

Message Review & Recommendations

PREPARED FOR
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COALITION FOR HOME REPAIR

Currently

Mission Statement:

The Coalition for Home Repair promotes the preservation of safe, healthy, affordable housing for all by supporting the work of home repair and rehabilitation partners nationwide.

General Messaging Strategy

Our goal is to communicate about the need for home preservation and how members meet that need.

Member organizations invest in ongoing professional development and best practices implementation making them a worthwhile partner for funding.

We want to be the premier home repair provider operating as a nationwide nonprofit.



Survey Responses

Important Mission/Purpose Messages

- This is a network that is stabilizing communities by helping to set and continually raise the standard for preserving affordable homeownership through critical repairs for those in need.
- The Coalition is a vital resource to help improve home repair organizations which directly improves the lives of many Americans each year. As a partner with the Coalition, I personally have gained insight on best practices and educational resources that I otherwise would not have.
- ROI - I don't know enough yet about what the ROI would be for them but it's always good to focus on what they will get for their money.
- Home repair is a proactive approach to preventing folks from being unhoused, key to investing in our existing infrastructure and communities
- The Coalition helps promote healthier communities that allow for aging in place. It is a central hub for organizations leading the on-the-ground work in repairing the homes of people with low-income.

Most Challenging to Explain

- That CHR help with home repair but do not do the home repair the time commitment needed to access resources.
- That we are a membership org and a pass through for grants.
- Why businesses and other partners would have a stake in our mission
- The relationship between affordable housing and home repairs -- many seem to think of them as separate, because affordable housing is often associated with affordable rental housing, and not so heavily on home ownership.

Pain Points Alleviated

- The need for funding for small home repair organizations.
- Affordable continuing education and networking (the conference is great at this) and access to large funding streams for smaller non-profits. In time, the Coalition can act as "stamp of approval" for those involved which would give more credibility and visibility to the home repair industry (especially for those utilizing volunteers)
- Unsure

Pain Points Alleviated

- The Coalition can advocate on behalf of its memberships and share best practices. Both might be challenging on their own, especially for smaller organizations.
- Relieve the cost/capacity burden of organizations who do the work and families who are in need of home repair
- Members not having access to already scarce financial and education resources -- by becoming a part of the Coalition, they can look to CHR and/or one another for any troubleshooting.

Impact on Audiences

CHR wants to make sure that their audience feels that CHR has value and knowledge that they can share and utilize.

In turn, this should make CHR audiences feel like they are connected, informed, and that the audiences' support is crucial for success of the CHR mission.



Strategic Influence Goals

Ensure a minimum of bi-annual communication about Coalition priorities with state-level representatives and housing authorities for each state.

Ensure annual endorsement by at least 10 House or Senate representatives on funding or initiatives that involve the Coalition.

Build trust and recognition in the brand by increasing marketing materials by 10x.

Strategic Interconnect Goals



Recruit at least 500 Coalition members.

Recruit at least 5 Coalition members in every state.

Expand ReFrame Conference to host at least 500 attendees, and 1,000 unique people attending Coalition events annually

Organize at least 4 regional home repair coalitions.

How should audiences perceive CHR?

- As a avenue to funding and educational opportunities.
- Top notch (high quality, standard-bearer), sophisticated, friendly, supportive, worthwhile.
- The source of truth for home repair and modification knowledge and information.
- Active, engaging, solutions oriented, brave.
- A one-stop shop for organizations in the home repair space to find relevant and updated information as it relates to funding opportunities and ongoing advocacy efforts at the local, regional, and national levels.

5 Words

- Determined, helpful, encouraging, strong, growing
- Connected, supportive, expanding, springboard, helpful
- Innovative, valuable, resourceful, knowledgeable, caring.
- Connected, supportive, knowledgeable, friendly, seeking
- Advocates, solution-oriented, approachable, knowledgeable, and forward-thinking.

