



ACTIVATE HOPE

1. Show That Change Is Possible

Everyone can see housing problems, but the solutions are harder to notice. Share tangible examples of successful approaches from your community or others like it. Even seemingly small solutions can produce big benefits.

2. Use Stories and Simple Facts

Share real stories and one or two strong facts to show that the ideas and programs you support really help people find safe, stable homes where they can thrive.

3. Spark Innovation and Energy

Housing discussions can often feel stuck or uninspiring. Introducing new ideas can energize the conversation and show people that meaningful solutions exist.

4. Be Real and Honest

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 really can do and what they can't.

5. End on Hope

Always end on a positive note. Show that progress is possible and that small steps forward can make a big difference.



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