**SAMPLE ANNOUNCEMENTS & INVITATIONS**

***“Any Town”***

***Meeting #1: Sample Invitation***

What does the future of housing look like in *Town Name*?

What mix of housing options and programs will help our community thrive?

Join us for a community conversation from 10 a.m. to noon on \_\_\_\_\_\_\_\_ to discuss the future of housing in *Town Name*. During the meeting, we will share information about the current supply of housing in *Town Name* and possibilities on the horizon. This is an informational meeting, the first of two community meetings to be held in the coming months.

The goal is to gather a broad cross section of people who live and work in *Town Name* to talk about current challenges related to housing and to share ideas. Together we will explore options and opportunities. People who are newer to the issue of housing are particularly welcome. A mix of short presentations and small group discussions will help people of all backgrounds be able to contribute their thoughts and perspectives. Childcare and Spanish translation will be provided.

If you'd like additional information about this community conversation or would be interested in having a representative from the Planning Division give a brief presentation at your next meeting, contact \_\_\_\_\_\_\_\_\_\_\_\_ at \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Please RSVP *(add link)* to ensure that we have enough handouts and refreshments for all attendees. We hope you can join us!

***“Any Town”***

***Meeting #1: Invitation Planning and Sample Text***

*The basic information in this invitation may be used in a number of forms besides emails, such as newsletters of community groups, press release/newspaper articles, social media, posters, etc.*

Invitations should include…

* Time, date and meeting location
* Invitation to participate in the conversation – noting that we are looking for a input from all perspectives
* Offer to do a brief preliminary presentation to their organization or group to let them know more about the purpose of the meeting
* RSVP process and contact information (we recommend EventBrite, or similar, for registering since it is familiar and less “civic”)

Note: For selected contacts, we might want to offer a chance to review materials and key facts before the 2/10 session.

Sample text

SAVE THE DATE:

Saturday February 10

Housing and Our Community

What does the future of housing look like in *Town Name*?

What mix of housing options will help our community thrive?

Join this community conversation to learn more about the current supply of housing in *Town Name* and the possibilities that are on the horizon. This is an informational meeting, the first of two community conversations to be held in the next months. The goal is to gather a broad cross section of people who live and work in *Town Name* to come together to learn more about current challenges related to housing and to explore options and opportunities. People who are newer to the issue of housing are particularly welcome. A mix of short presentations and small group discussions will help people of all backgrounds be able to contribute their thoughts and perspectives.

Saturday February 10, 2018

9:00-11:00 am, *Meeting location*

Refreshments will be served

If you’d like additional information about this community conversation or would be interested in having a representative from the Planning Department give a brief presentation at your next meeting, please contact \_\_\_\_\_\_\_ at \_\_\_\_\_\_\_\_\_. We request RSVP’s to ensure that we have enough handouts and refreshments for all attendees. Please contact *(or register via Event Brite?)* if you will be able to join us.

Thank you,

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Additional paragraph that can be added to selected invitations:

Some people in our community know a lot about housing policies and options and others have less familiarity with these issues. To help everyone start with a common “baseline,” we’re preparing introductory information accessible to community members of all backgrounds. Please let us know if you’d like to help review these key facts ahead of the meeting.

Last Call Message:

Thank you for everyone who has helped spread the word about:

**Town Name Talks Together About Housing**

Meeting Date and Time

Meeting Location

Food and child care provided

If you haven't already, it’s not too late to RSVP for this educational community conversation:

* Find out what is happening with housing in Town Name
* Talk about what mix of housing can help our community thrive

The goal is to reach and engage a broad cross section of the community — especially those who have not been part of housing conversations in the past. This is a family friendly event with food and childcare. It will be a great opportunity for people from different parts of *Town Name* to talk, listen and learn together. The kind of housing we have affects the kind of community we live in. Please RSVP at (link).

***“Any Town”***

***Meeting #2: Sample Blurb Promoting Second Town Conversation***

Please join us for Town Name’s second conversation on Sat., April 28. This conversation will further examine how our community is experiencing the issue of housing and explore options the city is considering in greater detail.

During our discussion, we'll touch on:

- Short-term, mid-term and long-term solutions to Town Name’s housing needs

- Updates on actions the city is currently taking

- Other options under consideration, such as second units and renter/landlord relations

- Additional opportunities for community input

The conversation will be held from 10 a.m. to noon on Sat., April 28 at\_\_\_\_\_. Doors open at 9:30a.m. Light refreshments will be served and childcare will be provided. We hope to see you there.

OPTIONAL ADDITION

In the event you are unable to participate, please feel free to email your comments and suggestions to \_\_\_\_\_\_\_\_\_\_\_.

**SAMPLE OUTREACH TO ADVOCATES**

***Outreach to Advocate Already Met***

Dear \_\_\_\_\_\_\_\_,

It was great to meet you last week at the Home for All event. I wanted to make that you had heard about the series of housing related discussions in Town Name. In particular, we want to bring your attention to the community conversation on Wednesday April 11 at \_\_\_\_\_\_\_. Doors open at 6:30pm and the discussion starts at 7pm. This session is designed as an educational dialogue for community members who are less likely to participate in formal civic processes. As part of a grant from Home for All, our goal is to have more inclusive and more informed dialogue about housing in *Town Name*.

Some people in our community know a lot about housing policies and options and others have less familiarity with these issues. To help everyone start with a common “baseline”, we are preparing introductory information accessible to community members of all backgrounds. Because you already know a lot about housing policies in *Town Name*, we wondered if you would like to help review some of the basic background information that will be provided at the April 11 meeting and online. This can be done via a conversation with the nonpartisan consultancy that is helping to design the meeting and materials.

Let us know of you have time this week or next to talk. Thank you for any help you can give us in support of more informed community engagement.

***Outreach to General Advocate***

Dear \_\_\_\_\_\_\_\_\_\_ (name of specific advocate)

I wanted to make that you had heard about the series of housing related discussions in *Town Name*. In particular, we want to bring your attention to the community conversation on Wednesday April 11 at \_\_\_\_\_. Doors open at 6:30pm and the discussion starts at 7pm. This session is designed as an educational dialogue for community members who are less likely to participate in formal civic processes. As part of a grant from Home for All, our goal is to have more inclusive and more informed dialogue about housing in *Town Name*.

Some people in our community know a lot about housing policies and options and others have less familiarity with these issues. To help everyone start with a common “baseline”, we are preparing introductory information accessible to community members of all backgrounds. Because you already know a lot about housing policies in *Town Name*, we wondered if you would like to help review some of the basic background information that will be provided at the April 11 meeting and online.

Thank you for any help you can give us in support of more informed community engagement.