

## Housing Messages that Work

Hello CDN Members,

We have tools for you that raise the public concern about affordable housing and that will help us win the resources necessary to better meet the housing need.

For the past year, Sam and I have been engaged in a messaging think tank led by Professor Larry Wallack, the keynote speaker at the CDN Banquet. From the think tank work and associated polling conducted by Patricia McCaig, we have distilled some powerful ways to talk about housing in ways that will resonate with the public, the media and decision makers.

Now it is time to incorporate these messages into our work.

### Housing Messages that Work Presentation

Monday December 6 10:00 am to 11:30 am

or

Wednesday December 8 3:00 pm to 4:30 pm

at CDN (2627 NE MLK Jr)

(same presentation, repeated to ensure your attendance)

### Agenda

- Overview of Messaging Think Tank
- Powerpoint presentation with the information Patricia McCaig's gathered from polling
- 4 Messages that Work
- Message Discipline: Repeating Yourself is Not as Dumb as You Thought
- Implementing Messaging Strategy
- Next Steps for CDN Members

We are repeating this workshop because this information and strategic approach will be so crucial to our success. Please make sure at least one staff of your organization can attend one of these sessions.

RSVP via email to [mike@cdnportland.org](mailto:mike@cdnportland.org)

Get excited. We are going to make change.

Michael