## CO NAHRO Audiences and Communication Strategies

<table>
<thead>
<tr>
<th>ELECTED</th>
<th>CIVIC</th>
<th>BUSINESS / CITIZEN</th>
<th>ALL / GENERAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mayor &amp; City Council</td>
<td>Civil Servant Leaders (police, fire, traffic, etc.)</td>
<td>Chamber of Commerce &amp; Business Leaders</td>
<td>Engaged Community Members (community activists, faith-based groups, other NPOs, vocal citizens, etc.)</td>
</tr>
<tr>
<td>County Commissioners</td>
<td>Planning &amp; Zoning Boards</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Motivations

- **ELECTED**
  - Serve the electorate. Set policy. Fiscal responsibility.
  - Focus on county as a whole and rural areas. County policies, budget and taxes.
  - Do my job. Serve the community. Fix challenges, not make them worse.
  - Big-picture thinking. Think ahead about making the community great. Safety/building to code.
  - Passion. What they feel is right for the community they live in.
- **CIVIC**
  - Encourage and acknowledge participation in community meetings and forums. Engage early. Make it personal - police, fire, EMTs, etc. often benefit from affordable housing.
  - Solidify partnership - you’re better together. Engage them early and often.
  - Illustrate what you and they are doing to improve the business environment. Workforce housing. Housing diversification. Money from home building stays in the community.
- **BUSINESS / CITIZEN**
  - Add economic impact talking points to their conversation. Encourage and acknowledge participation.
  - Ask what they need. Provide content they can publish. Give them exclusives. Make their job easier.
- **ALL / GENERAL**

### Strategies, FOR

- **ELECTED**
  - Give them tools to share their affordable housing position with constituents. Publicly partner with and praise them.
  - Reaffirm the fiscal soundness of investing in affordable housing. Publicly partner with and praise them.
  - Make affordable housing simple for them — establish trust in your expertise and let them leave it to you.
- **CIVIC**
  - Focus on pain points in their work and demonstrate how you can alleviate those.
  - Ask about their vision for the future. Show how affordable housing fits in and how you’re a necessary part of that.
  - Learn about their platform and priorities. Illustrate how affordable housing fits into that plan.
- **BUSINESS / CITIZEN**
  - Add economic impact talking points to their conversation. Encourage and acknowledge participation.
  - Ask what they need. Provide content they can publish. Give them exclusives. Make their job easier.
- **ALL / GENERAL**
  - Keep them engaged. Empower them. Make sure they use the appropriate talking points when engaging those who are neutral or against. Ask questions.

### Strategies, NEUTRAL

- **ELECTED**
  - Make affordable housing simple for them — establish trust in your expertise and let them leave it to you.
  - Make affordable housing simple for them — establish trust in your expertise and let them leave it to you.
  - Focus on pain points in their work and demonstrate how you can alleviate those.
  - Ask about their vision for the future. Show how affordable housing fits in and how you’re a necessary part of that.
  - Learn about their platform and priorities. Illustrate how affordable housing fits into that plan.
- **CIVIC**
  - Focus on pain points in their work and demonstrate how you can alleviate those.
  - Ask about their vision for the future. Show how affordable housing fits in and how you’re a necessary part of that.
  - Learn about their platform and priorities. Illustrate how affordable housing fits into that plan.
- **BUSINESS / CITIZEN**
  - Add economic impact talking points to their conversation. Encourage and acknowledge participation.
  - Ask what they need. Provide content they can publish. Give them exclusives. Make their job easier.
- **ALL / GENERAL**
  - Keep them engaged. Empower them. Make sure they use the appropriate talking points when engaging those who are neutral or against. Ask questions.

