



AGENDA

Narrative Shift in the Affordable Housing and Community Development Sector

CONCURRENT SESSION

Friday, December 1st ▪ 8:30am – 10:00am ▪ Room: Ellington Salon C

Description: *Recent conversations across the network have focused on the challenges facing the affordable housing sector and the need to promote a new narrative to amplify the positive, collective impact of non-profit developers. The session will focus on ways the network can build more effective messaging and advocacy strategies and take action to combat frequent negative perceptions and educate stakeholders.*

Welcome and Framing (10 minutes)

- Lisa Alberghini and Robin Hughes, HPN

Discussion (75 minutes)

Discussion Questions

Framing and developing the message

- What is the “case” we want to advance for nonprofits as the main delivery system for affordable housing (development, lending, homeownership, counseling, etc.)?
- Of the many challenges facing the affordable housing sector, what challenges are best suited to be countered through narrative shift?
- How do we develop this message?

Delivering the message

- What are the key audiences we need to consider?
- How should we consider the coalition building needed to advance this message?
- What are examples of narrative “success” stories?

The role for HPN

- What more could HPN be doing to help advance a “narrative shift” in the affordable housing and community development sector?
- What are the mechanics of putting together the message?

Wrap-Up and Next Steps (10 minutes)