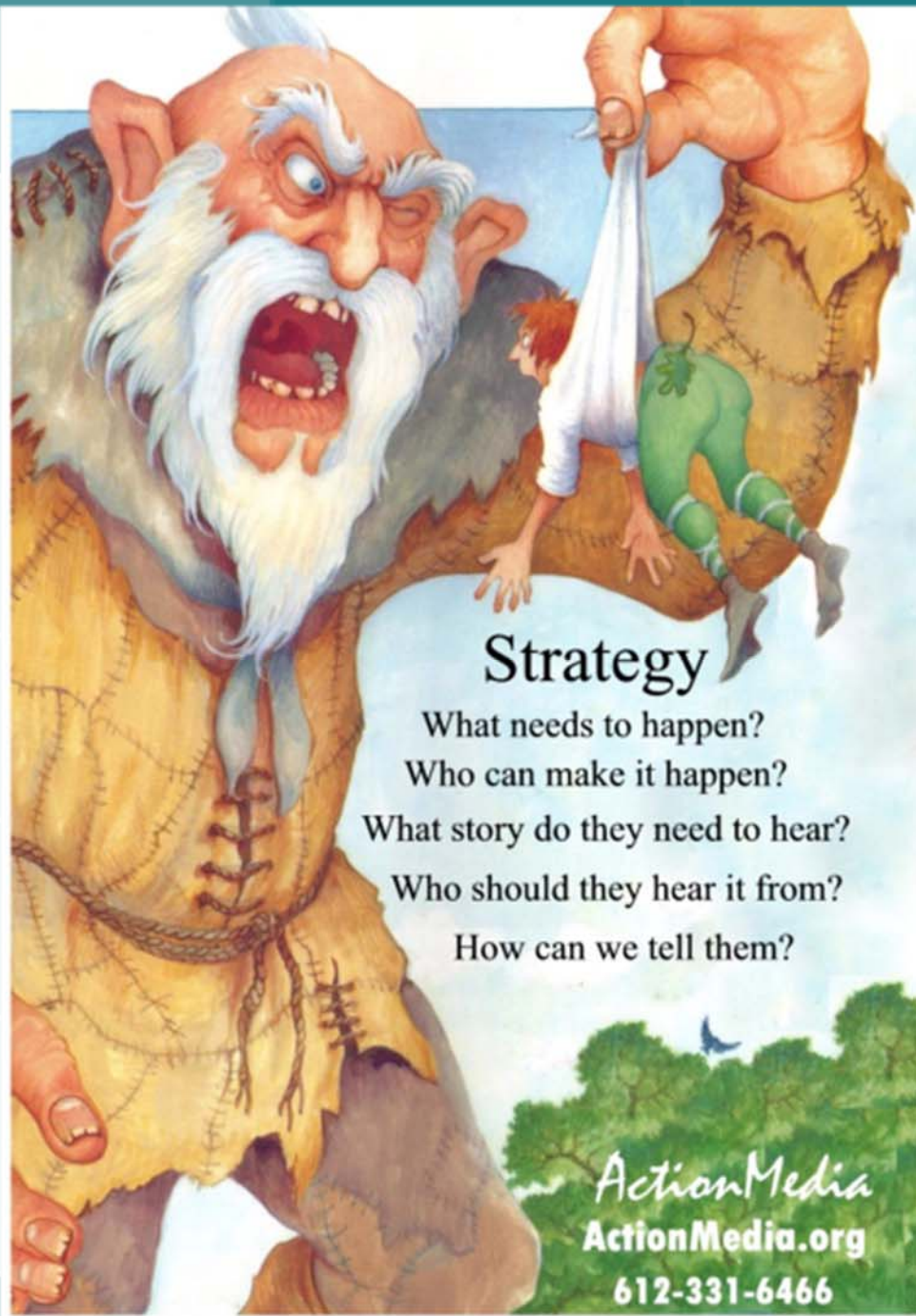


Achieves benefits to the community as a whole.

Your next opportunity to communicate

- Think about an upcoming opportunity to talk or write about your work
- Use the Values pocket card to organize your ideas and content.
- Partner with a person at your table and tell them briefly what you might say that uses the values. Switch roles and have them tell you their story.
- Evaluate with each other how it effects the content.





Strategy

- What needs to happen?
- Who can make it happen?
- What story do they need to hear?
- Who should they hear it from?
- How can we tell them?

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Strategic Messages



What do you want
to have happen?

Strategic Messengers



Who should they hear it from?



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