

United States Interagency Council on Homelessness



National Project Homeless Connect

Best Practices Colloquy

Toolkit 2.0

August 2008



7. Consumer Engagement: One Marketing Project Homeless Connect

PHC is centered around the consumer, the homeless person. Marketing PHC to them means knowing where they are and what they want.



- **Set** a goal for consumer turnout
- **Create** a flyer with date, map, directions to event
- **Begin** outreach as soon as the date and site are set
- **Enlist** police/ direct service providers/ consumers
- **Deploy** engagement teams on the day of the event
- **Host** PHC's regularly and listen to the consumer



7. Consumer Engagement: Two *Best Practices in Marketing*



- Many communities provided flyers to law enforcement and local businesses who then get the word out to consumers about the upcoming PHC.
- Eugene used flyers with bus passes attached and maps to bus depots where free transit was available, engaging over 1,000 for their first PHC.
- San Francisco deploys an engagement team prior to and during PHC to inform and engage consumers directly.
- Localizing flyers and engagement materials and showing how PHC can fit into the day-to-day lives of consumers helps communities engage more of them into PHC.



7. Consumer Engagement: Three Best Practices in On-Site Engagement

- Those hosting PHC's regularly engage more consumers by consistently delivering immediate services (e.g., St. Louis engagement rose 300% from their first to second PHC).
- Establish ample intake capacity to reduce or eliminate waiting in lines for homeless consumers.
- Offer on-site entertainment and restaurant-style meal service.



Fourth Annual National Project Homeless Connect Week

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