### Strategies, AGAINST

- **ELECTED**
  - Housing diversification is good for the city. The community wants you to make affordable housing a priority. Service workers vital to the community: emergency services, nurses, teachers, etc.
  - Show you know county-wide data - rural, urban AND suburban. Show that you are great stewards of tax money. Stats. Show you’ve done your homework and will make their jobs easier (or want to make them heroes). Demonstrate your accountability. We provide stability. We live here, too.
  - Stats. Show you’ve done your homework and will make their jobs easier (or want to make them heroes). Demonstrate your accountability. We provide stability. We live here, too.
  - Affirm the place of housing diversification in the big picture for the future of your community. Demonstrate respect for and knowledge of code. Prove your accountability. We live here, too.
  - Public/private partnership. Private enterprise can’t do it (and community will lose money) without our help. We can’t do it without private partners. We’re a business, too.
  - Just the facts. Crime, property values, traffic, etc. We’re better than slum lords. Higher standards. Property maintenance. Acknowledge and differentiate from old impression of the projects.
  - Public/private partnership. Private enterprise can’t do it (and community will lose money) without our help. We can’t do it without private partners. We’re a business, too.
  - Just the facts. If outright opposed, offer a counter point of view. If uninterested or overworked, provide people focused and business-focused narratives. Ask what they need and what they need to know.
- **CIVIC**
  - Stats. Show you know county-wide data - rural, urban AND suburban. Show that you are great stewards of tax money. Stats. Show you’ve done your homework and will make their jobs easier (or want to make them heroes). Demonstrate your accountability. We provide stability. We live here, too.
  - Stats. Show you’ve done your homework and will make their jobs easier (or want to make them heroes). Demonstrate your accountability. We provide stability. We live here, too.
  - Stats. Show you’ve done your homework and will make their jobs easier (or want to make them heroes). Demonstrate your accountability. We provide stability. We live here, too.
  - Affirm the place of housing diversification in the big picture for the future of your community. Demonstrate respect for and knowledge of code. Prove your accountability. We live here, too.
  - Public/private partnership. Private enterprise can’t do it (and community will lose money) without our help. We can’t do it without private partners. We’re a business, too.
  - Just the facts. If outright opposed, offer a counter point of view. If uninterested or overworked, provide people focused and business-focused narratives. Ask what they need and what they need to know.
- **BUSINESS / CITIZEN**
  - Public/private partnership. Private enterprise can’t do it (and community will lose money) without our help. We can’t do it without private partners. We’re a business, too.
  - Just the facts. If outright opposed, offer a counter point of view. If uninterested or overworked, provide people focused and business-focused narratives. Ask what they need and what they need to know.
- **ALL / GENERAL**
  - Keep them engaged. Empower them. Make sure they use the appropriate talking points when engaging those who are neutral or against. Ask questions.

### Strategies for the Future

- **ELECTED**
  - Meet those running for office and make them informed partners.
  - Meet those running for office and make them informed partners.
  - Provide packets to new Chamber board members.
  - Provide packets to new editors and local news reporters.
  - Provide packets to new Chamber board members.
  - Provide packets to new editors and local news reporters.
  - Know and be known in your community.
- **CIVIC**
  - Meet those running for office and make them informed partners.
  - Meet those running for office and make them informed partners.
  - Provide packets to new Chamber board members.
  - Provide packets to new editors and local news reporters.
  - Provide packets to new Chamber board members.
  - Provide packets to new editors and local news reporters.
  - Know and be known in your community.
- **BUSINESS / CITIZEN**
  - Meet those running for office and make them informed partners.
  - Meet those running for office and make them informed partners.
  - Provide packets to new Chamber board members.
  - Provide packets to new editors and local news reporters.
  - Provide packets to new Chamber board members.
  - Provide packets to new editors and local news reporters.
  - Know and be known in your community.
- **ALL / GENERAL**
  - Meet those running for office and make them informed partners.
  - Meet those running for office and make them informed partners.
  - Provide packets to new Chamber board members.
  - Provide packets to new editors and local news reporters.
  - Provide packets to new Chamber board members.
  - Provide packets to new editors and local news reporters.
  - Know and be known in your community.

### Updated

Updated 8/26/16