

*The Alliance's 2008 National Conference on Ending Homelessness  
Monday, July 28 – Wednesday, July 30*

## **Conference Advocacy Agenda**

*This is a schedule of policy and advocacy-related workshops and activities at the annual conference.*

### **Monday, July 28**

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| 8:00 am – 5:00 pm | ○ <b><u>Conference Registration</u></b><br>Visit the “Advocacy Information Table” next to Registration for a list of State Captains and State Hill Day Prep Sessions, a Hill Day Information Packet, and to ask questions.   |
| 2:00 pm – 5:15 pm | ○ <b><u>Half Day Training Institute</u></b><br><b>Making Hill Meetings Count: Advocacy Strategies for Providers, Advocates, and Consumers</b><br>Speakers will engage the audience in discussion on current federal policy priorities, principles of an effective Congressional visit, and success in messaging and storytelling. Workshop participants will meet other people from their state and have time to prepare together for Capitol Hill Day meetings.   |
| 3:45 pm – 5:15 pm | ○ <b><u>Workshop</u></b><br><b>New Funding Resources: FUP, VASH, Rapid Re-Housing</b><br>Late in 2007, Congress passed a bill that included new funding for permanent housing targeted to vulnerable groups: Family Unification Program vouchers for child welfare involved families and youth aging out of foster care; HUD-VA Supportive Housing programs for homeless veterans; and a Rapid Re-housing for Homeless Families Demonstration through the Continuum of Care. Workshop speakers will discuss the best models and the unique role that people working in homelessness systems can play in making their communities as competitive as possible for these funding opportunities. |

### **Tuesday, July 29**

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| 9:00 am – 11:00 am | ○ <b><u>Workshop</u></b><br><b>Moving Your Agenda by Building and Engaging Your Constituency</b><br>Local and state organizations are doing creative things to increase awareness and engage the public, elected officials, boards, and funders in their work to end homelessness. This workshop will explore how your organization can replicate the most successful strategies in order to develop a year-round advocacy agenda. Workshop speakers will discuss such strategies as involving tenants in advocacy; hosting program tours, candidate forums, and public events; and registering voters. |
| 1:00 pm – 2:30 pm  | ○ <b><u>Workshop</u></b><br><b>Use Your Voice: Consumers and Tenants Advocating</b><br>Those who are or have been homeless can share personal stories to initiate action among policymakers. Policymakers, in turn, can provide resources necessary to end homelessness. This workshop will explore how consumers can be effective in advocacy efforts with local elected officials and in meetings with Members of Congress.   |
|                    | ○ <b><u>Workshop</u></b>  |

## **When? What? McKinney Reauthorization Update**

Congress is the closest it has been in ten years to making significant changes to HUD's McKinney-Vento Homeless Assistance programs. This workshop will focus on two pieces of legislation currently under consideration. Workshop speakers will summarize key provisions; outline the affects on homeless assistance, homeless people, providers, and communities; and discuss the potential for new resources.

2:45 pm – 4:15 pm

- **Workshop**  
**Bricks and Mortar: Housing Policy Updates**  
Speakers will share information and impressions on the current housing policies advocates and other stakeholders are focusing on in Congress. Workshop speakers will summarize the key features of major legislative proposals including Section 8, the National Housing Trust Fund, the Runaway and Homeless Youth Act, and the Low-Income Housing Tax Credit, with particular focus on how the legislation would affect homeless populations.
- **Workshop**  
**State and Local Resources: Generating Dedicated Funding Streams**  
State and local governments are adopting creative strategies to generate ongoing sources of funding for programs that address affordable housing and services needs, including housing trust funds, rental subsidies, and homelessness prevention programs. Workshop speakers will describe dedicated funding streams in their communities and discuss how these sources can be replicated in other communities.
- **Workshop**  
**Online Communication: Using the Web to Further Your Mission**  
238 million people—or 70 percent of the population—in the United States uses the internet. You can tap into this audience for fundraising and homelessness education efforts, increasing your influence and online visibility. Workshop speakers will present an array of inexpensive online tools, including blogs, e-newsletters, fundraising tools, and research tools. The workshop will feature speakers from the fields of communications and online strategies.

## **Wednesday, July 30**

9:30 am – 11:00 am

- **Workshop**  
**Media: How to Get Homelessness in the News**  
Learn how to craft a compelling message, create a news hook, and earn groundbreaking coverage. Workshop speakers will highlight successful media campaigns and provide tips on developing a strategic media campaign, including how to write a press release, op-ed, and letter to the editor.
- **Workshop**  
**Money Makes the Housing World-Go-Round: HUD Appropriations Update**  
Workshop speakers will provide an update on HUD appropriations and an outlook for funding levels for specific housing and homeless programs in fiscal year 2009, including the McKinney-Vento programs, Section 8, and the Community Development Block Grant program.

1:30 pm – 5:00 pm

- **Capitol Hill Day**  
Plan to visit the offices of your Congressional Delegation during Capitol Hill Day. State Captains coordinate each state's Congressional visits.

They will contact participants before, and schedule times during the conference for participants to prepare for meetings. Find out when your State's Hill Day Prep session is at the Advocacy Information table.

3:00 pm – 6:00 pm

- **Hill Day “Report Back Session”**  
Participants are asked to come to this session to report on details of their Hill Day visits. This is a “rolling” session so come back whenever your meetings end.

*For more information about Conference advocacy activities, please contact Sarah Kahn (202-942-8259 skahn@naeh.org.)*