

BUILD TRUST

1. Feature messengers that build trust.

Audiences often approach housing-related issues with their guard up, so be sure to feature messengers whom they will see as trustworthy and credible. Feeling a sense of connection with the messenger, whether through race, gender, class, geography, occupation, or experiences, is key to engaging diverse audiences.

2. Lead with motivations and values.

Messengers can describe the identities (parent, son, daughter, co-worker, friend, neighbor) and values (family, community, safety, security) they likely share with the audience, along with their motivations for speaking out.

3. Stay attuned to people's skepticism.

Audiences are likely to distrust messengers with a financial stake in the policy at hand. (For example, a housing developer seeking to build a new affordable or supportive housing project.) Be sure to feature messengers that audiences see as unbiased and trustworthy.

4. Use plain language.

Don't make big promises like 'solving' or 'ending' problems. That can sound too good to be true and make people lose trust. Instead, be open and clear about what policies and programs can really do, and what they can't.

5. Show your human side.

Warmth and compassion build trust and make messengers more relatable. Let's say you want to draft an op-ed in support of a new affordable housing project. The author can start by explaining why they're speaking out about this issue so that readers can relate to their perspective.



This Good Neighbor Toolkit Helps Build Support for Housing

This is part of a series of six one-page guides to build public support for inclusive housing policies in Colorado. It is grounded in research with Coloradans and the evidence-based Heartwired framework.

For the full Good Neighbor Toolkit, go to bit.ly/goodneighbor toolkit