5 Words

- Determined, **helpful**, **encouraging**, strong, **growing**
- **Connected**, **supportive**, **expanding**, springboard, **helpful**
- Innovative, valuable, **resourceful**, **knowledgeable**, **caring**.
- **Connected**, **supportive**, **knowledgeable**, **friendly**, seeking
- Advocates, solution-oriented, **approachable**,
knowledgeable, and forward-thinking.

5 Words in Common

- **Helpful**
- **Encouraging**
- **Supportive**
- **Caring**
- **Friendly**
- **Approachable**
- **Growing**
- **Expanding**
- **Connected**
- **Resourceful**
- **Knowledgeable**



Brand Personality

- **Connected**
- **Resourceful**
- **Entrepreneurial**
- **Supportive**

Brand Positioning

The brand positioning answers the question, “Why should I choose you?”

We are a trusted resource and advocate for home repair as an approach to the preservation of safe, healthy, affordable housing for all.

Brand Promise

The brand positioning answers the question, “What will you do for me?”

We will increase your knowledge, funding, and connections to further develop your impact in the housing space.

Brand Description

This is our elevator pitch. A short, clear statement of who we are and what we do.

The Coalition for Home Repair provides funding, advocacy, and educational resources for organizations and institutions that ensure the preservation of safe, healthy, affordable housing for all.

Brand Descriptor

Our descriptor is a shorthand of our brand description. It works like a headline to speed understanding and interest in the Coalition.

Funding, Connection, and Education for Home Repair Nonprofits.

Brand Guide



Who We Are

Brand Positioning
Brand Promise
Brand Personality
Brand Description
Brand Descriptor

How We Sound

Tone of Voice

- Connected
- Resourceful
- Entrepreneurial
- Supportive

How We Look

Logo
Color Palette
Typography
Graphic Accents
Brand Brief
Photography Style
Applications
Presentation Template

Introduction

Within the Coalition for Home Repair’s unique journey, there lies a compelling narrative waiting to be shared. Effectively conveying this narrative hinges on the utilization of a well-defined set of communication principles, designed to ensure that our message resonates with clarity, consistency, and emotional resonance.

These foundational elements are firmly rooted in the authenticity of our identity, the impact of our actions, the aspirations we hold, and the strategies we employ to fulfill our mission.

How We Sound

Our voice guides the style of how we speak and write. The following examples show how we can apply our tone of voice through our personality traits.

CONNECTED

- **Warm and Inclusive:** We speak with a warm and inclusive tone, emphasizing our strong connections with home repair organizations across the country. We're like a close-knit family, working together to make homes safer and communities stronger.
- **Community-Centric:** Our tone reflects our commitment to building and nurturing a sense of community. We use words that highlight unity, togetherness, and collaboration to show that we are all connected in our mission.

The following sample LinkedIn post highlights the “Connected” tone of voice by celebrating the contributions of women in construction, emphasizing the nonprofit's connection with them, and inviting the community to join in celebrating their achievements. It encourages engagement and participation while staying true to the nonprofit's mission and values.

LinkedIn Post about Women in Construction Week:

- *This week, as we commemorate Women in Construction, we're reminded of the incredible women in the construction industry that bring innovation, resilience, and dedication to the forefront of every project.*

At the Coalition for Home Repair, we're immensely proud to be connected with and support the organizations across the country that hire and support the women who are breaking barriers and shaping the future of construction.

This week, let's shine a spotlight on their remarkable achievements, applaud their commitment to building stronger communities, and celebrate the diverse voices they bring to the table. Together, we're forging a more inclusive and connected that ensures the preservation of safe, healthy, affordable housing for all.

Join us in honoring and celebrating these women! Share your stories, tag an inspiring woman in construction, and let's continue building bridges together.



*Funding, Connection, and Education
for Home Repair Nonprofits.*

ReFrame Conference 2024 Sponsorship Opportunities



Current Projects

- **Conference Sponsorship Information**
- **Conference Video**
- **Press release about bringing conference to Detroit**
- **Video for Conference Promo**
- **General Content Calendar**

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Questions and Discussion